Press release

16th September 2026

News

Glance and ACAM in partnership agreement to unlock official Mexican TV data for international clients

Today, the leader in TV and video market intelligence, Glance, announced a new partnership with the Alianza para la Calidad de la Medición Multimedia en México (ACAM), the official TV audience measurement body for Mexico.

Rooted in the best practices of leading Joint Industry Committees (JICs) worldwide, ACAM is the first JIC created in Latin America. It supplies reliable, multiplatform, transparent and innovative audience measurement in Mexico.

The addition of ACAM's dataset, which provides a complete picture of TV viewing behaviour in Mexico, marks an expansion of the TV and video audience analysis offered by Glance across linear TV.

ACAM measurement covers 78% of Mexico's urban population through a panel of 2,000 in process to expansion to 3,500 households and 7,200 individuals, capturing audience performance across linear TV.

"Glance has unrivalled expertise in bringing local TV data to a global audience, and we are pleased to be working with them. We look forward to growing our international presence together, it is a great opportunity for both organisations"

said **Salma Esteban, Head of Business & Operations at ACAM**

"Mexico is a fascinating TV market, where local productions remain prevalent and popularity is growing fast for international content, from Korean dramas to Spanish series. This partnership gives our clients the tools to deep dive into the nuances of another strong TV market, while understanding the wider global trends"

said **Frédéric Vaulpré, Senior Vice-President at 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.

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About Alianza para la Calidad de la Medición Multimedia en México (ACAM)

The ACAM is an organization established under the international Joint Industry Committee (JIC) model. Its purpose is to develop, supervise, and strengthen objective, transparent, and methodologically robust standards for measuring audiences in Mexico.

ACAM also stands out as the only audience measurement Joint Industry Committee established in Mexico whose processes, methodologies, and operating standards are subject to independent audits, thereby strengthening the transparency, objectivity, and reliability of the information it makes available to the industry.

The methodology implemented by ACAM incorporates specialized technological tools for the collection, processing, and exploitation of information, including:

- Automated capture mechanisms
- Electronic measurement devices
- Audio recognition algorithms (audio matching)
- Ongoing validation and quality-control processes
- Technological platforms that enable permanent access to structured, updated, and historically consistent information.

ACAM reports daily, within the same technological platform, information related to:

- TV audiences, both households and individuals
- Programming
- Competition and advertising investment

ACAM is committed to developing independent, transparent, and innovative measurement solutions that respond to the evolution of the multimedia ecosystem in Mexico.

More information : https://acamx.com/

About Glance

Business unit of Médiamétrie, Glance is the global market leader in TV and video market intelligence.

With offices in Paris and London, Glance partners with over 50 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 100 territories, including SVOD ratings in 28 countries, and tracks content trends across 50 territories. With more than 170 flagship clients, Glance delivers strategic advice on content development and distribution using predictive tools to index audience appeal.

More information: www.glance-mediametrie.com Glance

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.

Further information : www.mediametrie.fr @Mediametrie Mediametrie.officiel Médiamétrie

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