



Mediametrie

Press release

4th September 2024

Evolution

Médiamat continues its development by taking preview* audiences by programme into account



Starting on 10 September, Médiamat will include preview audiences by programme. This enrichment marks the culmination of a major audience measurement transformation plan, in line with the evolution of TV usage among the French.

After the integration in **2020** of **audiences achieved outside the home** and/or on the move, whatever the device, then, in January **2024** of **audiences achieved on internet devices at home, including in households without a television**, Médiamat, the reference TV audience measurement, takes into account the **audiences of programmes watched in preview**, regardless of the device and location.

While total preview audiences were already counted overall in Médiamat, it is now available by programme and is added to the consolidated audience for each piece of content, 8 days after its live broadcast.

“ With this detailed preview measurement, Médiamétrie once again adapts to the behaviour of French people and the evolution of content offers by adding a brick to Médiamat, which thus guarantees and offers the market and its clients, television channels, advertising networks, agencies, advertisers, a complete measure to closely manage content and better reflect uses. ”

Laurence Deléchapt, Directrice TV & Cross Médias de Médiamétrie

The **first results** will be available for Médiamétrie's clients **on 10 September** in Restit'TV, the TV audience recording interface; they will concern the preview audiences of the programmes broadcast live on 2 September.

* Method of consuming a television programme accessible on a platform before its live broadcast



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In summary, **Médiamat** now measures all points of contact with television programmes and records the audiences:

all locations (at home, outside the home, on the move),

all devices (TV and internet devices - computers, smartphones and tablets), **all time**

frames (live, private recording, replay/preview overall and by programme), for all

French households, **whether they have a television or not.**

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.

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