

INVIBES ADVERTISING PROVIDES AN EXCLUSIVE DIGITAL REACH OF +3.1%

London, March 30 - INVIBES ADVERTISING recently used the XCR study by Médiamétrie to showcase the contribution of digital media, particularly the formats developed by Invibes, in cross media TV / digital campaigns.

How can the contribution of digital be measured in a cross media communication? Thanks to its XCR study, Médiamétrie has offered a reliable solution for the advertising market for the past three years. Its goal is to measure the contribution of each medium to the performance of a campaign.

The study was recently implemented during a campaign targeted toward 25-49 year-olds, combining TV / digital and IPTV.

Overall, coverage for the 25-49 age group was 80.2%. While TV generated 70.4% coverage, digital and IPTV provided 9.8% exclusive coverage based on impressions served in video and non-video formats. **Among the 16 digital enterprises, Invibes provided the largest contribution in incremental reach of this campaign. Invibes alone allowed for 3.1% exclusive coverage.**

Nicolas Pollet, CEO of Invibes: *"These results provided by Médiamétrie shed fundamental light on the evolution of media consumption as well as the complementarity of digital, especially among the youngest demographic. Invibes is positioning itself as a key player in complementing TV, and displaying itself as an effective way to reach small TV consumers by finding precious points of marginal coverage".*

About the Methodology

The methodology used in the XCR study is based on 2 reference audience panels: the Mediamat panel from Médiamétrie for TV and the Global Internet panel from Médiamétrie NetRatings, which measures the daily Internet activity of 25,000 panelists on their different screens (desktop, mobile, and tablet). The exposure data from these two panels is merged into the Cross-Media Hub survey and calibrated on the Mediamat indicators for TV and the Internet on the exposure data for the campaign tagged with DAR (Digital Ad Ratings).

Sources: Médiamétrie - Médiamétrie // NetRatings - Cross Médias - 1 XCR Report - September-October 2019;

On the Internet, the advertising impressions taken into account are the impressions served without any notion of visibility or duration of exposure. The same is true for Internet coverage. As for Television, only the perimeter of Daily National Mediamat TV channels is taken into account when calculating TV coverage. TV exposure is calculated on a different duration indicator than Internet exposure.

Campaign media plan for the 25-49 age group: TV: 411 GRP; Internet: 15,966,108 impressions served in video and non-video formats; IPTV: 1,067,259 impressions served.

Audience: 25-49 year-old demographic across France = 19,591,547.

About INVIBES ADVERTISING

Founded in 2011, INVIBES ADVERTISING is a technology company specializing in digital advertising. It has developed advertising solutions using an in-feed format built into media content, based on a principle that is similar to social networks. The format is optimized for dissemination in a closed network of media websites: Bertelsmann, Hearst, Lagardère, and many others. Its clients include major brands such as Mercedes, Samsung, Air France, and IBM.

INVIBES ADVERTISING is listed on Euronext Growth in Paris (Ticker: ALINV – ISIN : BE0974299316).

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Financial & Corporate Contacts**INVIBES ADVERTISING**

Kris VLAEMYNCK, CFO
kris.vlaemynck@invibes.com

ATOOUT CAPITAL, Listing Sponsor

Rodolphe OSSOLA
rodolphe.ossola@atoutcapital.com
+33 (0)1 56 69 61 80

Media Relations France

Julien HIRTZ, Le Basque Et La Plume
julien@lebasqueetlaplume.fr
+33 (0)6 83 98 72 79