

News

Glance expands Dutch data offering with NMO Total Video



Today, the leader in TV and video market intelligence, Glance, announced adding **National Media Onderzoek** (NMO)'s new Total Video measurement to its services.

The addition of **NMO's Total Video** dataset, which provides a complete picture of Dutch TV viewing behaviour, marks an expansion of the TV and video audience analysis offered by Glance across linear, time-shifted, streaming and on-demand TV viewing in Europe.

NMO, which is managed and funded by commercial and public media organisations, media agencies and advertisers, measures audiences across smartphones, tablets, streaming services, broadcaster apps and TV sets, launched this new measurement recently. It combines data from panel studies with various sources, such as census data from participating broadcasters.

“NMO Total Video offers a future-proof and reliable dataset of viewing behavior—linear, time-shifted, and on-demand—across all imaginable screens and devices. This enables us to capture all types of viewing behavior. The first operators, video parties, and platforms are already on board. Glance is the ideal partner to bring NMO Total Video to the international stage. Together, we can ensure that the Dutch video market gets the global attention it deserves. We look forward to making NMO Total Video available to clients around the world and to growing this collaboration further.”

Patricia Sonius, Managing Director of NMO

“The Netherlands is an undisputed TV trend setter and we're proud to be acting as NMO's international representative. By adding Total Video to our global TV viewing analysis, we're now able to help our clients better understand the Dutch TV market and give an even more robust worldwide view of popular TV trends.”

Frédéric Vaulpré, Senior-Vice President of Glance

The new partnership follows a transformative period for Glance, which has implemented significant advancements in offerings, deliverables and production methods over the last 12 months, with more planned later this year.



About NMO

The National Media Research (NMO) provides insights into what the Netherlands reads, listens to, and watches across all media, platforms, and devices. NMO delivers datasets and market standards used throughout the media industry. It does so through innovative research that together forms a 'reach research architecture' aimed at developing cross-media datasets.

NMO is initiated and funded by commercial and public media organizations, media agencies, and advertisers, and is open to new market participants. The Joint Industry Committee structure of NMO ensures that all stakeholders contribute to its success. Together, they create better insights into media reach in the Netherlands and stimulate innovation in the industry.

More information : www.nationaalmediaonderzoek.nl Dashboard : www.nmodata.nl

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](#)

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 €102.2 million in 2025.

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