

PRESS RELEASE

Levallois, 10 December 2021



KANTAR

Médiamétrie wins an award with Kantar at the Grand Prix Syntec Conseil 2021



On the occasion of the second edition of the Grand Prix Syntec Conseil 2021, organised in partnership with Les Echos, which was held on 10 December 2021, Médiamétrie won the Silver Trophy in the Data, Services and Technologies category for its RateOnAir innovation. This technology is deployed in France, and internationally in partnership with Kantar.

RateOnAir is a personal portable audience meter for measuring mobile media audiences.

The TV and Radio audience detection application, developed in partnership with Kantar and based on watermarking technology*, makes it possible to collect all public audiences, regardless of location and whatever the medium used to watch TV programmes or listen to the radio.

Kantar has been using RateOnAir technology for the out-of-home part of the benchmark TV and video audience measurement in Norway since 2018, and for automatic audience measurement of national radio stations in Sweden since August 2020. And indeed, the use of RateOnAir technology is a real challenge for measuring the audience of radio, the mobility media par excellence.

Since 31 March 2020, in addition to the historic panel of 11,400 panelists, at home and on television, television audience measurement in France now includes an additional panel of 4,500 people equipped with Médiamétrie's RateOnAir. Médiamat now includes all audiences for television programmes watched out-of-home or in mobility, regardless of the screen (television, computer, smartphone or tablet), and whatever the mode of consumption (live or replay). This audience is in addition to the home television audience.

Arnaud Annebicque, Director of MetricLine, the department responsible for marketing Médiamétrie's technologies and know-how internationally: *"We are very lucky that Médiamétrie is internationally renowned for innovation in audience measurement. This prize confirms our ambitions, both technological and international, and now rewards the partnership initiated with Kantar in 2016. The deployment of this innovative measurement technology is gaining pace and proving its worth. It gives broadcasters and media agencies the opportunity to better understand overall audience behaviour."*

* The technology used in television and radio audience measurement. Watermarking consists of inserting an (audio) tag into broadcasts that is inaudible to the human ear. This tag identifies the channel airing the programme, as well as regular markers of the broadcast time. Audience meters installed in panellist homes detect these signals.

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Keld Nielsen, Global Strategic Director at Kantar's Media Division, commented: *"I am delighted with this distinction which rewards our innovative and lasting partnership with Médiamétrie to bring greater precision and value in audience measurement to France and other international markets. Kantar's world-leading content detection technologies integrated with Médiamétrie's portable people meter enable us to capture viewing and listening data in and out of home and provide audience measurement wherever and whenever media consumption takes place."*

The Grand Prix Syntec Conseil, open to all research and consultancy companies whether they are a member of Syntec Conseil or not, aims to highlight the quality of contributions from consultancy companies and to reward the projects that have had the best performance as well as significant strategic benefits for the consultancy sector each year.

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.

www.mediametrie.fr

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About Kantar

About Kantar: Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.

www.kantar.com/fr

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