

# PRESS RELEASE

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## Médiamétrie and Omedia launch the 1<sup>st</sup> regular television audience measurement in Cameroon

In order to provide the data necessary for the advertising and editorial management of their offers to TV channels, communication agencies and advertisers, Médiamétrie and Omedia are launching the **first regular declarative television audience measurement** in Cameroon.

This development is in line with the audiences already measured up to now annually by Médiamétrie and recent actions with Cameroonian audiovisual players.

The measurement will now be based on 6 waves per year. A first wave of 1,200 interviews\* in January 2022 will specifically cover the period of the **Africa Cup of Nations**, which takes place in Cameroon next year. Then, a collection every two months from March to November will provide bimonthly results, based on running totals, out of a total of 1,200 interviews per wave. This approach will allow study clients to analyse the results for specific targets and per given day.

Over the year, this approach will also provide for the publication of two audience waves for the Radio.

Each wave will mention the major audience indicators: cumulative audience, the average quarter-hour, audience share, listening duration by individual and listening duration by viewer/listener\*\* Finally, the results will be compatible with the main media planning tools.

The results of the first wave will be available in mid-February 2022.

Arnaud Annebicque, Director of MetricLine, the department responsible for marketing Médiamétrie's television, radio and internet measurement technologies and know-how internationally: ***“we’ve been measuring audiovisual media audiences in Cameroon with Omedia’s teams for several years. In a thriving audiovisual landscape, where economic development, modernisation of equipment, expansion of supply and an increase in consumption combine, we adapt the measurement, particularly in terms of frequency, to provide market players with the necessary audience data. And, as a trusted independent third party, we need to be as close as possible to the needs of our customers, both content distributors as well as advertisers.”***

\* Individuals aged 15 years and over residing in Yaoundé et Douala and representative of the population in terms of sex, age, profession and education level.

\*\* The May and November 2022 waves will deliver the radio audience results.

# COMMUNIQUÉ DE PRESSE



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Arnaud Moisan, Managing Partner of Omedia, adds: ***“by making available to TV channels, advertisers and their agencies everything they need to know about audiences every 2 months, it is ultimately a true TV audience barometer that we are setting up in Cameroon. It is a regular measurement tool that will allow everyone to react and adapt to possible changes from one wave to another. From our point of view, this is undeniable progress.”***

## About Omedia

Omedia is a market research and media analysis company in sub-Saharan Africa. The company brings experience and knowledge of the African continent, both through its established local operations and presence in Senegal, Mali and Côte d'Ivoire, and its current coverage of 16 countries in West and Central Africa: Senegal, Mali, Guinea, Guinea-Bissau, Gambia, Mauritania, Niger, Burkina Faso, Côte d'Ivoire, Togo, Benin, Gabon, Congo, Cameroon, Democratic Republic of the Congo and Sierra Leone. Omedia also draws on the expertise of its advertising monitoring and media investment analysis department: TV, radio, press, posters and digital.

The company's understanding of local issues gives due consideration to the specific characteristics of each country. It is backed by a network of in-house trained interviewers, consistent with the objectives of its surveys, whether face-to-face or via its call centres based in Dakar, Abidjan and Bamako.

[www.omeia-group.com/](http://www.omeia-group.com/)

## About de 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 operating in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad.

[www.mediametrie.fr](http://www.mediametrie.fr)

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