**Audiences of online advertising**

Drawing on the Total Internet Audience measurement among a panel of 25,000 web users, Médiamétrie assesses the performances of the internet media brokers and advertising networks which subscribe to Total Internet Audience.

These advertising results, which are not exhaustive, can be used to develop the audiences for groups of websites and apps marketed by media brokers and publishers, and the results are provided to agencies for use in media planning tools.

Based on the data on subscribers measured in April 2020, Médiamétrie has published the audience figures, affinity and usage data for 63 advertising offerings across 68 benchmark socio-demographic targets.

39 Principal Media Brokers

The Principal Media Broker category represents display advertising offerings that are exclusive to one publisher.

1 Partner Media Broker

The Partner Media Broker category represents advertising offerings that are already included under a Principal Media Broker and which can be included under another broker, subject to consent from the publisher.

15 Packs

Packs represent the different display advertising offerings of media brokers that focus on a theme or a target.

5 Networks

Networks are advertising offerings whose confidential composition includes programme-based purchasing offerings.
Methodology and Indicators

The Total Internet Audience measurement is based on a unique panel of more than 25,000 individuals aged 2 years and older, of whom 6,200 are web users with two or three screens (computer and/or mobile phone and/or tablet), allowing the total audience of over 6,000 brands and 1,000 apps to be measured “natively”. The measurement benefits from innovative hybridisation methodologies developed by Médiamétrie which combine panel data and Big Data.

This total measurement provides audience results for each screen: computer, telephone, mobile and tablet. The measurement takes into account the internet browsing of web users regardless of the location, connection method (3G/4G/WiFi or protocol (http/https), for all of the websites and apps.

**Unique monthly visitors**: Total number of individuals having visited a website at least once during the month in question, regardless of their connection location: home, workplace, or other locations. Individuals who visited the same website several times are only counted once.

**Unique daily visitors**: The number of individuals having visited a website at least once during an average day in the month in question. Individuals who visited the same website several times are only counted once for that day.

About Médiamétrie and Médiamétrie//NetRatings

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad. Médiamétrie Group generated a turnover of €102.7 million in 2018.

Médiamétrie//NetRatings was established and is owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.

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