

Press release

30th September 2025, London

Glance reveals winning formulas for today's competitive content market at MIPCOM 2025



Today, the leader in TV and video market intelligence, Glance, revealed details about its exclusive upcoming session at **MIPCOM CANNES 2025** in October. **‘Unlocking Audience & Content Dynamics: Who is watching, What, How and Why?’** will explore different ways to success with audiences in today's rapidly evolving media landscape.

Senior-Vice-President, Frédéric Vulpré, and International Research Director, Maryam Ramassamy, will lead the session drawing on Glance's unparalleled access to audience data across more than 120 territories. They will examine audience habits, content trends and successful new launches to provide actionable strategies.

The presentation will tackle the industry's most pressing questions as linear TV consumption continues to decline, and streaming wars intensify. Attendees will gain key insights into global ratings trends, programming strategies that make IP stand out in an increasingly crowded market. As well as innovative approaches to combat dwindling revenues during this period of unprecedented industry transformation.

Vulpré and Ramassamy will share case studies and data points, including analysis of BVOD platform strategies such as TF1+'s remarkable digital ad revenue growth and the strategic, and necessary ‘co-petition’ partnerships emerging between traditional broadcasters and global streaming platforms.

With Netflix and YouTube controlling in the US almost half of all streaming hours, and advertisers increasingly focused on the coveted 25-49 demographic, understanding audience dynamics has never been more crucial. As the industry embraces what experts call ‘hyper distribution’ and ‘co-petition’, the need to distribute content everywhere while collaborating with rivals often creates a winning strategy.

Attendees will learn how to leverage first-party viewership data as negotiation leverage, understand the shift towards advertising-focused models targeting the crucial 25-49 demographic and discover practical approaches to hyper distribution across AVOD, FAST, SVOD and linear channels simultaneously.

“The media landscape is more fragmented than ever, yet the need for precise audience intelligence has never been greater. Our MIPCOM session will provide attendees with the data-driven insights they need to navigate this complexity and make strategic decisions that drive real results.”

Frédéric Vulpré, Senior-Vice-President at Glance

Aside from IP-related success, content is also drawing on current societal issues to captivate audiences. Glance will highlight thrillers and ways they are delving into our increasingly complex geopolitical context, as well as series exploring the change in the perception of gender and sexual norms, driven by a new generation. Also, Glance will explore Entertainment formats and how they're banking on a feel for the early 2000's nostalgia, as well as new high-concept shows adopting innovative technology including AI.

“Our industry is trying to cope with a fundamental change on how audiences consume TV, in both substance and form. Aside from changing the way to deliver content, the storytelling also needs to be closer to audiences' current state of mind, even if it sometimes feels contradictory to delve into nostalgia, as well as developing high-concept stories and formats.”

Maryam Ramassamy, International Research Director at Glance

MIPCOM CANNES 2025, themed ‘The Creator Economy: Powering MIPCOM 2025,’ takes place from 13-16 October at the Palais des Festivals in Cannes, France.

Vaulpré and Ramassamy's session **‘Unlocking Audience & Content Dynamics: Who is watching, What, How and Why?’** is on Monday 13 October at 9am in the Grand Auditorium.

Glance delivers official ratings for more than 7,000 channels across 120 territories. Working with more than 100 data providers and 230 major broadcasters, streaming services and production studios worldwide to turn complex audience data into actionable insights. Its team of experts analyse audience viewing data, for a variety of clients across the globe, using robust methodologies.

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-mediametrie.com  @Glance  Glance [Online store](#)

Press Contact:

Victoria Fairclough

Tél : +44 (0)7 91 99 13 34 8

victoria.fairclough@faircommunications.co.uk

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.mediametrie.fr  @Mediametrie  Mediametrie.official  Médiamétrie

Press Contacts:

Isabelle Lellouche-Filliau

Tél : +33 (0)1 47 58 97 26

ilellouche-filliau@mediametrie.fr

Stéphanie Haoun

Tel: +33(0)1 71 09 93 18

shaoun@mediametrie.fr



Media Glossary
Check out over 500 definitions