# Total Internet
# Audience

Do you want to know and measure:

- the most popular sites and apps in France?
- the total audience for your brand and for your competitors?
- the profile of your visitors?
- the proportion of your total audience that uses mobile screens?
- the time spent on your brand by screen and by profile?
- which brands generate the greatest affinity with your media target?

*Across three screens (Computer, Mobile and Tablet), Médiamétrie's Total Internet measurement provides audience data for business groups, brands, websites and apps, in addition to deportalised content and advertising packs, as well as visitor profiles and usages by screens, on both a monthly and a daily basis.*

## MEASURING BRAND AUDIENCE ACROSS THREE SCREENS

### ► Advantages

- A study addressing the challenges of the multi-screen strategies of brands

- Each month, you will receive the audience results for more than 5,000 web brands and 600 mobile apps in a dedicated interface.

- KPIs to measure visitor commitment (average daily audience, number of page views) and attention (time spent on each site and app).

- Lots of analysis, both total and per screen, to help you coordinate your digital strategy

- Several socio-demographic targets

- Associated 3-screen media planning

### ► Enhanced methodology

- Panel of 30,000 individuals, including more than 4,000 who use two or three screens
- Hybridisation of the site-centric data of over 300 entities
- Unique framing study

### INDICATORS

- **Unique visitors, Internet Coverage, All-France Coverage**
- **Overall audience and audience by screen (shared and exclusive)**
- **Time spent and page views**
- **Audience affinity**
- **Average age**

### 400 TARGETS OUT OF THE 2 YEARS AND OVER GROUP

- **Sex, age, socio-professional category, region (13, 22 and UDA Advertisers Union)**
- **New segmentations: household size, income, occupation, children, etc.**
- **Customised target generation module**

### MULTISCREEN ANALYSES

- **Total Internet (Computer + Mobile + Tablet)**
- **Benchmark profile of internet users with option to distinguish between screens**
- **Categories: Parents / Brands / Channels / Apps; Fields / Sub-fields; Advertising aggregates; Content aggregates**
- **Deduplication, deduplication profile**
- **Customised analysis module with options to save and export**

### SCIENTIFIC EXPERTISE

**User-centric data**
**Meter** on the screens of 30,000 panellists

**Site-centric data**
**Tag** collection in real time visits to 300 websites and apps

**EXTRAPOLATION**
**MERGING**
**HYBRIDISATION**

**Audiences and time spent**
*Websites and apps,*
*pages in focus*
*Any OS / Any operator*
*http+https / 3G+4G+Wi-Fi*
*Any connection location*

### CONTACTS

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