

# PRESS RELEASE

Levallois, 19 September 2019



## Nomination

Bruno Chetaille, Chief Executive Officer of Médiamétrie since December 2006, reaches the end of his term in March 2020. The Board of Directors is making arrangements for his succession.

At the Board meeting on 25 September, Yannick Carriou's name shall be put forward for the position of Chief Executive of Médiamétrie. He will join the company in January 2020, becoming its Chief Executive Officer when Bruno Chetaille leaves.

Yannick Carriou, who is 49 and studied at École Polytechnique and ENSAE, has held the posts of Managing Director of TNS-Sofres France (2006-2010), Managing Director of Ipsos France (2010-2012) and CEO of Ipsos Connect (2013-2017). Since 2017, he has been the Chief Executive Officer of Teknowlogy Group.

Today, Médiamétrie measures television, internet and radio audiences and contributes to press audience measurement (digital). In addition to audience measurement, the company offers services in support of digital transformation (advertising effectiveness, big data, ad hoc studies, and so on). Médiamétrie has also extended its business abroad, which now accounts for almost 20% of its turnover. During Bruno Chetaille's mandate, Médiamétrie has more than doubled in size, increasing its turnover from €48 million (2006) to €103 million (2018).

### **About Bruno Chetaille:**

Aged 65 and holder of a degree from HEC, Bruno Chetaille has been Médiamétrie's Chief Executive since December 2006. He previously occupied the positions of President of TDF (1992-2006), technical adviser for François Mitterrand (1988-1992) and Head of Communication and Development (Caisse des Dépôts group, 1983-1988), and in that capacity he became the first Chairperson of Canal J (1986-1988).

### **About Médiamétrie:**

- 60,000 panellists
- 1.5 million interviews every year
- 1 billion data processed every day
- Innovative measurement methods and technology (watermarking, hybrid method, etc.), allowing us to offer 4-screen TV or 3-screen Internet measurement, and big data services
- 700 employees, with an average age of 34

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*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 operating 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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*Twitter: @Mediametrie*

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**Press contact:**

*Charles Juster*

Tel : +33 (0)1 47 58 94 39

[cjuster@mediametrie.fr](mailto:cjuster@mediametrie.fr)