


New

A new signature and a new brand universe for Médiamétrie



As the whole media, digital and advertising industry transforms, behaviours change, and stakeholders become more international, new balances are being created and audience measurement is reinventing itself.

Médiamétrie is developing its brand universe for greater clarity, better understanding of its offering and to guide its customers through these new dynamics.

“ With High Trust Data, Médiamétrie has chosen a hallmark which reflects the company's new challenges and reaffirms its fundamental value: trust. This value is a real commitment to the media, digital and advertising ecosystem. ”

Yannick Carriou, Chairman and CEO of Médiamétrie



As audience measurement is becoming international, Médiamétrie also made the deliberate choice to create **a promise in English**. The company is therefore positioning itself as the benchmark for measurement for its French and international customers.

"High trust" also sounds like "I trust", a play on words carrying meaning, stringency, modernity and confidence.

Our logo is evolving to integrate this new hallmark, through the creation of **an official logo, which aims to be clear and effective**.



Press Release

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In addition, in 2025, Médiamétrie is innovating with the launch of **Editorial Cross-Media Measurement**, **Cross-Media Advertising Performance Measurement** and the **new Podcast Measurement**.

“ In order to support these changes, Médiamétrie is proposing a new universe of offerings designed for greater clarity, transparency and impact. Our solutions are now grouped together under a dynamic graphic identity, with dedicated, colourful and easily identifiable universes. ”

Marie Liutkus, Communications Director of Médiamétrie

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|-------------------|--|
| MediaEar | Audio audience measurement |
| MediaMat | TV audience measurement |
| MediaWeb | Internet audience measurement |
| MediaWatch | Total video audience measurement |
| MediaTrend | Studies on behaviours and video/audio uses, cultural practices, etc. |
| MediaFrOm | Audience measurement and usage in overseas territories |

Although Médiamétrie is changing, its commitment to its customers remains unchanged: to offer them **reliable, innovative, comparable and useful measurements**, both today and in the future.

To develop this new brand architecture, Médiamétrie worked with the Netscouade agency.

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €103.5 million in 2024.

Further information: www.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

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