

Collaboration

Médiamétrie chooses AudienceProject to accelerate the development of its Cross-Media Video advertising measurement solution

Following the launch of its Cross-Media TV + CTV advertising measurement solution in January 2025, Médiamétrie has chosen AudienceProject's technology to accelerate the development of its Cross-Media Video advertising measurement solution. This solution measures the performance of campaigns broadcast both in on-demand digital ecosystems (video sharing platforms, SVOD, streaming services) and linear television.

It thus responds to the challenges faced by advertisers and agencies as well as publishers. By combining AudienceProject's technological assets, which are already integrated into the main platforms on the market, with Médiamétrie's proprietary data and methodological expertise, this partnership will rapidly expand the scope of cross-media measurement and ensure its scalability when new players want to integrate their own data.

“ This collaboration marks a significant step forward in the evolution of advertising measurement in France. It will give market players access to a unified, deduplicated view of their video campaigns across all screens, thanks to transparent, reliable measurement that is more comprehensive and representative of current advertising practices. ”

Julien Rosanvallon, Deputy Chief Executive Officer of Médiamétrie

“ We are proud that Médiamétrie has chosen AudienceProject as its partner to advance cross-media advertising measurement for video in France. This clearly demonstrates the quality of our technology and methodology. By combining Médiamétrie's reliable data and expertise with our proven measurement capabilities, we are setting a new benchmark for independent and comprehensive cross-media advertising measurement, enabling advertisers to make confident decisions and reach their audiences more effectively across all channels. ”

Emilie Carcassonne, Managing Director, France, AudienceProject



Communiqué de Presse

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Scheduled for launch in the first quarter of 2026, the Cross-Media Video advertising measurement solution will offer:

- Accurate assessment of deduplicated campaign reach and frequency across all channels, including major platforms, social media, connected TV and online video
- A unified view of campaign performance for informed decision-making

This new solution is a continuation of the work carried out by Médiamétrie in 2025 and marks a new step towards increasingly comprehensive cross-media measurements, always carried out with a focus on transparency and methodological fairness. This program is overseen by Médiamétrie's Cross-Media Video Committee.

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.

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