

## France, Projet Cross Médias: Questions answered

**This document** contains the answers to some of the most frequently asked questions posed by consumer-centric holistic measurement initiatives looking to get started. The answers were kindly provided by the project owner(s). This is one of several documents designed to help others learn from existing initiatives' experiences.

### Roughly how much did each stage of your initiative cost to set up?

As the project is yet to be completed, set up costs are currently confidential but we will share them when possible.

The access cost to the Cross Médias surveys is based on a principle of pricing by underwriting the references surveys (TV, radio, press, outdoor, internet)

For two waves per year :

- Media agencies : around €100 K for all the medias
- Media owners : from €45 K to €100 K according the number of media.

### How did you come to agreement regarding funding and how was it broken out?

The project is co-funded by advertisers, the media and the media agencies, through Médiamétrie, (the commercial Media Research venture they co-own) in partner-ship with AudiPresse (Print audience survey) and Affimétrie (Outdoor audience survey).

### Did you achieve industry consensus in advance of starting your project?

The market was ready for this multi-media approach, nevertheless we led consensus meetings. After a first kick off meeting, we organized 10 working groups meetings in 5 months. So we made the market aware of every key decision we made on the project.

We contacted the market through e-mails or meetings. We regularly reported on the project to more than 80 people in the industry. We also met representatives association as advertisers and medias agencies.

### How did you organize ownership of this initiative?

Not a real issue as the project is jointly owned by those funding it as mentioned above; Médiamétrie, AudiPresse and Affimétrie.

### How did you persuade media owners of the need for this approach?

We met media owners in order to persuade them that our project would allow them to better understand the combined multi-media performance of their brands. Media owners were very open and motivated to develop multi-media measurement.

### How did you persuade media agencies of the need for this approach?

We persuaded them that a multi-media approach could help us to find new ways to arbitrate between media. Multi-media strategy is a key priority for agencies and for their clients. Additionally due to UDA's (Union des Annonceurs') project involvement, media agencies were motivated to support the Cross Média project.

### Were there any barriers not mentioned above and how did you overcome them?

With the support of the entire market, technical, financial and organizational problems can be more easily resolved.

### Do you have any 'watch outs' for markets just getting started?

Not yet as the project is still work in progress, but we will have next October!

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