

Glance and Tape Consultancy are now both operating under the single brand name Glance to create a “one stop shop” for clients



Tape Consultancy, the UK based company owned by French Research company Médiamétrie since 2016, is changing its name to now operate under the Glance banner.

Following this rebranding, Glance is now consisting of 80 audience and content experts – 70 in Paris and 10 in London – and offers a one stop shop for major and international broadcast networks, platforms, production companies, rights holders, and distributors. It provides the totality of the services and expertise developed by the Glance Paris office and by Tape Consultancy.

Since launching as an independent company back in 1976, the London subsidiary has been offering unique expertise on content. Over its decades in business, it has developed forecasting and predictive tools to optimise the potential impact of new shows in their domestic markets and internationally. It relies on curated monitoring of international content, with a deep focus on English-speaking territories, especially the US and UK, and long-established connections with the L.A. Screenings.

Glance has historically leaned on two major pillars: Audience performance and Content scouting. Glance’s new vision enriches those pillars with Strategic advising, a unique service that underpins both. We operate across over 120 territories, covering linear TV and digital platforms (SVOD & AVOD/FAST) across all genres (including sports and kids). Our tools allow us to advise our clients throughout the entire life cycle of an IP - from concept to Global brand- in a multi-windowing context.

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“ The convergence of the teams represents a continuity in the services we provide to our clients with the added value of synergy and clarification. Especially regarding English speaking content monitoring and analysis and in terms of global content evaluation. In a more complex world, the industry needs a reliable research company which can give advice on a 360° basis with ratings delivery, audience analysis and content drivers. This is the aim of the new Glance. ”

Frédéric Vaulpré, Senior Vice President of Glance

“ As our teams on both sides of the Channel work ever more closely together, we have been able to ensure continuity in services. Increased synergies have allowed us to streamline and gain in both accuracy and efficiency whilst leaning on everyone’s strengths. I’m delighted to be working with both new and longstanding clients on this new vision. ”

Beatrice Rossmannith, Head of Global Business Glance and Managing Director of Glance London subsidiary

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 of insights based on a global expertise. Glance tracks the latest TV and online contents and trends in nearly 50 territories. Glance also delivers strategic advising on content development and distribution with predictive tools indexing audience appeal. With more than 230 flagship clients, Glance is a 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 2022, the Médiamétrie Group achieved a turnover of €104.2 million and processed over one billion data every day.

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

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