



# FIBEP MEDIA INTELLIGENCE GLOSSARY

As part of FIBEP Technical Advisory Commission, this document aims to bring together definitions of term, which are key in day-to-day activities in the media intelligence industry.

## BUSINESS INTELLIGENCE

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The main principle of economic intelligence is to transform information into useful knowledge so that it can be disseminated to the relevant actors with a view to its exploitation for strategic and operational purposes.

"All the coordinated actions of research, processing, and dissemination useful to the economic players with a view to its exploitation for strategic and operational purposes. These various actions are carried out legally with all the guarantees of protection necessary for the preservation of the company's heritage, under the best conditions of quality, time and cost." (Martre, 1994).

### DECISION MAKING

Process of making choices by identifying a decision, gathering information, and assessing alternative resolutions.

### DEFENSIVE BUSINESS INTELLIGENCE STRATEGY

Strategy for business protection, so that an organization can survive in its market or protect it from a threat.

### INFLUENCING, LOBBYING, NETWORKING

All actions that will enable the company to influence: communication, advertising, etc.

### INFORMATION ASSETS

The entire management of information: collecting and managing this information, structured or not, from one or more sources, storing it in an organized manner (sorting, indexing, filing, saving), and distributing it to the relevant audience.

### INFORMATION SECURITY

Protecting against the loss or theft of information and data (hacking, legislation, etc.) This approach requires identifying the elements to be protected as well as the threats - external or internal - that may affect the company's information assets.

### KNOWLEDGE MANAGEMENT

Process of creation, enrichment, capitalization, and dissemination of knowledge that involves all the actors of the organization, as consumers and producers of knowledge.

### OFFENSIVE BUSINESS INTELLIGENCE STRATEGY

Strategy to be more competitive, to be innovative, to give the keys to the decision-maker so that the organization is more powerful in the market.

### PULL METHOD

The manual method of searching for information: search engines, directories, specialized engines, and portals.

### PUSH METHOD

Automatic method to bring information to you: notification, alerts, RSS feed, newsletter, social networks.

### REQUIREMENTS MANAGEMENT

Process of ensuring that your organization validates and meets the needs of its customers and external and internal stakeholders.

### STRATEGIC DECISIONS MAKING

Guiding the choices that are made and aligning them with the company objective to meet the different objectives of the company for a long-term vision and success.

## BUSINESS INTELLIGENCE

### (INTER)CULTURAL AND (TRANS)NATIONAL INTELLIGENCE

Identifying the rites, practices, customs, protocols, and norms of other societies/cultures. Essential when one wants to enter foreign areas: is to study verbal and non-verbal communication and traditions.

### COMPETITIVE INTELLIGENCE

Its objective is to know everything about its competitors, their structure and capacity, their strategy, and their products. It allows us to establish the general profile of competitors, to know their financial situation, reconstruct their strong and weak points, build arguments and counter-arguments, and know their price, and market share.



## HR INTELLIGENCE

Talent scouting, monitoring of labor regulations, monitoring of various schools and universities, and competitive job offers.

## IMAGE AND REPUTATION INTELLIGENCE

Identifying and analyzing discourses about an organization.

## MEDIA REPUTATION

The reputation of a social entity (a person, a social group, an organization, or a place) is an opinion about that entity typically as a result of social evaluation on a set of criteria, such as behavior or performance. The media reputation of the brand is the result of how online and offline media talks and represents a brand to its target audience. The analysis of the media reputation is one of the research techniques that permit measuring the overall brand reputation.

## LEGAL WATCH

Identification of any new legal provision or text of the law that has or may influence the activity of a legal person, a legal entity (public or private organization: administration, company, trade union, association, etc.), or even a natural person (adult, minor, employee, voter, etc.), such as anticipating a new law.

## MARKETING INTELLIGENCE

Marketing intelligence (MI) is the everyday information relevant to a company's markets, gathered and analyzed specifically for accurate and confident decision-making in determining practices, products, market opportunities (calls for tender, market research, etc.), detecting opportunities, and feeding the commercial discourse. E.g.: change of packaging, an association of services, identification of new prospects and markets, positioning.

## MEDIA CRISIS INTELLIGENCE

Setting up alerts to ensure you're the first to know that a crisis is building, watching over reputation and what people say about an organization, and gathering real-time insights to prevent, manage and anticipate in the future.

## MEDIA MONITORING

Monitoring recent and up-to-date information in a specific or general field, but also communicating on the news of your organization or sector of activity. It will combine information sources to cross-check news, validate, qualify and categorize it.

# ARTIFICIAL INTELLIGENCE

## ARTIFICIAL INTELLIGENCE

The ability of a digital computer or computer-controlled robot to perform tasks is commonly associated with intelligent beings.

## DEEP LEARNING

A type of artificial intelligence derived from machine learning. Deep learning is based on an artificial neural network inspired by the human brain to learn by itself.

## OPINION MONITORING OR SOCIAL LISTENING

Listening, reading, and analyzing what is said about a brand, a company, etc.

## PRINT MEDIA MONITORING

Monitoring for print media.

## SECTORAL INTELLIGENCE

Monitoring of a particular sector from its various aspects: competitors, partners, suppliers, customers, etc. (e.g., wood, glass, IT, jewelry, agri-food, aerospace, press, marketing, etc.)

## SOCIAL MEDIA INTELLIGENCE

Monitoring of social networks (complements social listening).

## SOCIAL MONITORING / TREND-SPOTTING FOR BUSINESS INTELLIGENCE

Identification of social trends, anticipating developments, uses, and habits of consumers.

## TECHNOLOGY / INNOVATION / SCIENCE / PATENT / R&D INTELLIGENCE

Monitoring of scientific and technological advances, manufacturing processes, materials and industrial sectors, sub-contractors and service providers, and digital products and tools.

## ADVERTISING MONITORING

Keeping an eye on the brand image on the different advertising channels. It allows the client to check the appearance of the advertisements, to see where they are shown, and in what way.

## WEB INTELLIGENCE

Collecting and using the information on the internet.

## MACHINE LEARNING

The discipline is concerned with the implementation of computer software that can learn autonomously.

## CRISIS MANAGEMENT

### CRISIS MANAGEMENT

The actions that are taken to deal with an emergency or difficult situation in an organized way.

### RISK MANAGEMENT

Identification and assessment of risks (residual, target, or gross) to define control measures and simulate different incident scenarios for analysis.

### SENSITIVE COMMUNICATION

All communication actions are carried out by a company or an organization and intended to defend its interests, its objectives, its managers, or its image when these are called into question or risk being called into question.

### THREAT DETECTION

Threat detection is the practice of analyzing the entirety of a security ecosystem to identify any malicious activity that could compromise the organization. If a threat is detected, mitigation efforts must be enacted to properly neutralize it before it can exploit any present vulnerabilities.

## OTHER

### DARK WEB

The hidden part of the Deep web that only the so-called "Darknet" browsers can access (e.g. TOR). This is where a lot of trafficking and illegal information can be found.

### DEEP WEB

All the inaccessible parts of the internet: databases, search tools and engines, secure profiles, messaging).

### FAKE NEWS

False information intended to mislead or influence the opinion of the general public.

### METaverse

The metaverse is a highly immersive virtual-reality universe, the future of the Internet, in which people can interact in a version of the real world or other possible worlds. Careful to the writing: metaverse is the general term, whereas Metaverse (with a capital letter) represents the metaverse of Meta.

### MISINFORMATION

False or inaccurate information, especially that which is deliberately intended to deceive.

### PERSONAL DATA

Any information relating to an identified or identifiable individual.

### PERSONAS

In marketing, an imaginary character represents a target group or segment in developing a new product or service or marketing activity as a whole.

### API

An application programming interface (API) is a connection between computers or between computer programs. It is a type of software interface, that offers a service to other pieces of software. A document or standard that describes how to build or use such a connection or interface is called an API specification. A computer system that meets this standard is said to implement or expose an API.

### RSS FEED

Up-to-date information or a list of notifications that a website delivers to its subscribers.

### SURFACE WEB

Internet as we all know it, with our usual search engines (e.g., Google, Bing, Wikipedia).

## ADJACENT SECTORS

### OSINT

Open Source Intelligence is the collection and analysis of data gathered from open and publicly available sources to produce actionable intelligence. It is similar to Media Intelligence as the sources are largely similar, although larger (print, web, and social, but also public government data, patents, business documents, etc.), and the purpose of monitoring and analyzing is also the same. Goals are different though, as OSINT is employed in the intelligence defense and security sector.

### AD TRACKING

AD Tracking companies monitor and analyze advertising on all media. The traditional channels being analyzed are print, radio, and tv; tracking web and social advertising is more complex due to the technicalities of digital advertising. All ads are tracked and analyzed, which allows us to compute exposure to specific audiences and market share among competitors.



Keep Contact has developed this glossary on behalf of the FIBEP Technical Advisory Commission.

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