



Mediametrie



Glance

Global Audience &
Content Evolution

Press Release

19 June 2024

News

AQPM becomes Glance's client to enhance global reach of Quebec production



Glance is delighted to welcome **The Quebec Media Production Association (AQPM)** as a new subscriber to its content monitoring and international audience services.

AQPM advises, represents, and supports independent production companies in film, television, and web. Among its members are more than 160 Quebec companies whose productions are recognized in Quebec and abroad.

This collaboration will provide AQPM members with exclusive insights into the latest global content trends via the NoTa platform, which tracks international series releases on fiction, entertainment and factual genres. Additionally, with their subscription to the Ratings Passport, AQPM will gain access to global performance data for programmes released on both linear and on-demand platforms.

This collaboration is set within a rapidly evolving Canadian audiovisual landscape, illustrated by a new obligation for online streaming services to contribute 5% of their Canadian revenues to support local content. This initiative, recently decided by the CRTC (Canadian Radio-television and Telecommunications Commission), aims to support the national audiovisual industry, promote cultural diversity, and ensure authentic representation of Canadian stories. These investments present an excellent opportunity to showcase Quebec talent on the international stage, and Glance's mission is to support them in this quest.

“ We are thrilled with this collaboration with Glance, which will significantly facilitate and support the promotion of Quebec content. NoTa will provide access to audience successes, new releases, and detailed profiles of thousands of productions broadcast worldwide. These data are essential for any company looking to venture into international markets, refine their business strategy, and enhance the appeal of their content. ”

Hélène Messier, President and CEO of AQPM

“ This partnership with the AQPM once again underscores the critical need for reliable audience analyses and data for the production and distribution sector to build the best international commercial and marketing strategies. We are honoured to accompany Canadian independent producers in better understanding the global content market. This will significantly contribute to the attractiveness of their programmes, a source of interest and inspiration for many international players. ”

Frédéric Vaulpré, Senior Vice-President of Glance



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About Glance

Part of Médiamétrie, Glance is the specialist of international TV markets and leading provider of official TV ratings for over 7000 channels in more than 120 territories and insight analyses based on a global expertise. Glance tracks the latest TV and online contents and trends in nearly 50 territories. With more than 230 flagship clients, Glance is market leader in TV and video market intelligence

More information: www.glance-mediаметrie.com  @Glance  Glance [Online store](#)

About Médiamétrie, a trusted third party for fair and objective measurements

Médiamétrie is committed to providing its customers with joint and sovereign standard audience measurements. As a data leader and media expert, the company applies its know-how to video, audio and cross-media behaviour measurements, as well as advertising effectiveness measurement. Every day, some 800 employees design and produce the right measure for today and tomorrow to support the free decision-making of the company's customers in France and abroad.

In 2023, the Médiamétrie Group achieved a turnover of €104,1 million and processed over one billion data every day.

More information : www.mediаметrie.fr  @Mediаметrie  Mediаметrie.official  Médiаметrie

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