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*4-screen TV/Video & 3-screen Video measure each screen's contribution to the audience*

### 4-screen TV/Video audiences & 3-screen Video by Brand Player

On 18 November, Médiamétrie launched on the French Tv market monthly **4-screen TV/Video & 3-screen Video audience results by Brand Player**. Each subscriber gets its audience overall and by screen (TV and / or internet screens – computer, mobile screens) through its online distribution platform. Audience indicators – Monthly coverage / Unique monthly visitors, Extrapolated Cumulative Rate / Unique Daily Visitors, Extrapolated Average Rate, Individual Viewing Time, etc. – are presented by Brand Player by viewer profile over the major sociodemographic targets. **For the 3-screen video, these analyses allow quantifying the contribution of mobile screens over the computer, and for the 4-screen TV, the contribution of internet screens over TV.** The first results are proprietary. As a second step, Mediametrie will provide 4-screen audience results by channel that will be shared with the subscribers.



*Each day "Focus Emission" provides 4-screen results by programme.*

### Performance of a programme over 4 screens

Since April 2016, Médiamétrie has offered a service called "Focus Emission", the audience for **TV programmes across 4 screens**: television, computer, smartphone and tablet. Every day, clients subscribing to the measurement can learn **for each programme** on channels that have marked their content with the eStat Streaming tag, the average number of viewers per screen and per mode of consumption (live, time-shifted or catch-up). **Focus Emission** is available via Restit TV, the Médiamat results reporting interface. Since 27 September 2016, these results have been shared with all Médiamat clients.



*Médiamétrie reconciles its TV and Internet audience measurements for a 3 and 4-screen TV/Video measurement*

### TV & Video audiences across all screens

Every day in France, three million people watch television on internet-device screens – computers, smartphones and tablets. With its technological and methodological innovations and its TV and Internet audience measurements, Médiamétrie resides in one of the first countries in the world to launch a **4-screen TV** audience measurement. Only Japan, the United States, the Netherlands, Sweden and shortly Norway offer this kind of measurement. Coming from the reconciliation of TV and Internet measurements, these audience numbers are available no matter the screen – TV, computer, smartphone or tablet – along with the time the programmes were watched. This data involves all TV programmes tagged on the internet via eStat Streaming, the tool to measure audio and video streaming consumption in real time on all types of terminals.



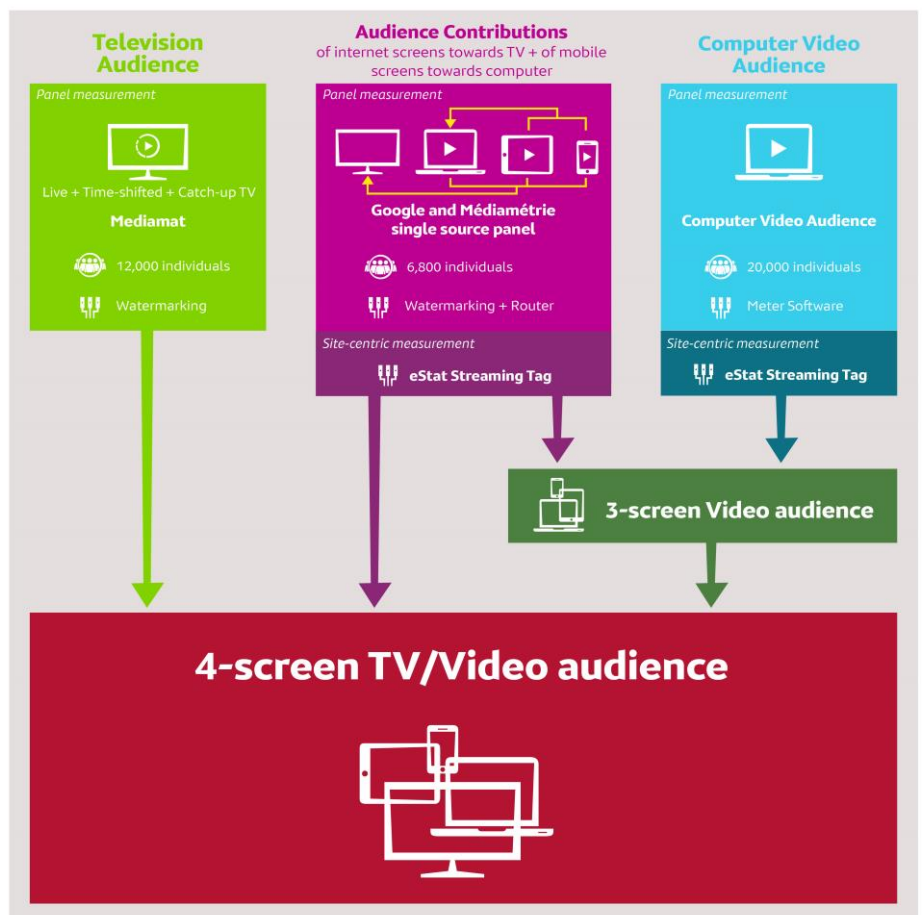
## How does 4-screen TV/Video & 3-screen Video measurement work?

*A system built on  
Médiamétrie's TV and  
Internet measurements*

4-screen TV/Video and 3-screen Video audience results come from reconciling several data sources in France:

- Mediametrie//NetRatings' computer video panel for the computer video audience
- The reference panel for measuring television, Médiamat, for the TV audience
- Médiamétrie's site-centric measurement, eStat Streaming, across all internet screens
- The Google and Médiamétrie single source panel (TV and internet panel) for calculating contributions between different screens

### 4-screen TV / Video and 3-screen Video Audience Measurement, how does it work ?



Mediametrie



More information ?

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