

PRESS RELEASE

Levallois, 27 June 2019



Mediametrie

Médiamétrie launches "TREND-e," a service that aims to identify the internet's new gems

How can we spot up-and-coming websites and apps in an increasingly rich and complex digital universe? How can we identify those players which will inconspicuously rise from unknowns to audience category chart toppers over the space of just a few weeks? In a nutshell, how can we identify the online gems of tomorrow?

Médiamétrie's new service, TREND-e, offers a solution by anticipating the digital trends in the French market as well as understanding the evolving consumption of internet users.

This tool is based on the Total Internet measure which reports the monthly audiences for 6,000 websites and 1,000 apps on computer, smartphone and tablet. This measure is produced through the hybridisation of browsing data that is automatically collected from a panel of 25,000 individuals who are representative of the French population with exhaustive data for website visits.

TREND-e enriches these results by analysing increases against seasonal influences and the effects of exceptional events in order to provide an overall market view and a summary of trends each month.

"French people on average spend 2 hours and 3 minutes online each day; although half of this time is concentrated on five brands, the remaining 50% is extremely fragmented. Only exhaustive measurement is capable of detecting new practices and new trends, hence the launch of Trend-e. This service helps you stay one step ahead of the market by offering a specific perspective on audience rankings," explained Bertrand Krug, Director of Médiamétrie's Internet Department.

TREND-e will be available on a subscription basis from this July, and will help to:

- **Decrypt** new online practices (audience growth in % and volume terms)
- **Anticipate** movements among the leaders
- **Recognise** emerging players in 16 competitive spheres
- **Detect** trending apps in advance

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 benchmark for media data in France. Created in 1985, Médiamétrie is expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad. Médiamétrie Group generated a turnover of €102.7 million in 2018.

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