

## PRESS RELEASE

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### **Four media measurement bodies form the Global Alliance for the Measurement of Media Audiences (GAMMA) to chart a course for the future of video audience measurement**

**BARC (India), Médiamétrie (France), Numeris (Canada) and Video Research (Japan) collaborate to align audience measurement operational processes and technical standards across the globe.**

## GAMMA



BROADCAST  
AUDIENCE  
RESEARCH  
COUNCIL  
INDIA



NUMERIS



Audience Measurement systems worldwide have been evolving to meet the emerging needs of the industry. Rapid advancements in technology are re-shaping both the distribution as well as the consumption of content. These changes are not only country-specific but have a global impact, given the true nature of digital media.

BARC (India), Médiamétrie (France), Numeris (Canada) and Video Research (Japan) will collaborate on future audience measurement initiatives including the development of common technical standards and operational processes, in order to benefit the existing currency services each member operates, in their respective market, through their current organization and measurement partners. The four founding nations collectively account for a total population of more than 1.5 billion and represent a combined advertising spend of USD 78 billion (15% of the worldwide total).

Brad Bedford, a veteran audience measurement executive, has been appointed Global Managing Director for this alliance.

GAMMA aims to leverage the collective knowledge and sector expertise of each member to advance audience measurement solutions worldwide. Through closer cooperation, the participants intend to identify strategies and solutions that are more transparent and standardized. This will ensure greater efficiency, consistency and scope for audience measurement providers and their partners from this point forward.

*“Audience measurement across the world needs to constantly innovate to keep pace with emerging trends. We at BARC India have always been open to learning from our global counterparts and this international alliance offers a tremendous platform to not only learn from our peers, but also to contribute.”* said Partho Dasgupta, CEO, BARC India.

*“As in every other field, audience measurement needs to cater to changing media behaviors. Partnering with Television, Internet and Radio professionals for decades has allowed Médiamétrie to develop unique technological and methodological expertise in audience measurement. We’re pleased to share these achievements with our colleagues, via this new alliance, to further accelerate innovation within the industry,”* added Bruno Chetaille, Chairman and CEO, Médiamétrie”.

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*“This global body will help us leverage knowledge, innovation and audience measurement expertise as a result of more effective discussions with key international players. We are confident that this alliance will be a key conduit in gaining stronger cooperation towards more consistent, transparent, standardized and interoperable audience measurement,”* said Neil McEneaney, President & CEO, Numeris.

*“While each market behaves differently and has unique challenges, the single issue common to all audience measurement providers today is the ability to capture complete viewership, irrespective of screen. Innovation and collaboration remain the primary criteria and this expanded global relationship provides a major step towards that end,”* said Yuzuru Kato, President & CEO, Video Research Ltd.

Said Bedford, *“There is an ever-increasing demand for cross device measurement internationally and the partnering of these audience measurement companies seeks to facilitate continued movement in that direction. I am truly honoured to represent this effort on a global scale. We are confident this alliance will be a source of great knowledge sharing and continued learning for the industry.”*

### About Médiamétrie

*The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a reference for Media Data in France. Created in 1985, Médiamétrie is expanding its activities in television, radio, Internet (computers, mobile phones and tablets), cinema and the cross-media sector in France and abroad. Médiamétrie achieved a turnover of €102.7 million in 2018.*

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