

Publication

Hybrid & AI, the white paper that deciphers new generations of measurement faced with the media measurement challenges



Following his presentation entitled “The next generation of measurement is here” at the asi* 2025 international conference held in Copenhagen, Julien Rosanvallon, Deputy CEO of Médiamétrie, announced the publication of the white paper Hybrid & IA (Hybrid & AI), co-written with Aurélie Vanheuverzwyn, Executive Director - Data and Methods at Médiamétrie.

This book explores the current transformation of media audience measurement, marked by the growing integration of data and artificial intelligence into hybrid systems. It highlights the benefits and challenges of an approach combining traditional methods and emerging technologies, through the analysis of its authors and the testimonials of French and international experts.

“ In a context of increasing fragmentation of media usage, which requires more detailed and granular audience measurement, traditional methods (panels, surveys) are no longer sufficient on their own. However, data and AI cannot replace them; panels remain central, and it is the combination of approaches that creates value. Hybridization is not a theoretical concept; it is an inevitable and widespread evolution. ”

Julien Rosanvallon, Deputy Chief Executive Officer of Médiamétrie

After debunking a few myths about data -that it is exhaustive, infallible, and could replace panels, the white paper details the advantages of hybridization. It allows for the measurement of smaller audiences, a crucial development in a fragmented media landscape, corrects for panel selection biases through the use of data, and optimizes measurement costs.

In France, Médiamétrie has already implemented several hybrid systems with Internet Global, Watch, segmented TV, and other measurements. Internationally, similar systems exist in Austria, Switzerland, Canada, the United States, French-speaking Africa, Australia, and the United Kingdom, each adapted to its market.

* Advertising Seminars International. 2025 asi International Radio & Audio and Television & Video Conferences



Communiqué de Presse

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“ Hybrid measurement is not a single method, but a family of approaches that aimed at reconciling heterogeneous data sources to reconstruct a more accurate picture of media behaviour. It is also important to understand the nature of this data in order to determine the most appropriate association model, depending on the need. ”

Aurélié Vanheuverzwyn, Executive Director - Data and Methods

The paper also highlights the challenges of hybridization, particularly in terms of data access (legal constraints), consistency of scopes and indicators, sample quality, which must remain central, and model intelligibility, a prerequisite for market confidence.

The place and role of AI in this equation are also central to the analysis. While AI now makes it possible to automate, analyze, and predict based on massive volumes of data, it also raises ethical and explainability issues that need to be addressed in a multidisciplinary dialogue between all stakeholders.

The history of audience measurement has always been one of balance and reinvention. Today more than ever, adopting open, governed, intelligible, and responsible measurement systems is essential to support all players in an increasingly complex media ecosystem.

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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