

PRESS RELEASE

London and Levallois, 2 October 2019



Eurodata TV Worldwide is now called Glance: Global Audience & Content Evolution

"We are delighted to kick off this morning session by announcing that Eurodata TV Worldwide is now called Glance, which stands for Global Audience & Content Evolution," stated Frédéric Vulpré, Vice-President of Eurodata TV, during the autumn conference held in London this morning. "We have achieved this transformation by enriching our activities over the years in line with changes in the TV and video ecosystem internationally."



Eurodata TV Worldwide was established 25 years ago with the aim of being a single point of entry for collecting and offering the TV audience ratings of 10 European countries. This Médiamétrie activity has continued to evolve, and now holds audience data on over 7,000 channels in 120 countries, thanks to audience measurement partners across the five continents.

Drawing on this international database of audience results, Eurodata TV has developed unique expertise about programmes. NoTa, the monitoring service for international TV and internet programme trends, detects new developments in over 50 territories. This service has been monitoring children's programmes in 8 countries with NoTa Kids since 2017.

Besides audiences and programmes, Eurodata TV is using its expertise for the analysis of content, particularly with the teams from Tape, a British company which became a subsidiary of Médiamétrie in 2016.

More recently, the TV Performances service dedicated to TV producers and sports stakeholders (agencies, right-holders, etc.) was incorporated to develop synergies in the analysis of audiences and programmes in France.

Thanks to all these developments, Eurodata TV now has 65 employees at Médiamétrie.

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Frédéric Vaulpré added: *"Who would have believed just a few years ago that the programming market would become internationalised to this extent? Who would have bet on the export and success of Danish, Turkish, Russian and Korean programmes throughout the world, far away from the territories where they are favourites, including on the American market? We had identified underlying trends in our analyses, and our role now is to guide our clients – television channels, studios, producers, distributors or right-holders – and to assist them with their decision-making. Set against this increasingly complex and internationalised backdrop, the name Glance, or Global Audience & Content Evolution, perfectly reflects our purpose and our mission: to rise to the new challenges of a market that has entered a new dynamic. Although the data itself is still just as vital, our activity now, more than ever, revolves around analysing data, putting it into perspective and understanding the factors behind any changes in it."*

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Part of Médiamétrie, Glance is the specialist of international TV markets and leading provider of official TV ratings for over 7,000 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 more than 50 territories. With more than 230 flagship clients, Glance is market leader in TV and video market intelligence.

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