ARCHITECT OF TRUST

Mediametrie

High trust data

30k
panellists

500k
interviews/year

485
audience results produced each year for our clients, across all media

700
employees

51%
women

49%
men

€103.5m
turnover in 2024

550
clients in France and abroad

1985
Creation

"Our objective and our commitment remain unchanged – to guarantee the market the confidence it expects."

YANNICK CARRIOU,
Chairman and Chief Executive Officer

The media and advertising landscape is undergoing an unprecedented transformation.

Three profound shifts are reshaping its contours and establishing new points of reference for all stakeholders.

Firstly, **convergence is accelerating.** The boundaries between linear and streaming are disappearing, digital uses are intensifying and audiences are fragmenting. A new ecosystem is emerging, one that is broader, more fluid and more complex, and it must be measured in its entirety.

Secondly, **economic pressure is ramping up.** Advertising revenues from traditional models are in long-term decline, while digital innovation remains essential. The room for manoeuvre is narrowing and decisions are becoming more strategic.

Finally, **the question of scale** arises. Local and global players coexist, sometimes with diverging interests. A structural tension is developing between national requirements, international alignment and the need for reliable, comparable and transparent standards.

In this challenging context, **our ambition is twofold**: to ensure our measurement systems evolve in step with the market so as to uphold robust, commonly shared standards, and to assert, more firmly than ever, Médiamétrie's pivotal role in the development of the regulatory framework in France and at European level.

In the face of these challenges, our objective and our commitment remain unchanged: to **guarantee the market the confidence it expects**, based on consultation, quality, transparency and the neutrality of our measurements. This is how we will continue to support the transformation of an entire sector, with responsibility and determination.

BUILDING CONSENSUS THROUGH A UNIQUE GOVERNANCE

For 40 years, Médiamétrie has orchestrated a constant and rigorous dialogue with players in the media, advertising and digital sectors to build consensus and build trust in audience measurement.

This unique governance structure is based on a **Board of Directors**, six **decision-making committees** representing all the players in the media ecosystem and two **Scientific and Technical Committees**.
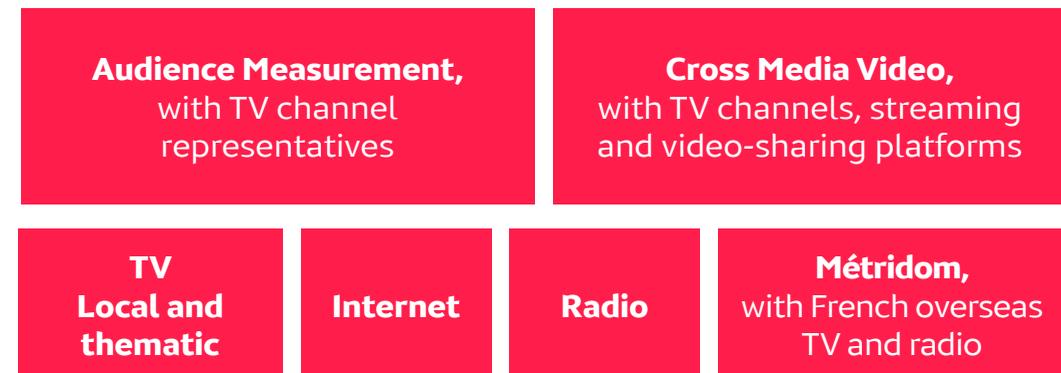
The Board of Directors

oversees and approves Médiamétrie's strategy and its overarching financial parameters. Its decisions are taken within a framework of consensus between all the families of stakeholders.

Members : Canal+, Dentsu France, Europe 1, France Télévisions, Havas, Métropole Télévision (M6 Group), CMA Media, Orange, Publicis Conseil, Radio France, TF1, Union Des Marques.

6 Committees

bring together decision-makers in the sector (publishers/advertising agencies, media agencies and advertisers) and cover the entire scope of our measurement.

Audience Measurement, with TV channel representatives	Cross Media Video, with TV channels, streaming and video-sharing platforms

TV Local and thematic	Internet	Radio	Métridom, with French overseas TV and radio

2 Scientific and Technical Commissions

guide and support methodological developments in reference measurements for radio and the internet. They help the committees in their decision-making.

PLACING DATA CONFIDENCE AT THE HEART OF OUR SOLUTIONS

Médiamétrie measures the audience for television, radio, websites and apps, streaming and video-sharing platforms and the performance of advertising campaigns.

Our clients include television channels, radio stations, digital players, platforms, media agencies, advertising sales houses, advertisers and the press (whose websites and applications we measure). Médiamétrie has placed **trusted data at the heart of its transformation and its innovations** to help them manage their editorial and advertising strategy.

Audience measurement is **a reference**, an **essential benchmark point** ensuring confidence in the market's commercial dealings. Today, only **transparent, fair and comparable** measurement can guarantee the **stability of the media and digital ecosystem**. To achieve this, Médiamétrie is innovating, developing its own technologies, integrating AI into its solutions and joining forces with recognised international partners such as Nielsen and Fifty5Blue.

As a result, measurement is becoming more agile and precise, providing an **accurate picture of all usage**, regardless of the content distribution channel, wherever and whenever it is consumed.

In 2026, in consultation with the market, Médiamétrie produces a harmonised measurement that will enable media, digital and advertising players to **compare objectively campaign performance**.

7 AREAS OF OFFERINGS SERVING THE MEDIA ECOSYSTEM

Our measurements cover seven main areas of expertise.

MediaEar
Listener measurement
(radio, podcast, listening behaviour, digital audio, insights)

MediaWeb
Internet audience measurement
(performance, websites and apps, computers and mobile screens, benchmarks, trends)

MediaWatch
Cross video audience measurement
(TV video, platforms, top content)

MediaMat
TV audience measurement
(benchmarking, programmes, media planning, all locations, all screens, all timeframes)

MediaReach
Measuring the performance of advertising campaigns
with the first solution dedicated to cross-media video advertising measurement (unified, deduplicated, cross-advertising, media performance, comparable KPIs)

MediaFrOm
Audiences and uses in French overseas territories
(overseas, television, radio, digital, analysis)

MediaTrend
Studying behaviour and usage
(decoding, ad-hoc studies, cinema, audiences)

TRANSFORMING MEASUREMENT IN A CHANGING MARKET

Médiamétrie uses four data sources to measure its audience:

- **Self-reported surveys**, carried out by telephone and/or internet (100,000 surveys are carried out each year to measure radio audiences).

- **Automatic measurements** via representative panels that provide profiles of viewers, listeners and internet users, as well as benchmark audience levels. This is the case for television, with 5,000 households equipped with fixed people meters and 5,000 individuals wearing portable meters (a simple watch-style wristband) to measure out-of-home and on-the-go viewing. This is also the case for streaming and video-sharing platforms (via a *streaming meter*[1] connected to household Wi-Fi) and websites and apps (via a meter, software installed on panellists' digital equipment).

- **Analytical measurements**[2] that provide a virtually exhaustive view of video consumption on our clients' websites and apps.

- **Data** from our partners that complements and enriches our own data.

What is "watermarking" and what is it used for?

This technology, embedded in audimeters, is used to automatically measure television viewing. Watermarking is based on inserting a digital watermark into the audio of programmes, inaudible to the human ear, which contains the channel identification and the date and time of broadcast. This information is recorded by the audimeter connected to the television set, or by a miniature version worn by panellists.

"Fingerprinting" – an automatic audio recognition technology

This technology for identifying audiovisual content is used to measure the audience for content on streaming and video-sharing platforms.

"Fingerprinting" involves taking an extract of video (or audio) content and comparing it with a complete database of programmes from each channel or with a platform's content catalogue. This allows us to determine what is being watched and when.

What is hybridisation and what is its purpose?

Some of Médiamétrie's audience measurements are based on innovative hybrid methodologies that combine panel data and Big Data. They benefit from the scientific robustness of panels combined with the depth of massive data from ad server logs[3] or analytical measurements.

At the crossroads of this hybrid methodology and watermarking and fingerprinting technologies, Médiamétrie produces the Watch automatic audience measurement system.

Available by brand, then by content, it offers a complete, transparent and fair view of video consumption by TV groups and streaming and video sharing platforms.

Wearable miniature meter

1. Streaming meter: electronic box connected to the household Internet box that measures the stream and the time spent on the platforms from all the screens connected by Wi-Fi/Ethernet in the home.

2. Analytics measurement: measurement of website and/or app traffic based on an exhaustive count of connections.

3. Ad server logs: files generated by an ad server and containing a history of events relating to the distribution of a digital campaign (ad impressions, clicks, conversions, etc.).

EUROPE, A NEW HORIZON FOR AUDIENCE MEASUREMENT

Médiamétrie is one of the six founding members of the **Audience Measurement Coalition** (AMC), created in 2025, which brings together the main JICs (Joint Industry Committees), MOCs (Media Owner Committees) and market research companies in Europe.

It currently chairs the coalition.

The aim of this pan-European coalition is to guarantee the implementation of common audience measurement principles across the continent and to speak with one voice to the European authorities, particularly in the context of implementation of the **EMFA** (European Media Freedom Regulation), the first law to provide a definition of audience measurement and to define its fundamental principles: transparency, impartiality, comparability, proportionality, inclusion & non-discrimination, and verifiability.

Internationally, Médiamétrie exports its audience measurement technologies and methodologies to Norway, Sweden, Denmark, Turkey and Morocco. It also produces and markets audience figures based on declarative surveys and/or hybridised with box operator connection data, conducted in around ten African countries, including Senegal, Cameroon and Benin. Its international department, Glance, delivers audience figures for more than **7,000 TV channels in over 100 countries** and analyses new content and **TV and video trends in more than 40 countries**.

BUILDING TRUST

Scientifically robust and audited measurements

The CESP (Centre d'Études des Supports de Publicité) is responsible for guaranteeing the quality of audience research so that advertising space can be monetised on the basis of relevant, robust and controlled benchmarks.

Médiamétrie promotes a culture of Corporate Social Responsibility (CSR)

and is actively working to reduce its greenhouse gas emissions by 50% by 2030 (compared with 2020).

Médiamétrie is committed to an Information Security Policy

to guarantee the protection of personal data, the protection of privacy and the security of information systems, and continues its certification approach for ISO 27001:2022 and ISO 27701:2019 with LRQA, both obtained in 2023.

Médiamétrie delivers independent and audited measurements

reflecting collegial governance and diversified shareholding.

Médiamétrie is a member of AMC, ACPM, Alliance Digitale, GESTE, IREP, SYNTEC Conseil and AFCDP.

Mediametrie
High trust data

Go further
with Médiamétrie