



Mediametrie



Glance

Global Audience &
Content Evolution

Press release

30 March 2023

Glance now offers VOD/SVOD programme audience data in 24 countries and launches a new internet data offer



Glance has been representing for 30 years the official TV audience data of 100+ territories through its partnerships with local Joint Industry Committees (JICS) and operators. Tracking international programme trends, Glance **has expanded its expertise to now be able to analyse an even wider array of video content and audience data.**

With **5 partners** covering **24 countries**, Glance now offers clients a large overview of VOD-SVOD programmes identification and audience data, across most of major European countries, the USA, parts of Asia - including India - and Australia.

Digital consumption is now key in the Media industry. For a deep understanding of the new viewing patterns, Glance offers analysis based upon transparent, objective and independent audience measurements. These metrics constitute an asset to build distribution strategies.

For instance, total SVOD consumption weighted 14% of all video audience and Linear TV 69% last November in the United Kingdom. This data comes from Glance's partner **BARB**, now allowing an automatic measurement per programme of **Netflix** and **Disney+** with the same indicators as Linear TV and consequently comparable audience figures.

Glance has also recently partnered with Internet audience measurement operators and JICs to launch **a new internet audience data offer** covering **16 territories**. This allows to identify and track new FAST and digital video services audiences.


“ I am very proud that Glance, thanks to its trustworthy partners, is now able to cover the whole range of video content and to offer its clients the largest scope of data available to the market. ”
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 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 1,000 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 2021, the Médiamétrie Group achieved a turnover of €105.1 million and processed over one billion data every day.

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

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