

New

Médiamétrie creates MediaReach – unified measurement of Cross Media Video advertising campaigns

MediaEar
MediaMat
MediaWeb
MediaReach
MediaWatch
MediaFrOm
MediaTrend

In order to provide an accurate picture of all media and advertising usage, whatever the distribution channel, Médiamétrie is offering a new service to the media ecosystem to measure the performance of advertising campaigns – **MediaReach** – with an initial stage dedicated to Cross Media Video advertising measurement.

In 2026, in consultation with the market, Médiamétrie and MediaReach will develop a harmonised measurement that will enable advertisers and all stakeholders in the advertising market to compare the performance of advertising campaigns objectively, whether they run on television, on streaming platforms or on video-sharing platforms.

In autumn 2025, the Cross Media Video Committee, which brings together all the key market players (broadcasters, video platforms, advertisers and agencies), reached a historic agreement by adopting a framework of six indicators* for comparing linear TV campaigns with digital video campaigns. Based on visibility and completion** criteria, this framework will sit at the heart of the new offering.

Médiamétrie is currently working on the operational development of its MediaReach solution with the support of its technology partner Audience Project, with a view to bringing it into service in the first half of 2026.

“Gaining access to a unified, de-duplicated view of video advertising campaigns across all screens – through a transparent, reliable measurement that is representative of current viewing behaviours – is a major priority for the advertising market, for advertisers, agencies and publishers alike. We are delighted to be able to respond to this need with the creation of this new MediaReach universe of offers and the first campaign assessments from 2026.”

Julien Rosanvallon, Deputy Managing Director of Médiamétrie

* number of contacts and reach, based on total impressions, viewable impressions (2 seconds, 100%), and viewable impressions completed to at least 25%, at least 50%, at least 75% and 100%.

** indicator used to assess the performance of video advertising on digital media. It is measured in terms of the average time the ad is viewed.



Médiamétrie creates **MediaReach**, unified measurement of Cross Media Video advertising campaigns **New**

With MediaReach, Médiamétrie covers seven major areas of expertise to offer its clients **reliable, innovative, comparable and useful audience measurement**, now and in the future.

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

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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