



Mediametrie

## Press Release

16 November 2022

### New

## Médiamétrie is launching MyTREND-e, an analysis of internet trends and market evolution dynamics



Médiamétrie deciphers for its customers the ever increasing use of digital technology in France and detects the trends in terms of uses in order to guide brand marketing strategies. With MyTREND-e, Médiamétrie offers a monthly analysis of **internet trends** and identifies **evolutionary dynamics**.

MyTREND-e identifies **new sites and new applications, the most significant changes in audience, the recurrence of visits to brands, the affinity rate between the actors or even audience complementarities**.

The **MyTREND-e analyses** are produced monthly in the form of dashboards and in a differentiated and personalised way for each subscriber customer.

With MyTREND-e, Médiamétrie provides publishers, agencies, consultants, advertisers, distributors and public authorities with an in-depth view of a site's audiences and those of its competitors, by identifying weak signals and strong signals that can accelerate the deployment of their strategies.

MyTREND-e offers a **unique view** thanks to a specific processing of audiences from the Total Internet Audience measurement, the benchmark measurement for the French market based on the actual browsing of 25,000 panellists on internet screens (computer, mobile, tablet).

“ Médiamétrie has a privileged vantage point to detect trends thanks to the continuous analysis of the browsing patterns of 25,000 panellists. The MyTREND-e solution accelerates strategic decision-making for our customers with a detailed analysis of consumption trends. ”

**Bertrand Krug**, Médiamétrie's Digital & Press Director



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### Survey features

MyTREND-e is a strategic and personalised analysis, carried out based on the **Audience Total Internet Audience measurement**.

The Total Internet Audience measurement is based on **a unique panel of more than 25,000 panellists aged 2 years and over**, including 6,200 panellists with two or three screens (computer and/or mobile phone and/or tablet), allowing the total audience of **over 5,000 brands and 1,000 applications** to be measured “natively”. The measurement benefits from innovative hybridisation methodologies developed by Médiamétrie which combine panel data and Big Data. This total measurement provides audience results for each screen: computer, mobile phone and tablet. The measurement takes into account the internet browsing of web users regardless of the location, connection method (3G/4G/5G/WiFi) or protocol (http/https), for all of the websites and apps.

### About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2021, the Médiamétrie Group achieved a turnover of €105.1 million and processed over one billion data every day.

Further information: [www.mediametrie.fr](http://www.mediametrie.fr) [@Mediametrie](https://twitter.com/Mediametrie) [Mediametrie.officiel](https://www.instagram.com/Mediametrie.officiel) [Médiamétrie](https://www.linkedin.com/company/Mediametrie)

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