



Centre Interprofessionnel d'Audience des Médias

CALL FOR TENDERS

June 2024

Centre Interprofessionnel d'Audience des Médias (CIAUMED), Groupement d'Intérêt Économique (GIE), made up of Société Nationale de Radiodiffusion et de Télévision (SNRT), Soréad 2M, Groupement des Annonceurs du Maroc (GAM), Régie 3 and Union des Agences Conseil en Communication (UACC) is the Joint Industry Committee (JIC), the body responsible for providing the market with television audience measurement.

CIAUMED is launching a call for tenders for the purpose of setting up and implementing, over a period of 5 years, studies designed to measure the audience behaviour of the Moroccan population, on a continuous and uniform basis according to international professional standards (GGTAM).

The television audience in Morocco has been measured since 2008, first with a panel of 750 households and then, since 2017, with a panel of 1,000 households representative of the population equipped with one or more televisions. At the end of its contract with the current operator, CIAUMED is issuing a call for tenders and inviting interested operators to bid to measure audiences.