

Press release

18th September 2025, Paris

Glance unveils updated NoTa innovations to power smarter TV content decisions



Today, the leader in TV and video market intelligence, Glance, unveiled the latest iteration of NoTa, its global TV content tracking and insights platform.

Delivering insights on commissions, acquisitions, launches and audience trends, NoTa shows the performance of TV series across more than 500 channels and platforms internationally.

The new tools include curated evaluation and playlists, tailored dashboards and a mobile app.

The curated evaluation and playlist feature goes beyond data to deliver clearcut assessments of the international potential for success, across both scripted and unscripted projects. It highlights programmes that stand out within a specific trend or during a defined commissioning period.

The dashboard introduces an intuitive analytical interface allowing users to visualise strategic data for each of the 48 markets covered by NoTa, across customisable date ranges. The NoTa dashboards will be hosted on OneGlance, the dedicated new hub that serves as the unified destination for all Glance solutions.

The NoTa mobile app, available on both Android and iOS devices, ensures real-time access to the Glance's TV data and analysis wherever you are.

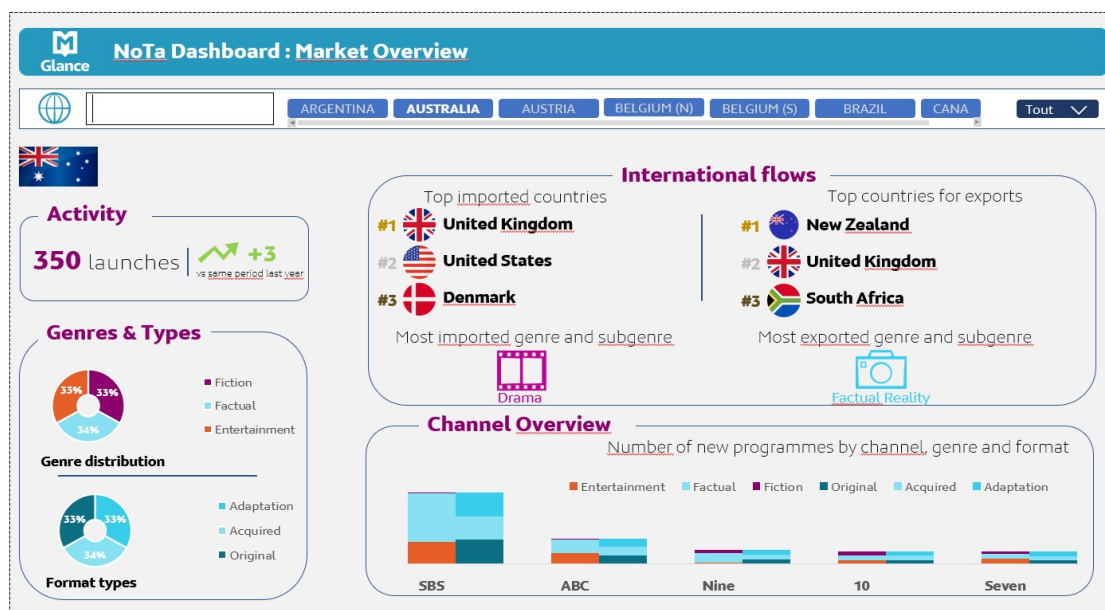
“ Building on nearly three decades of expertise in international audience analysis, we have shaped these latest NoTa developments in collaboration with our clients. Their feedback has been invaluable in guiding us towards features that give media professionals improved access to the data and intelligence that matters most ”

Frédéric Vaulpré, President of Glance

“ By adding content evolution and dashboards, we aim to continuously evolve our offering to help our users work with greater efficiency and confidence, while supporting their strategic goals and business growth ”

Florent Carême, Head of Research and Products at Glance.

Glance will showcase these new features at upcoming events, including MIPCOM 2025 in October and the Glance London conference on 19 November. Product demonstrations are available on request.



About Glance

Part of Médiamétrie, Glance is the global market leader in TV and video market intelligence.

With offices in Paris and London, Glance partners with over 100 data providers internationally to provide TV and online viewing ratings and analysis about audience viewing data using robust methodologies.

It supplies official TV ratings for over 7,000 channels across more than 120 territories, including SVOD ratings in 28 countries, and tracks content trends across 50 territories. With more than 230 flagship clients, Glance delivers strategic advice on content development and distribution using predictive tools to index audience appeal.

More information: www.glance-mediаметrie.com  @Glance  Glance [Online store](#)

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About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: transparent, right, impartial, inclusive, comparable and verifiable measurement. Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes. Médiamétrie employs over 700 people and achieved a turnover of €103.5 million in 2024.

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

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