



Mediametrie

Press release

14th June 2023



Grand Prix de la Responsabilité des Médias Médiamétrie wins Gold for its environmental activities



At the first edition of the **Grand Prix de la Responsabilité des Médias**, Médiamétrie has lifted the Gold award for the “Cutting carbon footprint” category under the “Environmental commitment” section. This award recognises visible results from actions taken to reduce its carbon emissions over the past two years.

The awards ceremony was held this past Tuesday 13th June in Paris, attended by a panel of expert judges from the media world. They rewarded companies in our industry for their commitment and leading CSR initiatives.

For the past two years, Médiamétrie has been playing its part in this collective responsibility by taking concrete action to cut its carbon footprint on a daily basis. It aims to halve emissions between 2020 and 2030. For each of the last three years, the company has produced a comprehensive yearly carbon assessment (scope 1, 2 and 3 emissions) to steer unprecedented initiatives and move towards the responsible design and production of media audience measurement in France.

The focus of these activities is on the main sources of emissions, namely measurement systems combining panels and technologies with the digital processing of data:

- Use of electronic means to communicate with panellists.
- Eco-design and eco-production of our audience meters. The result: A tenfold reduction in energy consumption thanks to the new generation of fixed audience meters, and a hundredfold reduction for the personal portable audience meter.
- Transformation of digital resources: Médiamétrie stores and uses a billion pieces of data every day; 90% are hosted in the cloud. Going forwards, Médiamétrie is shifting new projects and products onto low energy use processors, as well as implementing specific indicators to help oversee this energy consumption.

“ Our thanks to the panel for this award which incentivises Médiamétrie's CSR commitments: we have already cut our GHG emissions by 8% compared to 2020. **We know that this is just the beginning of a collective transformation that we must implement together with all of our stakeholders.**

Médiamétrie is uniquely placed and has a unique responsibility in the media and advertising universe. It is one that drives us to design and deliver audience measurement that is neutral, independent and committed. ”

Estelle Duval-Barreau, Executive Director of Médiamétrie



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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 2022, the Médiamétrie Group achieved a turnover of nearly €104,2 million and processed over one billion data every day.

Further information: www.mediametrie.fr  [@Mediametrie](https://twitter.com/Mediametrie)  [Mediametrie.official](https://www.instagram.com/Mediametrie.official)  [Médiamétrie](https://www.linkedin.com/company/Mediametrie)

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