



Mediametrie

Press Release

19 December 2022

## Partnerships

### Médiamétrie announces two technological partnerships to accelerate the transformation of TV and video measurement



Multiplication of digital offers, connected equipment, rapid changes in audience behavior: the transformation of media and communication market players is accelerating. Médiamétrie, the standard in audience measurement, is supporting its customers in this transformation. **Médiamétrie announces two major technological partnerships with Nielsen and Kantar.**

Médiamétrie announces two major technological partnerships with Nielsen and Kantar. These two partnerships aim to mobilize the best technologies available in the world to offer the French market the means of an audience measurement increasingly in line with changes in video and audio consumption, and **to meet the need for cross-media editorial and advertising measurements.**

“ We expect a strong acceleration of digitalization and de-linearization of media offers: we must anticipate this movement and support it with measurements that will remain the standard for all players. The French consensus on high-performance, independent, transparent, fair and shared measurement is the envy of many foreign markets. Médiamétrie's mission is to provide the French market with the best of what is being done around the world, and that is the whole point of these new partnerships. ”

**Yannick Carriou**, Médiamétrie's CEO

Nielsen will provide Médiamétrie with its technologies for measuring digital consumption in the home via Internet routers, of computerized management of digital television content, and of recognition of content from video-on-demand platforms. All these technologies are already implemented in the United States. Based on these technologies, Médiamétrie will respond to the development needs expected by the market players:

- extend TV and video measurement to SVOD and AVOD platforms and Fast Channels
- improve the way we take into account the consumption modes offered to the public by increasing role of platforms - live, replay, preview, exclusive content.

The partnership with Nielsen is a continuation of the two companies' collaboration on digital audience measurement in France since 1999 and on measuring the performance of advertising campaigns through their joint company Médiamétrie//NetRatings.



## Press Release

### Partnerships

Médiamétrie announces two major technological partnerships with Nielsen and Kantar.

For its part, Kantar will provide Médiamétrie with the new generation of its watermarking technology. This technology will enable Médiamétrie to improve the accuracy of its measurement of TV and video content - programs and advertisements - regardless of how they are consumed and the device used by the audience.

The partnership with Kantar is also in line with the close and long-lasting relationship between the two companies on watermarking and program monitoring for TV audience measurement since 2008. The two companies are also working together on the ongoing development of the new generation of Rate One Air personal people meter for Médiamétrie's measurement systems in France and those operated by Kantar internationally.

### About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences - now and into the future. Nielsen operates around the world in more than 55 countries. Learn more at [www.nielsen.com](http://www.nielsen.com) and connect with us on social media (Twitter, LinkedIn, Facebook and Instagram).

### About Kantar

Kantar is a data and evidence-based agency providing insights and actionable recommendations to clients, worldwide. We have a complete, unique and rounded understanding of people around the world: how they think, feel and act, globally and locally in over 90 markets. We don't just help clients understand what's happened, we tell them why and how they can shape the future.

### 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)

#### Press Contacts:

**Isabelle Lellouche Filliau**  
Tel.: +33 (0)1 47 58 97 26  
[ilellouche-filliau@mediametrie.fr](mailto:ilellouche-filliau@mediametrie.fr)

**Juliette Destribats**  
Tel.: +33 (0)1 47 58 97 55  
[jdestribats@mediametrie.fr](mailto:jdestribats@mediametrie.fr)



Check 500+ definitions on  
[Les Mots des Médias](http://LesMotsdesMedias.com)