

**CSR**

**Médiamétrie wins EcoVadis silver medal for the fifth consecutive year**



Médiamétrie confirms its commitment to Corporate Social Responsibility (CSR) by obtaining, for the fifth consecutive year, the **EcoVadis silver medal**, the international benchmark for CSR performance assessment.

With a score of **74/100**, Médiamétrie ranks among the most advanced companies in terms of CSR: **91% of the organizations assessed have a lower or equal score**. This distinction reflects the continuous improvement of our approach, with a score that has risen by **17 points** since its implementation, thanks to the collective efforts of all our teams.

**A CSR policy integrated into the heart of our strategy**

Médiamétrie's CSR policy is based on three major areas in line with international standards and assessed by EcoVadis:

- **Environment:** halving our carbon footprint by 2030 (compared to 2020)
- **Social and Human Rights:** promoting equality and diversity
- **Ethics:** ensuring transparent practices that are consistent with our values

Médiamétrie has also implemented a **responsible purchasing** policy as part of its strategy, which systematically incorporates CSR criteria into the selection and commitments of its suppliers.

“This recognition is a testament to our collective efforts. The 17-point increase in our EcoVadis rating since the implementation of our CSR strategy reflects a structured and ambitious approach. It demonstrates our commitment to sustainable action by developing reliable, responsible, and transparent measures that benefit the entire media ecosystem.”

**Estelle Duval-Barreau**, Executive Director of Strategy & Transformation at Médiamétrie

**About EcoVadis**

**EcoVadis** is the international benchmark platform for assessing CSR practices, covering 150,000 companies in 2025 across four themes: Environment, Social & Human Rights, Ethics, and Responsible Procurement.



## Press Release

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### 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](http://www.mediametrie.fr)  @Mediametrie  Mediametrie.official  Médiamétrie

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