



MEDIA- POCHE GLOSSARY

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2015

HAVAS EDITION



The Media-Poche collection has developed a brand new bilingual version of its existing Media-Poche Lexique, available now in French and English.

The Media-Poche Glossary identifies and compiles key terms that reach across all of our areas of expertise. It is an in-depth portrayal of the evolution of our work in a field that demands new skills each day, from marketing to digital and from innovation to immediacy.

The acceleration of change and decision-making models generates new notions and concepts. This is why we have introduced terms like Big Data, Open Data, DMP (Data Management Platform), RTB (Real Time Bidding), Social TV, and Second Screen in this glossary. Mastery of this specific vocabulary is vital to working in our field today.

The Media-Poche Glossary aims to be as comprehensive and accessible as possible. This collective work will continue to improve every year through commentary from its expert readership, with the mission of perpetually monitoring and detecting the emergence of new offerings and terms.

Happy reading.

The editorial and sales teams



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AACC

(FRENCH ASSOCIATION OF
COMMUNICATION AGENCIES)

French trade union representing advertising, direct marketing, sales promotion, and healthcare communication agencies.

AB+ / HIGH INCOME GROUP

Group that draws together three of French statistical institute INSEE's socio-professional categories: artisans, merchants, entrepreneurs, executives, post-graduate professionals, middle management.

ABOVE THE FOLD

Print advertising placement that is generally found in an upper corner of a publication's front page.

ABOVE THE LINE

Within a communication budget, designates expenditure for the six major media: press, television, outdoor, radio, cinema, and internet. See: below the line.

ACCESS PANEL

Households and/or individuals recruited by a research company, a portion of which can be rapidly polled in relation to an advertiser's issue.

ACCESS PRIME TIME

In television, the time slot between 6 p.m. and 8 p.m. that precedes prime time. See: dayparts.

ACD

(AUTOMATIC CALL DISTRIBUTION)

Electronic telephone switchboards that route calls to waiting queues according to a number of parameters. A tool for call traffic management and equitable allocation.

ACQUISITION COST

Marketing or advertising investment required to achieve conversion during an Internet campaign, fixed as an average. The Internet's capacity to deliver indicators makes the notion of acquisition cost very important. Client, prospective client, and visitor acquisition costs are considered. If a 10,000 euro campaign recruits 100 clients, the acquisition cost is 100 euros.



ACTIVATION PROGRAM

In sports and cultural marketing, program that consists of capitalising on rights acquired through sponsoring to create media and below-the-line content intended to augment visibility and generate additional interaction between the brand and its audiences. Concretely, this can take the form of digital instruments, press relations, or event marketing.

ACTIVE POPULATION

Expression that designates both the employed active population (also called the “active population with occupation”) and the unemployed active population.

ACTIVE WEEK OR MONTH

Refers to an advertising activity period. Pressure standards are used for active weeks or months (expressed in GRP) to define an advertising campaign’s instantaneous, temporary, or overall intensity.

AD CLICK

See click.

AD EXCHANGE

Technological platform that optimises the buying and selling of display advertising inventories in an open environment, in real time, running as an auction for each advertising impression. Synonym: marketplace. See RTB.

AD HOC

Latin word meaning, “for this,” or fitted to a situation or subject. An ad hoc study is a specific study conceived and carried out in response to one or multiple precise questions or issues.

AD IMPRESSION

Complete download of an advertising object to a connected terminal. The notion of impression makes it possible to count the instant of contact with an advertisement, independent of the Internet page or application in which the advertising object is inserted.

AD PAGES

Number of views for an advertising banner. Principal quantitative purchasing criteria for Internet advertising space. Synonyms: impressions, views.

AD REQUEST

Message sent to the advertiser when someone consults its advertisement.

AD SERVER

Software for managing advertising campaigns that enables the centralized programming of the display of advertising objects in their allotted spaces on content-based pages. The software also furnishes campaign statistics that can be consulted by relevant stakeholders. Two types of ad servers can be distinguished:

- publisher-side: the primary purpose of an ad server for publishers is to deliver advertising impressions.



– agency side: ad servers for agencies enable the aggregation of campaign results from multiple sites, as well as the monitoring of surfing behavior after advertisement exposure.

AD TRACKING

Monitoring and measuring software for Internet advertising campaigns.

ADSL

(ASYMMETRIC DIGITAL SUBSCRIBER LINE)

In the universe of digital communication, ADSL is a technology that enables the transmission of digital data through a telephone line independent of voice telephone service.

ADSL BOX

Housing that serves as network terminating equipment that an internet service provider furnishes to its high-speed subscribers (by ADSL or cable). Grants subscribers access to “triple play,” a package of services linked to internet access (IP telephone and more and more commonly HD IP television) as well as other functionalities that supplement a classic modem.

ADVERGAMING

Contraction of the words “advertising” and “game.” Approach that uses games, most commonly video games, for advertising purposes. The game’s purpose is to promote a brand or a product through its use and spread.

ADVERTISER

A business, community, or body that wishes to promote its products and services through communication activity.

ADVERTISING

Means engaged to make a product or company (industrial or commercial) public and known. An advertisement’s objectives:

- Publicize / spread awareness
- Strengthen image/perception
- Sell
- Prompt
- Recommend
- Advertising is not limited to consumer goods and services. It can also promote men and women and extol tourist destinations, governmental organisations, or sporting/cultural events.

ADVERTISING CAMPAIGN

All advertising focused on the same axis in favor of a product, brand, company, body, or person, and intended for its target. Campaigns are defined on two levels: that of media strategy (choice of media, touchpoints or type of communication vehicle) and that of media planning (choice of media and digital vehicles one by one). The campaign is as such defined by a time period and a detailed list of media vehicles. Media vehicles are distinguished by their space buying rates and by their audiences according to a target.



ADVERTISING CANVAS

Out of home term: a non-standard event-related advertising placement situated outdoors in strategic or prestigious premises.

ADVERTISING CLUTTER

Advertisement multiplication within the same vehicle.

ADVERTISING CONSULTANCY

Service based business dedicated to advising and implementing an advertiser's communication strategy: advertising, promotion, public relations.

ADVERTISING COUPLING

Cumulative rate for two or multiple publications marketed together. In general, this rate includes an allowance for isolated insertions in each publication.

ADVERTISING EFFECT

Changes associated with the dissemination of information or messaging. This measurable effect can impact brand or product awareness (prompted, spontaneous, top-of-mind, qualified awareness), attitudes (image, opinion of the brand, purchase intent) or behavior (purchase, recommendation, website usage brand).

ADVERTISING EFFECTIVENESS

Measure of an advertisement's or advertising campaign's capacity to reach the advertiser's objectives. Advertising communication is judged effective when the campaign advanced awareness, image, or attitude indicators favorable to the brand or to purchasing behavior. Advertising effectiveness is measured using various kinds of studies: post-campaign assessment, tracking, media products...

ADVERTISING IMPACT

Actual impression that advertising leaves with an individual. Various indicators are used to evaluate impact: raw recall score, proved recall score, comprehension, agreement...

ADVERTISING MONITORING

System that monitors advertising campaigns implemented on one or multiple media. Advertising monitoring service providers identify all of the campaigns on one media and make them accessible to its subscribers by media vehicle or advertiser. They also give indications of campaign budgetary evaluation.

ADVERTISING SKIN

Advertising format that dresses a site page (most often the home page) or the entirety of a site in the colors of the advertiser. This presence is fixed with a limited duration.



ADVERTISING SPOT

Audio or audiovisual advertising message concerning a product, brand, or company.

ADVERTISING TOTEM

Advertising furniture at points of sale (see point of sale advertising), generally made of cardboard and used at points of sale for promotional activity and product launches. It has a vertical structure and is used inside as well as outdoors.

ADVERTISING TRACKING

Continuous surveys intended to monitor and measure the impact and effects of advertising campaigns (weekly or monthly).

ADVERTISING WARP

Large format advertising canvas that can be used inside or outside of buildings.

ADVERTORIAL

Editorial advertisement presented as editorial content. Advertorials generally use the format, layout, font, and font size of the media vehicle. They must be clearly marked and include a legible notice (communication, advertisement, advertorial, magazine supplement, editorial advertisement) that serves as a reminder of their commercial nature.

AFFILIATE

Internet site with an audience large enough to warrant the monetisation of its advertising space. It helps the advertiser to sell its products in exchange for a commission on each sale or “established contract” (visitors who register with the site or who fill out a questionnaire).

AFFILIATION

System that allows an advertiser to disseminate its commercial offering to a sales force made up of Internet sites. Affiliation is comprised of two main actors: the affiliation platform and the affiliate. See affiliation platform, affiliate.

AFFILIATION PLATFORM

Also called a “trusted third party,” an affiliation platform connects advertiser and affiliate. It ensures the accuracy of data reported by the two parties (number of sales, turnover, traffic...). It provides technical solutions essential to program management: data recovery and access (advertiser and affiliate), as well as providing affiliates with the advertiser’s information and graphical elements. See affiliation, affiliate.

AFFIMÉTRIE

French institute that delivers trimestrial reports to the advertising market measuring the performance of outdoor communication networks throughout the country and in all formats, apart from station and shopping center networks.



AFFINITY

An evaluative metric expressed in percentage or index that demonstrates an effective population's proximity to a media vehicle, program...

AFFISCOPE

Qualitative field study of 4 x 3 meter billboards in French urban agglomerations of more than 100,000 inhabitants. Criteria include length of approach path, axis distance, position on the axis, and potential blockage.

AGGREGATE

Regrouping of basic units so as to create larger units.

AGGREGATE DATA

Statistical result constructed from individual base data.

ALGORITHM

Set of operational rules which, when applied, enable the resolution of a presented problem in a finite number of operations. An algorithm can be translated, thanks to a programming language, into a program executable by a computer.

AMBUSH MARKETING

Set of marketing tactics used by a brand to garner visibility during an event without being an official partner or sponsor.

ANALOG

Any continuous signal (in the mathematical sense of the term) whose value is a function of time. The term "analog" comes from the fact that the measure of its value changes in a fashion analogous to its source. This is the case of the voice, for example, as we can continuously record its evolutions using a microphone and visualize them using an oscilloscope. Analog was born with the dawn of electricity, whereas digital appeared more recently with the information era. The analog signal is set in contrast to the digital signal. See digital.

API

(APPLICATION PROGRAMMING INTERFACE)

Programming interface dedicated to facilitating a programmer's work by furnishing him with the basic tools necessary for any job with the help of a given language.

APPM

(FRENCH ASSOCIATION FOR THE PROMOTION OF MAGAZINES)

Professional association dedicated to promoting the magazine industry.

ARCEP

(FRENCH REGULATORY AUTHORITY FOR ELECTRONIC AND POSTAL COMMUNICATIONS)

Independent administrative authority created on January 5, 1997, formerly the Regulatory Authority for Telecommunications (ART). ARCEP exists to open the telecommunications sector to competition and to regulate corresponding markets. In 2005 postal



regulatory law extended the responsibilities of the Authority to include the opening and smooth functioning of the postal market.

ARPP

(FRENCH PROFESSIONAL REGULATORY AUTHORITY FOR ADVERTISING)

Professional regulatory body for advertising in France. ARPP replaced the BVP (Advertising Verification Bureau) in 2008 as the professional regulatory body for advertising in France. Its mission is to reconcile freedom of expression in advertising with respect for consumers. Maintaining this balance between creativity and responsibility is at the heart of self-discipline in advertising.

ARRIVAL RATE

Ratio determined by the number of visits recorded on an advertiser's site as a proportion of the number of clicks recorded on an advertising element.

ATAWAD

(ANY TIME, ANYWHERE, ANY DEVICE)

Acronym created by Xavier Dalloz, who coined the expression, "Any time, anywhere, any device." The term illustrates the possibility for an individual to connect to or have access to content regardless of place, time, or connecting device.

ATM

(ASYNCHRONOUS TRANSFER MODE)

High-speed traffic control technique that allows for the undifferentiated transport of voice and data. Information is split into small digitized cells and transported in bulk at high speed.

ATTENDANCE

Number of tickets sold for a show (cinema, theatre) throughout a period. By extension, the degree of any media consumption (radio, television, print, Internet).

ATTRIBUTION

See attribution rate.

ATTRIBUTION RATE

Phenomenon by which individuals exposed to an advertising campaign claim to recognize the message that was shown or described to them and are capable of citing (without error) the advertiser corresponding to the message.

ATTRITION

See churn.

AUDIENCE

Number of viewers, listeners, readers, and/or web users reached by a medium or media plan during the reference period used for the audience survey.



AUDIENCE ACCUMULATION

Audience metric for radio and television. The process of increasingly building audience for the broadcast of advertising messages throughout a campaign. At the close of the campaign, audience accumulation represents the total number of individuals exposed to the campaign at least one time.

AUDIENCE BEHAVIOR

Analysis of audience behavior within a given period (quarter-hour, half-hour, program): arrivals, departures, crossover to another vehicle or media, that enables the evaluation of anticipation or knock-on effects.

AUDIENCE LOSS

Phenomenon of reaching individuals who do not belong to the target population during an advertising campaign.

AUDIENCE MEASUREMENT

Quantitative study of media audience.

AUDIENCE PROFILE

Structure or composition along many demographic and economic variables of a program, channel, time slot, or station audience.

AUDIENCE SHARE

Percentage of a media's total audience that is audience to a particular media vehicle or group of vehicles. Market share and volume share are also considered.

AUDIMAT

Name of the French household television audience study that existed from 1981 to 1988, with a national panel of 1000 households equipped with an audimeter. See Médiamat.

AUDIMETER

Machine that measures a household's television program consumption behaviour.

AUDIPRESSE

French cross-industry press research firm created in 2007 with every major press family: magazines (APPM), daily national newspapers (SPQN), daily regional newspapers (SPQR), free urban daily newspapers (AP-DUG), free information newspapers (ADPGI), and weekly regional newspapers (AEPHR).

AUGMENTED REALITY

Technique that makes it possible to superimpose a 3D or 2D (see 3D, 2D) virtual model on to our natural perception of reality, in real-time.



AVERAGE AUDIENCE

Arithmetic average of “instantaneous” audiences throughout a given period (time slot, display, program...).

AVERAGE HOURS PER HEAD

Indicator that gives the average time spent listening to a station, program, or media (radio or television) per individual within a timeslot or for the entire day. Average listening time is equal to the sum of all hours consecrated to listening divided by the total number of individuals in the studied population.

AVERAGE HOURS PER LISTENER

Indicator that gives the average time spent per listener listening to a station, program, or media (radio or television) within a timeslot or for the entire day. Average hours per listener is equal to the sum of all hours consecrated to listening divided by the total number of listeners.

AVERAGE QUANTITY SOLD PER CONSUMER

Indicator for consumer panels. Relationship between quantity purchased and the number of consumers.

AVERAGE QUARTER-HOUR AUDIENCE

Average number of people who report watching or listening to a station/channel during a given quarter-hour on a given day (sum of the audiences for all quarter-hours divided by the total number of quarter-hours).

AVERAGE READERS PER ISSUE

The average number of readers per issue of a daily press publication, calculated from the number of issues read, scanned, or consulted for the six latest issues released.

AVERAGE REPETITION

Average number of contacts delivered to a target population individual exposed at least once to the same campaign.



B

B TO B (OR B2B)

Abbreviation that designates all commercial and communications activity and relations between businesses. Synonym: business to business

B TO C (OR B2C)

Abbreviation that designates all communications and relations between a business and consumers. Synonym: business to consumer.

BANDWIDTH

Term employed in information technology or concerning digital transmission. Maximal flow capacity of a communication channel on a particular connection, determined by transmission technologies engaged by equipment situated at each end of this connection. It is defined in bits per second.

BANNER

Original form of online Internet advertising consisting of an image or Flash animation.

BARTERING OR BARTER

Process by which an advertiser exchanges products or services for advertising space.

BASELINE

Slogan that serves as a signature for a product, brand, or company in an advertisement.

BEHAVIOURAL TARGETING

Technique that enables the targeting of internet users based on their past behaviour on the web (visited sites, type of consulted pages, time spent on each of these pages, type of information solicited, nature of past purchases, manner of moving from one site to another...).

BELOW THE LINE

All advertising investment outside of the six major media, or “non-media” investments (direct marketing, sales promotion). See above the line, non-media.



BENCHMARK

Comparative analysis of competitor products or services for an existing product or for a particular business sector. Businesses can use a benchmark to provide a panorama before launching a new product, but a benchmark can also be useful to the general public for assistance in product selection.

BETA-BINOMIAL

In media planning, the base model for medium exposure that consists of varying, for all individuals, the probability of coming into contact with a particular medium according to a probability law called “the beta-binomial law.”

BID MANAGEMENT

Expression initially used by search marketing professionals to indicate the act of increasing or decreasing keyword bids so as to optimise cost-benefit results. This expression is now used in relation to display purchasing through ad exchanges.

BIG DATA

Expression that encompasses all technologies and practices used to store large volumes of data and heterogeneous content, as well as to analyse these nearly in real time at very high speeds. The stakes associated with Big Data go beyond simple data collection or database management systems, but lie rather in the capacity to interpret large volumes and to revolutionize decision making.

BILLBOARD

Short commercial (generally 6 to 8 seconds) with advertiser presence aired before or after film credits or before or after commercial breaks.

BILLING

Advertising agency turnover. Gross profit margin that measures revenue (fees) is a stronger indicator.

BIND-IN CARD

Separate publication or printed advertisement stapled into a print publication. Its pages are numbered and it most often placed at the publication’s table of contents. Its space rate is called “insert rate.” See insert rate.

BINGE WATCHING

Viewing multiple episodes of a program or series without advertising breaks or broadcast intervals, in a determined period.

Synonym: marathon watching, binge viewing.

BITCOIN

Digital currency for online transactions without a trusted third party: cash for the internet. Created in 2009 by Satoshi Nakamoto (which might be the pseudonym used by one person or a team of programmers), the Bitcoin is a virtual account unit stored on an electronic device that allows a community of users to exchange goods and services among themselves without using legal currency.



BLEASURE

Term that combines the words “business” and “pleasure.” The concept of a better balance between private and professional life, specifically for people whose work requires them to travel frequently. The aim is to offer venues and activities to a business clientele that are as pleasant as those designed for vacationers.

BLIND TEST

Product test for which the product’s brand, name, or packaging is either invisible or unidentifiable to consumer-testers.

BLOG

Term that combines the words “web” and “log.” Personal or professional webpage, a regularly updated online record book featuring reviews, links, or narrative accounts.

BLOGOSPHERE

All online bloggers, and/or all blogs, and/or all writings contained on these blogs.

BLUETOOTH

Local wireless network technology that transmits voice and data over radio waves between mobile terminals (telephones, personal assistants, laptop computers) and/or desktop computers (for low intensity).

BLURRING

Also called, “the progressive confusion of professional and personal activity,” blurring is a trend due in part to the widespread use of professional equipment that can be engaged remotely (computer, smartphone, tablet...). These new behavior patterns are transforming the organization of the private and professional spheres.

BONUS

Promotional gift offered for a purchase or to accelerate response to a direct marketing offer.

BOUNCE

Act of an internet user’s immediately leaving a website after consulting the page at which he entered it. See bounce rate.

BOUNCE RATE

Percentage of internet users who enter an Internet site on one page and immediately leave the site (without consulting other pages). See bounce.

BOX-OFFICE

Ranking of artistic productions or personalities. Measured in turnover, number of viewers, or in number of tickets sold.

BRAND

All characteristic signs that allow the consumer to distinguish one company’s product or service from those proposed by competing companies.



It could be a name (simple or compound, geographical or not), surname, pseudonym, or a name used as an extension or as an abbreviation to which symbols, colors, fonts, and font sizes can be associated. The brand expresses values, know-how, expertise, history, commitment, or guarantees that assist consumers in making choices.

BRAND ADVOCATE

Individual who, more or less voluntarily and spontaneously, promotes a brand via word-of-mouth to her consumer “peers.” This could be the spontaneous action of a brand aficionado or a behavior encouraged or provoked by the brand using various motivational tactics. Synonym: prescriptor.

BRAND AWARENESS

Indicator that measures the proportion of individuals within the reference population that are familiar with the brand.

BRAND CONTENT

Content produced directly by a brand for advertising communication and image purposes. It is editorial content (tips, practical articles, forums, narrative articles...) presented on the Internet, in print outlets, or on TV, but also content that can take other forms (videos, games, exhibitions, books, etc.).

BRAND ENGAGEMENT

Emotional or rational relationship between a brand and communities, most often cultivated through interactive mechanisms meant to enrich brand experience.

BRAND EQUITY

All opinions, attitudes, and behaviors of consumers associated with a brand. In light of the current environment (competition and brand proliferation, price and cost inflation), businesses can no longer rely on share prices to assess their brands. It is increasingly important to assess the value that the brand provides the consumer. Synonym: brand capital.

BREAKDOWN

See structure.

BROADCAST-READY

In the universe of professional radio and television, an advertisement delivered for broadcast during a fiction (cinema or television), documentary, broadcast, or journalistic report. It must fit a certain number of technical criteria; standards and guidelines can vary according to program genre.

BROWSER

Navigation software that enables users to transfer from one server to another as well as to access various information resources within one particular server.

BUNDLE

Term used in television for a cable or satellite operator's grouped channel offering. Also used in radio.



BUS MAILING

Multi-advertiser mailing with an insert from each advertiser, allowing the group to share shipping costs. Most often, bus mailings take the form of standard-dimension cards grouped in one envelope or plastic sleeve.

BUS POSTER

Urban poster sites placed on buses, 4 possible formats:

- Back panels, situated at the rear of the bus
- Right or European side, situated next to passenger access doors;
- Left or panoramic side, situated opposite passenger access doors;
- Front panels, situated at the front of the bus

BUS SIDE

Urban poster site along the side of a bus: the right side, sometimes called the “European side,” and the left side, sometimes called the “panoramic side.”

BUZZ

Communication tactic designed to get people talking about a product or a service even before its launch by cultivating word-of-mouth and executing targeted actions for opinion leaders.

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C

CACHE MEMORY

Memory specific to each internet user's computer hard disk, allocated to each browser, that automatically stores visited site pages. Its purpose is to reduce Internet consultation time. Cached page requests cannot be accounted for by website counting tools. Site traffic is as such systematically underestimated.

CALENDAR

Timing of insertion or broadcast dates for a media vehicle.

CALL CENTER

All means of managing telephone marketing campaigns: telemarketer team, call management system.

CAMPAIGN ASSESSMENT

Document that presents results obtained through an advertising or marketing campaign, indexed by medium and outlet.

CAMPAIGN FLIGHT

Part of an advertising campaign that is enacted in multiple phases.

CAPPING

Internet feature designed to regulate the repetition of an advertising display for the same individual. Cappings are set for the day, hour, month, or campaign. The level of repetition as well as the time horizon are defined according to the advertiser's objectives and previous learning/experience. We speak of "capping 3," "capping 5," etc. Capping can be fixed by site or for the entire scope of the campaign.

CART ABANDONER

Potential buyer who engages the purchase process but abandons it before finalizing his purchase. Applied to e-commerce, a commercial site user who leaves the site without ordering, despite having placed at least one item in her shopping basket or cart.



CARTOGRAPHY

Representation used to visualise a store's catchment areas, for example. For posters, cartographies allow for the visualisation of poster campaigns throughout the country, region, agglomeration, or communal boundary.

CATCH-UP TV

Premise that broadcasts, films, or TV series are available freely and temporarily in streaming video on the web after having been broadcasted on a television channel.

CATCHMENT AREA

Geographic space or area from which derives the majority of clients for a point of sale. It determines potential clientele and, based on its purchasing power, the potential market for the point of sale.

CATEGORY OF BUSINESS

Four business categories are defined by French law (article 51 of the economic modernisation law) for statistical analysis and economic purposes.

To determine which category a business belongs to, the following data are used relating to the latest approved accounting period and calculated on an annual basis: size of workforce, turnover, and balance sheet total.

We distinguish between:

- micro-enterprises
- small- and medium-sized companies
- mid-caps or second tier companies
- corporations

CCA

(CENTER FOR ADVANCED COMMUNICATION)

Research firm that developed a population segmentation technique based on lifestyles that leads to segmenting the population by "socio styles." Applying these lifestyles to marketing and media enables improved understanding of target populations.

CESP

(FRENCH CENTER FOR THE STUDY OF ADVERTISING MEDIA SUPPORTS)

Founded in 1956, CESP is a French association that connects advertisers, agencies, central purchasing organisations, and the media. CESP's major mission is to audit and monitor media research in France. However, CESP also works "upstream" on studies, acting as a space for exchanging ideas and a center for discussion and information.

CHAT

Also called IRC (Internet Relay Chat) by purists, chat is a system that allows internet users to meet and speak with one another in real time. These written exchanges are held in conversation halls called "chat rooms."

CHI SQUARE

(X²)

Statistical test based on the Chi Square law of probability. It is mainly used to test the consonance of an observed statistical distribution with a theoretical distribution in order to test the independence of a contingency table's two criteria.



CHURN

Term used to designate client or subscriber loss.

CIRCULATION

Major indicator for print media. Physical distribution of a publication.

CLICK

Act of clicking on an advertising banner or hypertext link. Clicks are the most common objective of internet advertising and marketing.

CLICK AND COLLECT

Strategy consisting of making it easier for consumers to make purchases by allowing to reserve and/or pay for their products and services on line before collecting them or using them in-store. See ROPO.

CLICK TRACKING

Technique that enables the memorisation of the zones on a web page that internet users clicked a lot, moderately, very little, or not at all.

CLICK-THROUGH RATES

Relationship between the number of impressions and the number of clicks generated by an advertising campaign (number of clicks/number of impressions).

CLOUD

Use of remote servers (generally accessible by internet) to process or store information. Information is most frequently accessed through a web navigator. The cloud is a form of file backup. It allows work on the same document from multiple workstations of various types (laptop or desktop computer, tablet, and smartphone).
Synonym: cloud computing.

CLUSTER

A group of individuals with shared characteristics resulting from a segmentation process. Portion of a sample constituted of statistical individuals grouped along a shared characteristic. Example: residences on the same island, persons in the same household. Cluster polling involves working with all residences in a sample of islands, all individuals in a sample of residences, etc.

CNC

(FRENCH NATIONAL CENTER FOR CINEMA AND THE ANIMATED IMAGE)

Founded in 1946, this public body has been attached to the French ministry of Culture since 1959. Its mission is to collect, analyse, and ensure the dissemination of all information concerning cinema and audiovisual media to public authorities, professional organisations, and the general public.



CNIL

(FRENCH NATIONAL COMMISSION OF INFORMATION TECHNOLOGY AND FREEDOMS)

Commission established according to the French law of January 6, 1978, CNIL is designed to protect individuals from the misuse of digital files. The commission is informed of all electronic name file creation and has the power to ensure that these are not used to infringe upon fundamental freedoms.

CO-BRANDING

Association of two non-competing brands that belong to two different companies for a product or line of products and services temporarily (promotional co-branding) or permanently.

COLD PROSPECT

Identified potential client who has declared or shown an interest for a product or service but whose intent to purchase will be achieved only in the mid to long term.

COMMERCIAL AGREEMENT

Transparent, tripartite (advertiser, media vehicle, media agency) negotiation agreement enabling digressive rates in circumstances not stipulated in the general terms and conditions of sale (example: in the case of an exclusive agreement).

COMMERCIAL BREAK

Segment of varied duration dedicated to the emission of filmed advertisements between two programs or during a break within one program.

COMMUNITY MANAGER

Individual charged with developing the presence of an organisation or company on the web and on social media. He operates exchange by managing and coordinating forums and ensuring compliance with the community's rules of good administrative behavior.

COMPARATIVE ADVERTISING

Defined by (French) law as, "any advertising that compares goods or services by identifying, implicitly or explicitly, a competitor or the goods or services offered by a competitor."

COMPLETION RATE

Portion of individuals exposed to an advertising video that watch it all the way through.

CONFIDENCE INTERVAL

Statistical indicator of the precision of poll results. It is always calculated and presented in conjunction with a "confidence level." The confidence interval becomes more narrow as a sample grows; the more people questioned, the more precise the results.



CONNECTED OBJECT

See Internet of Things.

CONNECTED TELEVISION

Television directly or indirectly connected to the Internet (especially via WiFi) that provides viewers with a set of services. These televisions grant access to applications (news, games, practical services such as the weather, photo services such as Picasa, online video such as YouTube or DailyMotion...) and make it possible to surf the internet through a browser, as with a computer.

CONSUMER INSIGHT

Methodology based on qualitative or quantitative research and trend studies that research the motivations, expectations, and experience of consumers in relation to a product. Results of consumer insight can enable adaptation of the product or of advertising discourse.

CONSUMER MAGAZINE

Magazine developed by a brand or a set of brands for its clients. It generally features articles about the brand and its products, but also editorial content on themes linked to or distinct from the brand. Synonym: brand magazine.

CONSUMER PRICE INDEX

Inflation measurement index. It is used to estimate average price variation for household products between two given periods. It is published monthly in the Official Journal.

CONSUMPTION UNIT

Weighting system that attributes a coefficient to each household member, making it possible to compare living standards for households of different size or composition. With this weighting system, the number of persons is shifted to a number of consumption units.

CONTACT

A key concept of media planning, contact is exposure to a media vehicle. The moment of contact is in exposure to the advertisement contained by the media vehicle.

CONTACT DISTRIBUTION

Plan performance evaluation. Dividing members of the target population into those exposed one, two, three, n times. Cumulative coverage at n or more contacts can be analysed (example: five or more contacts coverage) or coverage at strictly n contacts (example: five contacts coverage) or the coverage between x and y contacts (example: between five and ten contacts coverage).

CONTRACT

Document established between the advertiser and the agency or media agency recording the legal relationship between the two parties, the technical specificities of the collaboration, and the terms of payment (potentially linked to performance). This document appoints the agency on behalf of the advertiser. It is obligatory in France since March 31, 1993 with the establishment of the Sapin Law. See Sapin (law).



CONVERSION

See conversion rate.

CONVERSION RATE

Key indicator of effectiveness and profitability for the majority of marketing activity. Relationship between the number of individuals who have carried out the desired action defined by the campaign (purchase, visit, meeting request) and the total number of individuals exposed to the campaign.

COOKIE

File placed on the hard drive of a user by a server-site as a user consults it. It is mainly used to collect data on the user's navigation behavior. The user can refuse the installation of cookies on her drive or delete them after consulting the site. A cookie enables user recognition when she returns to a site. Cookies make it possible to automatically access personalised pages without signing in or using capping in an advertising campaign. A cookie recognises a machine, not a user.

CORE BUSINESS

The primary activity of a business, for which it has acquired skills specific to the provision of products or services.

CORPORATE COMMUNICATION

All communication that aims to promote the image of a business or organisation (example: financial communication). Corporate communication is distinct from brand and

product communication: the business or organisation itself is promoted, not (directly) its products and services.

COST OF ENTRY

Cost for a brand or company to enter a new market: investments in advertising, distribution.

COST PER ACTION

See pay-per-lead.

COST PER CLICK

See pay-per-click.

COST PER GROSS RATING POINT (GRP)

Amount obtained by dividing the gross or net negotiated cost of an insertion or of a campaign by the number of corresponding GRPs. It is generally calculated for a particular media, most often for television. See cost-effectiveness, GRP.

COST PER THOUSAND

Expression interpreted two different ways depending on whether it is used in the context of traditional advertising or in the domain of Internet display advertising. In traditional advertising, cost per thousand corresponds to the cost of one thousand advertising contacts. It allows cost comparison among different outlets within the same media. For Internet display advertising, cost per thousand allows for the evaluation and



comparison of different sites' advertising rates in terms of the number of pages with advertising viewed. See fixed cost-per-thousand-impressions purchasing.

COST-EFFECTIVENESS

Criteria that qualifies the relationship between cost and effective reach of a media vehicle. Cost per thousand contacts (or the cost/grp) defines a media vehicle's cost-effectiveness.

- Cost of GRP: gross or net negotiated cost of the insertion or campaign divided by the number of corresponding GRPs.

- Cost for 1000: gross or net negotiated cost of the insertion or campaign divided by the number of corresponding contacts.

- Cost for 1000 based on circulation, in press: relationship between a media vehicle's advertising rate and its circulation expressed in thousands.

COUPON TRAIN

Multi-coupon flier with cost-sharing advantages for participating brands and an elevated and attractive total potential reduction amount for targeted individuals. Practiced mainly by major consumer brands.

COVER PAGES

(FRONT COVER, INSIDE FRONT COVER, INSIDE BACK COVER, BACK COVER)

Placements with set prices in press, magazine. These privileged placements cost between one and a half and two and a half times the price of an undifferentiated interior page. Their rate is substituted for the basic fee set in the conditions when they are requested.

COVERAGE AREA

Geographic space in which it is theoretically possible to receive a radio station or television channel. Synonyms: broadcast area, reception area.

CPM-A PURCHASING

Purchasing based on CPM, but optimised during a campaign for a CPA (cost per action, See: pay-per-lead) objective established by the advertiser.

CRACKERS

Category of information technology "hackers" who specialise in breaking software protections, particularly shareware.

CRAWLER

Software robot used by search engines to scan websites in order to analyse content so as to supply data to the search engine's index. Each engine uses its own robot.

CRM

(CUSTOMER RELATIONSHIP MANAGEMENT)

Marketing operations or systems that aim to optimise the quality of client relations, to increase loyalty and to maximise the turnover or margin per client.



CROSS MEDIA

Advertising and marketing practice that engages multiple media for the same campaign. The objective of a cross media campaign is to play on the complementarity of various engaged media, reaching the consumer at the right time for increased effectiveness.

CROWDSOURCING

The practice by which brands call on the general public or consumers to propose and create elements of their marketing policy (brand choice, slogan creation, video creation). Amateur service providers can be rewarded or compensated.

CSA

(FRENCH SUPERIOR COUNCIL FOR AUDIOVISUAL MEDIA)

Created in 1989, this council succeeded the High Authority of Audiovisual Communication (1982-1986) and the National Commission on Communication and Freedoms (1986-1989). CSA's mission is to guarantee the liberty of audiovisual communication in France. It is also charged with assuring the protection of minors and respect for pluralist expression of opinions and the dignity of human beings, as well as organising radio and television electoral campaigns, maintaining rigor in information processing, attributing frequencies to operators, and protecting consumers.

CUMULATIVE AUDIENCE

Number or percentage of people who report having been in contact at least once with the media studied during a given period (program, time slot, day, week) of any duration.

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D

DASHBOARD

Synthesising document that presents and organises information in the form of charts and graphs. The dashboard makes it possible to follow the evolution of commercial activity or any other indicator with regard to fixed objectives, feeding project steering and decision-making.

DATA DRIVEN MARKETING

Term that refers to marketing insights and decisions born out of consumer data analysis. Data can be secondary, as with the tracking of social network activity and user behavior during an Internet search, or primary, issued directly from consumer monitoring.

DATA EXCHANGE

The act of providing internet user qualification data on an anonymized basis to sites (media vehicles/merchants), media sales firms, ad networks, or ad exchanges. Data exchanges are to the display ecosystem what megabases were to direct marketing: they qualify internet users according to demographic criteria, behavior, and interests.

They ensure the complete anonymity of collected data and allow internet users to accept or reject the collection and use of data generated by their navigation. Synonym: data provider.

DATA MANAGER

Technical and legal manager of one or multiple marketing files. He or she can work for a service provider or a company with a very significant marketing database. This job can be found in all lines of business, as activity of all kinds generates a large quantity of data each day.

DATA MINING

Data mining includes all technologies capable of analysing marketing database information to find information useful to marketing efforts as well as potential significant, useable correlations among data. Data mining requires very powerful computer systems (generally multiprocessors) in order to enable all possible calculations, filters, syntheses, and interpretations.



DATA VISUALISATION

Study and creation of graphics that enable data representation. The main objective of data visualisation is to communicate numerical information in a clear and pleasing fashion. The final product could be still or animated.

DATABASE

In marketing, client or potential client file that indexes a large amount of information in a structured and organised fashion: contact details, purchasing behaviour, demographics. Data can be declarative or actual (mainly observed on the web or on panel). Software is used to consult and process data.

DAUGHTER BRAND

Product (or line of products) brand used in complement with a mother brand that acts as its guarantee.

DAYPARTS (TIMESLOTS)

Expression mainly used in television media-planning.

Division of a day into multiple timeslots, used to analyse audience with respect to a given target. Example: In television, the day is divided into four major timeslots:

- 3 A.M. - 6 P.M.: day time, timeslot that covers morning, midday, and afternoon;

- 6 P.M. - 8:30 P.M.: access prime time, timeslot before prime time;

- 8:30 P.M. - 10:30 P.M.: primetime, portion of the timetable that includes the evening's "main program" and covers peak viewing times;

- 10:30 P.M. - 3 A.M.: night time, timeslot following primetime covering the end of the evening and the night.

DECOUPLING

Advertising film production process that breaks down the four major steps (creation, production, post-production, and local adaptation) and assigns them to different agencies. This process was imposed by certain global advertisers in order to increase price pressure for their providers.

DEDUPLICATION

Operation that consists of counting only once an individual exposed to an advertisement through multiple media vehicles.

DIGITAL

Coding standard based on a binary translation of information. For images, the smallest unit is the pixel, which has a corresponding set of values such as color intensity. A signal is called digital if it is discontinuous, in that it can take on only a finite number of values at any precise moment. The associated magnitude is quantified with a number. Digital broadcast is becoming an essential mode of television broadcast today, whether by cable, satellite, or airwaves. Digital signals are defined in opposition to analog signals.

DIGITAL DELIVERY

New way to provide audiovisual media content (mainly filmed advertisements or any other program) to broadcasters (radio stations, television channels) to be inserted into



their broadcast schedule. This mode of delivery uses fiber optics to send voluminous digital files from one point to another in a secure fashion.

DIGITAL TRACKING

Act of tracking a website visitor. It is possible to know the visit's route as well as visit times and dates. Tracking can be enacted in real time or retroactively. Tracking can also concern the observation of an internet user's reactions and actions following exposure to an advertisement or reception of an email.

DIRECT MAIL

See mailing.

DIRECT MARKETING

All personalised or individualised marketing techniques that aim to prompt a more or less immediate response from the recipient (order, request for estimate, call).

DISCOUNT OFFER

Direct/promotional marketing offer proposing an immediate or deferred discount (in percentage of the purchase value or as an absolute value).

DISPLAY

Internet advertising that uses graphic or visual elements, taking the form of a banner in a range of possible formats (simple banners, skyscrapers, squares, pop-up, page formats, interstitials...). Distinct from search, or commercial text links. See search.

DISTANCE SELLING

All sales operations characterised by distance separating the producer (or distributor) and the buyer, enacted by catalog, telephone, newspaper ad, direct mail, or electronic media. The buyer pays for his order by check, money order, credit card, or cash on delivery.

DISTRIBUTION/ SAMPLING

Distribution of paper-form promotional offers or product samples at a given moment in a certain place or geographic zone in order to create direct contact with a precise target.

DMP (DATA MANAGEMENT PLATFORM)

Technological platform that makes it possible to process and manage the anonymous data used for advertising targeting, including demographic profiles, interests, or purchase intentions. These data can come from publishers (first party; see first party data), from the exchange or sale of first party data between businesses (second party; see second party data), or third party data (see third party data) and enable the establishment of decision-making rules.

DNA (BRAND)

"Genetic" heritage of a brand. The expression "Brand DNA" emphasizes a brand's unchanging characteristics, present since its origins and ingrained in the hearts and minds of its consumers.



DOOH

(DIGITAL OUT OF HOME)

DOOH, or outdoor digital communication, designates digital advertising, all means for digital communication available outside of the home.

DROPTBOX

Program that makes it possible to share and synchronise - between two or multiple computers - files placed in a directory on one computer.

DSP

(DEMAND SIDE PLATFORM)

Technological optimisation platform that makes it possible for an advertiser or media agency to purchase display inventories proposed by various ad exchanges in real time through a single interface. See ad exchange, SSP.

DTT

(DIGITAL TERRESTRIAL TELEVISION)

Technological evolution in television broadcasting founded on the broadcast of digital television signals through a network of terrestrial hertzian retransmitters. The digital process makes it possible to emit five or six channels per frequency, whereas the analog process only allowed the emission of one. Digital terrestrial television makes it possible to reduce the occupation of the electromagnetic spectrum by using more efficient modulations, obtaining a better quality image. The commercial launch was on March 31, 2005.

DUPLICATED AUDIENCE

Audience common to two media vehicles/screens, generally expressed as a percentage of one of the two vehicles/screens.

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E

E-ADVERTISING

Inserting advertisements into Web pages. E-advertising mainly includes:

- display (see display) likened to traditional advertising: inserting banner-type advertisements (banners, pop-up, page coverages, interstitials, rich media...) into sites that sell their audiences;

- search (see SEM): commercial links that appear on a search engine's results page based on keywords typed by internet users, or that are present on content websites and targeted according to the theme of each page (contextual links).

E-COMMERCE

Commercial transactions (purchase, sale, and exchange) of goods and services enacted remotely through electronic and digital networks, especially the Internet. Electronic commerce covers three aspects: providing product information, taking orders, and fostering loyalty. E-commerce has become the main channel for remote sales, which is why the term correspondence sales has been replaced by remote sales.

Synonym: electronic commerce.

E-MARKETPLACE

Portal site, designed for business-to-business trade, generally dedicated to a specific sector, that makes it possible for purchasers and providers to conduct business directly.

E-REPUTATION

See online reputation.

EARLY ADOPTERS

Expression designating individuals particularly inclined to adopt a new product, technology, or innovation, before everyone else.

EARNED MEDIA

See POE.

EDITORIAL

Feature or commentary article that expresses the position of the publisher or the editorial staff on a topical subject.



EDITORIAL ADVERTISEMENT

Newspaper advertisement presented to resemble an article by a journalist.

EFFECTIVE AUDIENCE / EFFECTIVE REACH

Set of persons exposed to an advertising vehicle (readers) who belong to the target population, expressing the vehicle's power with the given target. The figure can be expressed in thousands of individuals or in percentage.

ELECTRONIC COMMERCE

Also called "e-commerce," all commercial transactions carried out on the web. See e-commerce.

EMAIL RETARGETING

Retargeting campaign that uses email. Emails are adapted to a visitor's behavior on the site and highlight a product or service offer that meets the visitor's needs (products that were placed in the shopping cart, promotions...).

ENCRYPTION

Process that codes data, such as bank account numbers, in order to make them unreadable and therefore unusable in case of their misappropriation.

ENGAGEMENT

Tied to marketing of permission (versus marketing of interruption), engagement consists of creating content toward which the audience naturally gravitates because of the interest or affinity that it presents in light of an audience's tastes or passions. Content called "engaging" aims to generate interaction with the brand's community, going beyond the search for visibility.

ESOMAR

(EUROPEAN SOCIETY FOR OPINION AND
MARKET RESEARCH)

Created in 1948, this international body connects all professionals specialised in marketing and opinion studies. It established a code of ethics in 1981 that is updated regularly.

EVENT

See event communication.

EVENT COMMUNICATION

Communication tactic based on the creation of events that aim to be spectacular and out of the ordinary. It is distinct from other forms of communication in its dynamism and brevity. Its objective is to promote a brand, label, or product in a striking setting that confers an exceptional impression.

EXPAND BANNER

See expandable banner.



EXPANDABLE BANNER

On the Internet, an advertising banner that grows when the mouse pointer hovers over it or stops on it.

EXPOSURE (NUMBER OF EXPOSURES)

The notion of exposure is an old one : number of times that an advertising is seen or listen.

In digital, number of times that an advertising object is fully downloaded to a user's computer. The notion of exposure makes it possible to count the instant of contact with the advertisement, independent of the page in which it is inserted. Certain measurement tools count ad requests, not exposures. Tests would be necessary to determine whether this represents a reliable estimate.

EXTRANET

External network that uses IP technology. It makes it possible for a company or body to exchange digital information with its main correspondents (subsidiaries, clients, providers).

EXTRAPOLATION

Principle by which the results of a survey carried out with a sample can be generalised for the entire population under study.

EYE TRACKING

Technique that makes it possible to follow the gaze's trajectory. Used, for example, to analyse perception of a Web page in order to examine areas for improvement.

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F

4G

(4TH GENERATION)

4G is the fourth generation of mobile telephone standards. It is the successor of 2G and 3G. It enables, “very high speed mobile,” or data transmission at theoretical bit rates superior to 100 Mb/s and even superior to 1 Gb/s (minimal rate defined by UIT for IMT-Advanced specifications).

FAB LAB

Abbreviation for Fabrication Laboratory. Collaborative spaces open to the public, making tools and knowledge available to them in order to produce and create (“industrial” or artistic objects, computer programs). Different Fab Labs combine five functions corresponding to five different communities: simple discovery of the capacity to make or to build, geared toward children or amateur handymen; education through action, designed for schools and universities; rapid prototyping, for entrepreneurs and creators; local production, mainly for the needs of developing countries but also for artists, designers, or craftsmen not seeking mass-production series; and innovation/invention of tomorrow’s objects, spaces, and forms.

FACE-TO-FACE

Technique for administering individual data collection questionnaires delivered by the interviewer in the presence of the respondent.

FAQ

(FREQUENTLY ASKED QUESTIONS)

On certain websites, a list of questions on a precise subject accompanied by their responses. FAQs make it possible to avoid constantly having to respond to the same questions that are always asked.

FEVAD

(FRENCH ASSOCIATION OF E-COMMERCE AND REMOTE SALES)

Organisation whose objective is to give business information and to connect e-commerce and remote sales actors, regardless of sector and communication vehicle used.

FIBER OPTIC

Network that carries digital data in the form of light impulses, and therefore at the speed of light. It is made of an extremely thin glass cylinder (the core strand) surrounded by a concentric layer of glass (the sheath).



FILE SEGMENTATION

Statistical technique that makes it possible to segment files and to identify the segments of a file that present the strongest potential for direct marketing campaigns.

FINAL PROOF

Document submitted for signature by a printer, router, or media vehicle to a communication agency or an advertiser. It presents the document set for print or routing for the client to validate before launching the printing process or the campaign.

FIRST PARTY DATA

In the domain of Internet advertising, information acquired about internet users visiting a Web site. These behavioral (intent to purchase, interests) or declarative (age, socio-economic category) data are directly collected by the publisher of the media vehicle site (registration form, cookies...). See second party data, third party data.

FIXED COST- PER-THOUSAND- IMPRESSIONS (CPM) PURCHASING

Purchasing price of advertising space for a primary site adjusted to 1000 pages seen with advertising on the site. This metric makes it possible to evaluate and compare different sites' advertising rates according to the number of pages seen with advertising. Synonym: cost per mille (thousand).

FIXED COST PURCHASING

Purchase system that involves paying a fixed sum of money for a given period of time. Most often, advertising space is purchased exclusively.

FIXED RATE SPACE

Space with a rate that includes a charge for multiple placements that cannot be separated. Examples: 1st, 2nd, and 3rd spreads of a newspaper, first spread of an insert, central spread, first page after a section break...

FLAGSHIP

Notion that defines the most significant element of a group (of products, for example), a real emblem. More broadly, the flagship store acts as display-window for the brand that it is dedicated to, the incarnation of the brand's territory, mission, image, and values.

FLASH

Image and sound animation technology created by Macromedia that enables the animation of web pages. The Flash format is used on sites, for advertising creations or for games.

FLASHCODE

See QR code.

FLASHMOB

Operation that gathers, in a specific (generally public) place and time, the largest number of people possible to engage in a collective activity for a few minutes.



FLAT TAB

Classification of observed values according to a single criteria.

FLIPBOOK

Publication of collected images designed to be leafed through in order to give the impression of movement and create an animated sequence from a simple small book without using a machine. The flipbook format makes it possible to leaf through an Internet site of paper publications, catalogues, brochures, menus, bulletins...

FLOATING TIME

The purchase of television advertising space with a limited possible range of exposures for a given target. In exchange for a discount of as much as 50%, the sales firm will propose definitive scheduling a few days before it starts. This practice extends to radio within post-Sapin law rates (in France). Scheduling conditions vary by sales firm.

FORMAT

In all media, the advertisement's dimensions and/or the technical elements to be provided to the media vehicle for the advertisement's reproduction.

FORUM

The forum is a virtual space in which anyone can express themselves. It can be integrated into a website (then called "forum") or exist apart from a site (then called a "newsgroup"). Each member leaves a message that all of the others can consult and decide whether or not to reply to, aware that this response will also be visible to all.

FOUR-COLOUR PRINTING

Four-colour printing: yellow, cyan, magenta, and black. Basic colors which permit to print all colors, when they are combined.

FRANCE PUB

French company owned by Havas, that publishes, in collaboration with Irep, an annual study on communication expenditure in France.

FRONT SECTION

In manufacturing, a magazine's four "cover pages." In space buying, the first part of a newspaper for which pagination is not fixed by the general terms and conditions of sale.

FTP (FILE TRANSFER PROTOCOL)

Dedicated procedure and platform for transmitting and receiving files. FTP sites are not websites but real data libraries with access limited by their creator so as to avoid congestion.

FUNNEL

The expression, "purchase funnel," designates the different steps that an individual is supposed to follow before and after purchase.



GENERAL TERMS AND CONDITIONS OF SALE

Established by media sales firms, the general terms and conditions of sale legally identify all pricing conditions. These are the rules that media vehicles establish to apply unilaterally with media agencies and advertisers. Since March 31, 1993, French agencies are obligated to submit them to advertisers in a service contract (Sapin law).

GEOLOCATION

Technical process that makes it possible to geographically locate recipients of a marketing message on a mobile phone or website visitors.

GEOMARKETING

Geographic information system that makes it possible to qualify geographic micro-zones in order to modulate investment in these zones according to the characteristics of the individuals that comprise them.

GIF

(GRAPHICS INTERCHANGE FORMAT)

Image format mainly used for web pages and for the most basic advertising creations. GIF's flexibility also makes it possible to create animations from only a few images, called "animated GIFs."

GRANULARITY

(OF MEASUREMENT)

Corresponds to the most acute level of information that can be obtained through collection or restitution of data.

GROSS MARGIN

Difference between a product's sales price and its cost of production (cost of a good's or service's production and distribution).

GROSS NEGOTIATED RATE

Gross rate actually paid to media vehicles. It is the gross amount including improvements obtained during the campaign: floating, looping opportunities, compensation, promotions...



GROSS RATE

Corresponds to the gross base rate provided in a media vehicle's general terms and conditions of sale.

GROWTH RATE

Measurement of changes in magnitude (GDP, turnover, salary) from one period to another (month, trimester, year). Generally expressed as a percentage.

GRP

(GROSS RATING POINT)

Pressure index for a communication campaign, making it possible to ascertain a media plan's power. Number of contacts achieved per 100 members of the target population (total number of contacts/target population x 100). It can also be calculated by adding the penetration (expressed in percentage) of each of the plan's components, or by multiplying the total coverage by the average repetition.

GSM

(GLOBAL SYSTEM FOR MOBILE COMMUNICATIONS)

European standard for mobile telephones. GSM digital technology can transmit voice as well as data. A GSM network is comprised of a continuous range of cells and is situated within the 900 MHz frequency band. Used today in one hundred countries, GSM enabled mobile telephones to take off around the world.

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H

HACKER

Individual who breaks into a company's computer system or remotely changes a website's content (hijacking the home page, commercial file theft, bank data theft).

HASHTAG

Marker used on social networks. The hashtag or # is associated with a keyword or group of words to share content.

HEATMAP

Representation of the areas of a webpage that retained a user's gaze and the duration that the gaze remained fixed using a color palette, representing the most appealing elements in hot colors and the least appealing in cold colors. See eye tracking.

HOAX

Term that designates false information or unfounded rumors circulating on the Internet, particularly by email.

HOMEPAGE

Entry page for a website, displayed by default by the server when a visitor enters the site's domain name.

HOSTING

Service that makes it possible to place website data on a machine in order to make it accessible by Internet.

HOT PROSPECT

Potential client for a company who has recently expressed interest in the company's offering or an intent to purchase in the company's business sector.

HOTLINE

Telephone number free to users calling from landlines for which use is billed to the holding companies.

HOTSPOT

Abbreviation for wireless Internet hotspot: public place providing access to a wireless internet network for laptop computer and/or mobile device users.



Hotspots are generally high traffic areas with clear boundaries (examples: public gardens, cafés, hotels, stations, airports, libraries, etc.).

HOUSEHOLD

All occupants of the same residence, not necessarily linked through familial relation (example: instances of cohabitation). A household can be composed of a single person.

HOUSEHOLD ACTUAL FINAL CONSUMPTION

Expression that includes all the goods and services acquired by residents of a household for the satisfaction of their needs, whether or not these acquisitions were an object of expenditure for them.

HOUSEWIFE

Woman responsible for household purchases, whether or not she pursues a professional activity.

HTML (HYPERTEXT MARKUP LANGUAGE)

Programming language that makes it possible to conceive web pages.

HTTP (HYPERTEXT TRANSFER PROTOCOL)

Mode of communication used on the web between client software (which requests information) and the server (which provides it). Each time that a user requests access to a page, an HTTP request is sent to the server which returns the corresponding HTML document.

HYPertext

Consultation system that makes it possible to easily and intuitively navigate the web. Pages are connected by hypertext links: word or group of words that make it possible to move from one web page to another when they are clicked on. A link is underlined and most often identified by a color that is distinct from the rest of the text.



I

IAB

(INTERACTIVE ADVERTISING BUREAU)

Global association with national offices dedicated to optimising the use and effectiveness of advertising on the Internet media.

IDENTIFIER

All characteristics that make it possible to describe and characterise the person or household responding to a survey. It could be demographic criteria or consumption and ownership data.

IDENTIFYING INFORMATION

See identifier.

IN-BANNER VIDEO

Advertising video disseminated within classic formats such as the banner and the rectangle ad. The video launches automatically but the sound is off by default. It plays by passing the mouse over it or by clicking a button.

IN-STREAM VIDEO

Advertising video inserted into streaming video content on the Internet. See post-roll, pre-roll, mid-roll.

IN-TEXT VIDEO

Video disseminated in a square format inserted into the heart of an article. The video launches automatically when a sufficient portion of the video is visible on the user's screen. The sound is off by default.

INBOUND MARKETING

A form of marketing that allows the client to come to the business rather than the business seeking out the client as with traditional forms. This concept is connected to permission marketing, in which the client's permission must be obtained before he is solicited.

INBOUND SERVICE (TELEMARKETING)

Telemarketing campaign in which the advertiser disseminates a message with an offer and telephone number via television, print media, product



packaging, mailing... Interested individuals call the telephone number to benefit from the offer and come into contact with a telemarketer.

INDEX

Indicative figure that makes it possible to define certain factors (for example: turnover, purchasing power, appeal) in relation to a base value. An index of more than 100 indicates that one criteria is over-represented.

INDICATOR

Figure or index that enables the analysis of the various components or dimensions of a phenomenon. In audience research, the major indicators used are cumulated audience, average audience, individual, household, or listener viewing/listening time, and audience share, etc.

INFLATION

Loss of purchasing power for a currency that translates to a general and sustained increase in prices.

INFOMERCIAL

Combination of the words "information" and "commercial." Very long format television advertisement: four to five minutes in France, up to twenty minutes in the United States, where it takes the form of a teleshopping program dedicated to a single brand.

INFORMATION REQUEST

Direct marketing mechanism that makes it possible to create qualified files: people that request information about a company/service/product are theoretically interesting prospects.

INITIALISATION

Operation that consists of establishing at least one receptor for a given television channel. A given channel's initialisation rate indicates the number or percentage of persons or households that can receive this channel on at least one device.

INITIALISED (POPULATION)

All individuals or households that receive a given television channel.

INSEE

(FRENCH NATIONAL INSTITUTE OF STATISTICS AND ECONOMIC RESEARCH)

French public body attached to the minister of Economy and in charge of the coordination of official statistics. It carries out numerous surveys through polling in varied fields, covering households and businesses, national accounts, and population census.

INSERT

Printed advertisement inserted into a newspaper or magazine.



INSERT RATE

Payment demanded by a media vehicle corresponding to the possibility for an advertiser or a product to be present within the vehicle outside traditional placements.

INSERTION

Advertisement in a print media publication.

INSIDE FRONT COVER FACING PAGE

First front-facing advertisement in a media vehicle. The first advertisement in the publication is the inside front cover.

INSTANT MESSAGING

Tool that allows real-time text message exchange between multiple computers connected to the same computer network, most commonly that of the Internet.

INSTANTANEOUS AUDIENCE

Set of individuals (expressed in number or percentage) listening to radio or watching television at an identified time. The identified time is generally a quarter-hour for radio and a minute for television.

INSTITUTIONAL (COMMUNICATION)

See corporate communication.

INTERACTIVE ANIMATED BANNER

On the Internet, a Flash animated banner (with or without sound) that is updated in real time or nearly so (example: tennis match score, streaming video) and that the visitor can interact with (type his email address, scratch a game ticket). Synonym: expandable banner.

INTERACTIVE BANNER

Advertising space on an Internet site that visitors can click on to consult a page created by the advertiser.

INTERACTIVITY

One of the first consequences of digital compression (see digital). Interactivity consists of soliciting the television viewer to make choices that will then be sent to the transmitter (bidirectional information exchange - dialogue between the viewer and the terminal). Transactions happen in real time.

INTERNET

Gigantic global decentralised information network comprised of a multitude of local networks that are connected to one another. Internet is a derivative of Arpanet, an American military network created in 1969. Internet has been accessible to the general public since 1994. Synonyms: net, web.



INTERNET OF THINGS

All connected objects so that they can collect and disseminate information as well as communicate with one another. Three categories are often distinguished: media (telephones, computers, televisions, tablets), M2M (machine to machine), and objects (watches, refrigerators, cars, pants). The Internet of things is made possible by the constantly decreasing price of chips, developing storage capacities and increasing flow rates. Synonyms: connected objects, intelligent objects, interactive objects.

INTERNET PORTAL

Site that offers multiple entryways to other sites. Generalist portals include a search engine, services (email, classified ads, news updates...) and a thematic site guide.

INTERNET USER

Person who uses at least one Internet function (Web, FTP, chat, forum, email) in the course of a month (a week, a year), regardless of their location or connection mode.

INTERSTITIAL

Advertisement that appears in full screen and covers the visited page, from the home page or as a transition between two pages.

INTRANET

Network that adopts the same communication and transmission protocols and standards as the Internet, but for a system with different objectives

and scale. It is established within a company or any other organisation in order to transmit private data. Although it is most often connected to the Internet, access is limited to authorised persons. It is a closed and secure network thanks to the use of security systems such as firewalls and data encryption.

IP ADDRESS

A system of hierarchical and unique addresses that allows for the localization of any computer connected to the Internet. An IP address can be attributed on a permanent basis (fixed IP addresses) or attributed at each connection (dynamic IP addresses).

IP NUMBER

See IP address.

IREP

(FRENCH INSTITUTE OF ADVERTISING RESEARCH)

Founded in 1957, this French inter-professional association connects advertising and communication sector professionals. Its realm of expertise: studies, research, and forward planning in the domain of communication, advertising, and media.

ISP

(INTERNET SERVICE PROVIDER)

Private company offering Internet access as its main service. The service provider also ensures other services: hosting subscriber websites, email addresses, discussion forums, personal pages.



J

JAVA

Multi-platform programming language created by Sun Microsystems that makes it possible to manage animations as well as video and sound sequences.

JINGLE

Short sound sequence accompanying or punctuating a radio or television advertisement, associated with the brand in order to advance its identification.

JOINT MEDIA CONSUMPTION

Audience behavior in which two or more persons in the same household watch or listen to the same program together.

JPEG (JOINT PHOTOGRAPHIC EXPERTS GROUP)

With GIF, JPEG is the other image format used on the Internet. It is distinguished from its competitor by the way in which it appears: waves of pixels are displayed before the full image is discovered.

K

KAKEMONO

Point of sale advertising tool (see point of sale advertising), a kakemono is a vertical poster that can be suspended or displayed on a stand.

KEYWORD

Designates a sign or sequence of signs considered significant from the point of view of a programming language. For example, a command or punctuation. In the context of a search, a word or expression used to optimise the indexing or to be auctioned off in the context of link sponsorship campaigns

KICK-OFF

Expression that designates a launch meeting for a product, advertising campaign, or strategy. It takes place at the very beginning of the project and signals the official start of operations.



KINETYPE

Cinema animation technique that aligns movement and text in cinema or video. It is most commonly used for film credits, Web design, and increasingly for music videos.

KPI (KEY PERFORMANCE INDICATORS)

Series of factors and indicators taken into account in measuring the effectiveness and profitability of marketing and communication activity. KPI monitoring enables brand strategy management.

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LANDING PAGE

Web page to which traffic is directed via a hyperlink in the body of a commercial email or in an advertisement.

LAPSED CUSTOMER

A brand's client during one period who does not purchase from the brand during the following period.

LARGE FORMAT POSTER

Poster site with a surface equal to or greater than 8 square meters.

LAST PERIOD READERSHIP

Number of a publication's readers during a period equal to the lifespan of one issue (seven days for a weekly publication, one month for a monthly publication).

LAW OF RECALL

Formula developed by Armand Morgensztern that aims to measure the memory left by an advertisement. See recall.



LCEN LAW

French law for trust in the digital economy which sets the legal framework for exercising electronic commerce activities, online services, and providing Internet service. The law dates to June 21, 2004 and was modified in 2005 and again in 2008. It defines the following rules:

- nature of electronic communication and exchange;
- responsibility of hosts;
- electronic commerce;
- electronic advertising;
- prior agreement;
- authorisation proof given by the recipient;
- cyber-criminality.

LEAD

Qualified contact generated by a marketing operation. A lead is a prospect for which essential information has been collected to bring him toward becoming a client.

LEAFLET

Advertising document in the form of a flyer or booklet made available to the public at a specific site (counter, stand...) or distributed.

LIFELOGGING

Use of digital tools to record and archive all aspect of one's life in images, sounds, text, or numeric data.

LISTENING HABITS

Questions formulated in terms of frequency designed to understand how regularly the radio or a station is listened to. Common terms are: every day, nearly every day, once or twice per week, less often, never.

LMDS

(LOCAL MULTIPOINT DISTRIBUTION SYSTEM)

Technology, from Winstar in the United States, that enables new operators to deploy local radio loops via high-speed connections.

LOGO

Visual symbol designating a company or a product brand.

LONG-TERM POSTER

The use of poster sites in any format negotiated for the mid or long term (from multiple months to more than a year). Often used for directional information and other signage.

LOOSE INSERT

Separate publication or printed advertisement inserted into a print publication without binding . Purchase rate for space of this kind is called, "insert rate." See insert rate.



LOW COST

Economic and marketing concept based on the practice of setting prices lower than the market average. The expression was mediated with airline companies that, in reducing their services to a minimum, began to propose flights at “slashed” prices as compared to those offered by traditional companies. The expression can be used for other sectors: hotels, car rentals...

LOYALTY BONUS

Rate reduction tied to an advertiser’s renewed investment.

LOYALTY CARD

Chip card, strip card, or code card that identifies and individually qualifies a client (contact information, demographics, purchase behavior). This card is presented during purchases. It is the base of loyalty programs and allows manufacturers and distributors to collect client data.

LOYALTY PROGRAM

Communication program intended to build loyalty in clients individually identified and qualified through a client database. See relation-based marketing, one-to-one.

LTV (LIFETIME VALUE)

Long term value. Value of a client throughout the duration of his life (or for as long as he is the company’s client). This value is generally calculated from his contribution to the margin. Lifetime value makes it possible to evaluate the amount that a business can spend in prospecting to acquire a client.

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M

M-COMMERCE

All commercial transactions enacted with a mobile device (smartphone, personal digital assistant, and sometimes tablet).

MAIL ORDER

See distance selling.

MAILING

Promotional offer (brochure, sample) generally accompanied by a letter, sent by addressed mail (with the address and generally the name of the recipient). Use of mailings implies the existence of a client database or file.

MAPPING

Graphical representation on a system of multi-dimensional axes that makes it possible to visualise brand, product, or company positioning according to various criteria.

MARKET SHARE

Percentage of an entire market represented by the sales of a product, brand, or company. This indicator allows a product, brand, or company to position itself on its market for a given period. Market share is expressed in volume and in value.

MARKET SHARE DISCOUNT

Rate reduction linked to market share as defined by Kantar Media (example: one media vehicle in an advertiser's media plan).

MARKETING

Discipline of designing a product offering based on analysis of consumer needs, expectations, and behavior.

MASTER

Original video from which copies are made.



MCN

(MULTI-CHANNEL NETWORK)

An aggregator of channels, specialising in off adding value to and distributing video content via platforms. For example: Maker Studios is an MCN.

MEDIA

All communication and information vehicles with the same nature or that present common characteristics. Historically, there are five "big media": print, television, radio, cinema, and outdoor advertising. Today, Internet is added as a sixth media.

MEDIA AGENCY

Service-based business dedicated to media strategy consulting, media planning, and the purchase of advertising space on behalf of advertisers.

MEDIA BRAND

Brand that becomes producer/publisher of content. It exists autonomously and can be commercialised as a product in its own right. This concept developed with the emergence of digital media (Internet, video games, mobile devices...) which make production more accessible. Media brand practices were already in existence with the publication of consumer magazines. See consumer magazine.

MEDIA BRIEF

Document that an advertiser submits to an agency or consortium defining its media activity objectives, broad direction, and constraints. The agency

then generates a recommendation for the advertiser that takes the brief into account.

MEDIA BUYING

Action by which a communication agency (on behalf of an advertiser) negotiates, reserves, purchases, and pays for physical or temporal space in different communications media in order to feature an advertisement.

MEDIA FAMILIES

Classification of a related sub-group within a media. Example: In print media, there is distinction between these families:

- Daily national, regional, weekly, free newspapers;
- General public, specialised, and professional print magazines.

MEDIA KIT

All information relating to a media vehicle (rates, audience profiles, conditions...) designed for advertisers and agencies.

MEDIA MANAGEMENT

Computerized system that makes it possible to manage audio and video files in view of indexing, archiving, and restoring them with quality, rapidity, and sustainability.

MEDIA MARCHÉ SURVEY

French study on both media consumer habits and goods and services consumer behavior. See TGI (Kantar Media).



MEDIA PLAN

Document that assembles all advertisements planned for various media vehicles across one or multiple media for an advertising campaign.

MEDIA PLAN REACH

Number of persons within the target population who came into contact with the campaign at least once. This number is generally expressed as a percentage (target population exposed at least once/total target population). Synonym: one-time exposure reach.

MEDIA PLANNING

Discipline of optimising the distribution of an advertising budget across different media and establishing a timetable to reach communication objectives. Precedes any space buying action.

MEDIA SALES FIRM

Service provider that commercialises advertising space in one or more media vehicles on behalf of one or multiple print media publishers, radio stations, television channels, cinema chains, display firms, or other media.

MEDIA STRATEGY

Definition of the means to implement: target, budget, media, tactic (period, waves) in order to take action and achieve a fixed objective.

MEDIA VEHICLE

Space reserved for an advertiser's advertising communication. By extension, this term is attributed to television channels, radio stations, print titles, poster sites, objects that accept advertising.

MÉDIAMAT

Proprietary name. System that makes it possible to measure the audience of television channels. Permanent French television audience study carried out by Médiamétrie using a pushbutton audimeter with a national panel of 5,000 households, or more than 11,600 persons aged 4 and up. This method allows for individual audience measures, ensures daily monitoring of audience behavior, and offers diverse possibilities for program and advertising audience data analysis. See audimeter.

MEGABASE

Database comprised of households or individuals, established from widely disseminated comprehensive questionnaires. Given their size, they allow advertisers to share recruitment costs and to carry out specific studies, particularly statistical analysis and geomarketing.

MEMORY (COMPUTER)

Electronic device that enables data storage in computers, game consoles, GPS devices, and many other machines. Dead memory (ROM) is non erasable and non modifiable (example: a CD). Live memory (RAM) makes software work. It is volatile: its



content erases when the computer is unplugged unless it was previously saved to a hard disk.

MESSAGE

Name for advertising insertions on radio and television. Also called a “spot.” It is presented with its timing; for example, an eight-second spot. See advertising spot.

METERING

All television audience data gathering techniques engaged without interviewers using an audimeter. In France, metering is managed by Médiamétrie’s Médiamat panel.

METHODOLOGY

Description of the techniques used for a study: problem and objective definition, sample choice, information gathering methods, questionnaire content and data processing.

MID-ROLL

On the Internet, integrating an advertising spot a few seconds in length into the middle of content video viewing. See pre-roll, post-roll.

MID PAGE UNIT

Rectangular advertising format integrated into site content.

MIX MEDIA

Approach to optimising selection of media included in an advertising strategy.

MMS (MULTIMEDIA MESSAGING SERVICE)

Message service that makes it possible to send and receive messages on mobile phones that contain not only text but also images, sound, or videos.

MOBILE APPLICATION

Program or software downloadable for payment or free of charge that can be executed by a telephone or tablet operating system. Applications can be installed on machines from their design phase onwards or downloaded by way of an online boutique.

MOBILE INTERNET USER

Designates a person navigating the Internet from a mobile telephone.

MOBILITY

Designates all of a population’s physical travel in an area, regardless of the mode of transport (cars, two-wheel vehicles, public transportation, walking). Today the term mobility is enriched with new dimensions: virtual mobility (digital), mental mobility.

MODELING

Statistical technique or method that makes it possible to establish a relationship, an explanatory model, between past changes in an indicator (example: turnover) and changes in the explanatory variables of this indicator (examples: economic growth, weather, media investments, number of promotional catalogs).



MONITORING

Research and surveillance of a company's implemented communication or reporting of which it is subject (advertisements, press articles). Competitor communication can also be monitored, for example : in view of evaluating a company's share of voice.

MOODBOARD

In audiovisual work, a moodboard is composed of images, text, music, and graphics of all origins selected by the work's creator. It takes shape before the storyboard and definitive work are created as an expression of the work's artistic ambiance.

MORGENSZTERN BETA (β)

Recall indicator used in recall studies. The coefficient β represents the portion of the population that, upon first contact with an advertising message, recalls the message and added it to that which had already been memorised. See: recall.

MORRIS COLUMN

Cylindrically shaped urban prop format generally reserved for display advertising for cultural events.

MP3

Extension and name generally given to sound files encoded in the MPEG audio layer 3, compression format. This format stores music by compressing it into a reduced size file without altering sound quality.

MP4

Coding standard for high definition video that incorporates new multimedia applications such as Internet downloading and streaming, mobile telephone multimedia, digital radio, video games, high definition television and other devices.

MULTICAST (TELEVISION)

Programmed rebroadcast on the same channel or station as carried the first broadcast (example: films on French channel Canal+ are multicast, i.e. programmed 6 times).

MULTICAST OR IP MULTICAST (MULTI-TRANSMISSION WITH INTERNET PROTOCOL)

Principle of computer data dissemination that reduces network and broadcaster server congestion. Multimedia data are simultaneously disseminated to all receivers, either directly to each computer within a closed network (intranet, local company network...), or using relay servers that replicate the signal (as with terrestrial retransmitters for television) before reaching the internet user.

MULTICHANNEL

Distribution or communication policy that engages multiple complementary channels.



MULTIMEDIA

All techniques that make it possible to store and use all nature of data by combining them: text, sound, image, video.

MULTIPLE TV OWNERSHIP

Multiple TV ownership is the existence of at least two functioning televisions in a household. Médiamétrie surveys reference real multiple ownership, which is the presence of at least two functioning televisions in use. Médiamat references active multiple ownership, which is the existence of at least two functioning televisions used at least once a month in a household.

MULTIPLEX

Space that brings together multiple movie theaters and has high-end technical equipment. Most of the time they also contain cafés, restaurants, gaming rooms, Internet connection hubs, and boutiques. The French National Center for Cinema and the Animated Image (see CNC) uses the term “multiplex” to designate any establishment containing at least eight screens.

MULTIPLEXING

Process that makes it possible to use a single communication channel to make multiple connections.

MULTITASKING

In a marketing and advertising context, multitasking designates the behavior in which a viewer uses one or multiple additional screens while watching television.

MULTIVARIATE BREAKDOWN

Classification of observed values by crossing multiple criteria or variables.



N

NAMING

Sports sponsoring practice of giving the name of a sponsoring brand or company to a sports venue or an event.

NATIVE ADVERTISING

Form of digital advertising that aims to be better integrated with content and less intrusive, not infringing upon and even enhancing the user experience of internet users. Generally, native advertising takes the form of an advertiser's promotional content (article, image, video, etc.) inserted into classical editorial content on an Internet site.

NATURAL REFERENCING

Optimisation of an advertiser's website so as to improve its search engine positioning. Synonym: SEO (Search Engine Optimisation)

NAVIGATOR

Software used to view standard HTML web pages. See HTML.

NET END RATE

Negotiated gross rate less all invoice and end of year discounts (market share or special rates discounts).

NET NET END RATE

Net end rate less media agency compensation.

NET NET RATE

Net rate with media agency compensation levied on the invoice.

NET RATE

Gross rate less invoice discounts issued by media vehicles, such as the reference or volume discount.

NETWORK

In poster media, all sites selected according to geomarketing criteria and affinity targets to reach target or territory coverage objectives.



NEW ADVERTISER DISCOUNT

Annual rate reduction linked to an advertiser's first-time use of a media vehicle.

NEW BUSINESS

Expression used to indicate the list of new clients or all turnover earned from new clients during a given period. Synonym: newbiz.

NEWSLETTER

Information letter often made for commercial purposes. The rise of the Internet has enabled this procedure to develop.

NEWSPAPER AD SIZE

Obtained by multiplying the height of the advertisement by the number of columns occupied by the advertisement's width. Expressed in millimeters.

NFC (NEAR FIELD COMMUNICATION)

Wireless communication technology of radiofrequency between an emitter-receptor (the reader) and a device (the terminal) over a distance of a few centimeters using specific chips inserted into the emitter. NFC enables data exchange and the synchronisation or attainment of a key or Wi-Fi spot access code.

NIGHT TIME

The timeslot after primetime in television, generally beginning at 10:30 P.M. and covering the end of the evening and the night. See days parts.

NMPP (FRENCH ACRONYM FOR NEW MESSAGING SYSTEMS OF THE PARISIAN PRESS)

See Presstalis.

NOMENCLATURE

Methodical list of one kind of terms that makes it possible to classify the individuals of a population. Examples: nomenclature of professions, nomenclature of degrees, nomenclature of business activity, but also nomenclature of habitat, nomenclature of instruction level.

NON-BLEED FORMAT

Designates a margined one-page or partial page insertion.

NON-LABOUR FORCE

Aggregate that groups persons not (or no longer) engaged in professional activity: it includes retired persons, students, and other inactive populations (unemployed persons who have never worked, housewives).



NON-MEDIA

All means of communication other than those that use the six major traditional advertising media (print, TV, posters, radio, cinema, Internet). The main modes of non-media communication are sales promotion, direct marketing, public relations, sponsoring and patronage, event communication, and trade fairs.

NOTEBOOK

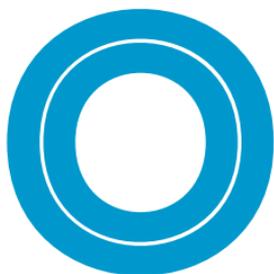
Portable computer of very reduced size and mass that can be transported and used anywhere with minimal requirements.

Des solutions de pilotage de la data media marketing au bénéfice de la performance business

2MV
DATA CONSULTING

beatrice.gallo@2mvfrance.com

The graphic features a network of white icons (radio, TV, laptop, smartphone, bar chart) connected by lines on an orange background with currency symbols. A large diagonal watermark reads 'REPRODUCTION INTERDITE'.



OFF-PEAK PERIOD

Period of less significant advertising pressure. It can give rise to reductions provided for in the media vehicle's rate schedule. Depending on the situation, these may or may not be combined with other discounts.

OFF-PRINT

Printing of a document whose production is independent from release in a press publication.

OJD (FRENCH OFFICE OF CIRCULATION AUDIT)

French interprofessional organisation that audits press circulation in the form of an independent association (according to the French law of 1901) comprised of publishers, advertisers, and advertising professionals. OJD's mission is to certify the circulation, distribution, and count of newspapers, periodicals, and all other media vehicles. It is one of the oldest print and circulation press monitoring organisations in the world.

OMNIBUS

Survey co-financed by multiple companies into which each company inserts one or more questions. The omnibus is financially appealing due to field and logistical cost sharing among the survey's various clients/users. Omnibus surveys can be conducted on an ad hoc basis or conducted periodically.

ONE (STUDY)

Survey of press readership in France. It is conducted by Audi-Pressé on behalf of various professional associations that represent all of the press groups. It is the result of the merger of the AEPM (Study of Magazine Readership) and the EPIQ (Study of Daily Newspaper Readership).

ONE GLOBAL (STUDY)

Since April 2014, ONE has been coupled with ONE GLOBAL, a measure of print and digital readership for a certain number of publications that combines ONE's data with site audience measurement data from Médiamétrie//NetRatings.



ONE SHOT

Ad hoc product sales operation or proposition. By extension, this term can also designate a television or radio program or a print publication that will run only one time.

ONE-TO-ONE

Individualisation of promotional and communication acts. In a one-to-one communication, the message or offer is adapted to each recipient or client. With personalisation facilitated by its digital nature and its capacity to collect information, the Internet is an optimal media for one-to-one marketing.

ONGOING DISCOUNT

Rate reduction conceded upon invoice or throughout the year.

ONLINE REPUTATION

Representations and opinions that internet users will form from information feeds - accessible on the Web via search engines, information sites, or social networks - on the qualities of a person or company.

OOH (OUT OF HOME)

Posters and/or any other communication mode outside of the house (in the street, bars, cafés).

OPEN DATA

Principle of granting everyone access to digital, non-personal, data collected by public or private organisations. These are kept online and are re-usable by all.

OPINION LEADER

Individual likely to influence the opinions or actions of a large number of individuals through his or her fame, expertise, or activity.

OPT-IN/OPT-OUT

Manner in which personal data is collected from Internet service users. Opt-in indicates voluntary and clear consent on the user's part to provide an email address to receive emails within conditions that are explained when the data is collected. With opt-out, prior consent is not requested but the user retains the capacity to unsubscribe.

OPTIMISATION (MODEL)

Process that consists of finding the optimal solution according to chosen criteria among various possible combinations. For example, for a program schedule or an advertising campaign: optimisation for coverage of n contacts, optimisation for coverage of between x and y contacts...



OPTION

Written or verbal reservation of an advertising space by a media agency on behalf of a named advertiser. The advertiser holds priority over the option. The option has an expiration date and must be confirmed by an advertising order.

ORANGE LIST

File of France Télécom/Orange subscribers who have requested that their telephone numbers not be communicated in telephone directory files offered for rent.

ORDER

Order form between the media vehicle and the agency. This document includes the components of the advertiser's estimate.

OTS/OTH

(OPPORTUNITY TO SEE/OPPORTUNITY TO HEAR)

A subject's exposure to a media vehicle or media plan translated into advertising terms.

OTT

(OVER THE TOP)

Content offered by a publisher or broadcaster which uses an operator's infrastructure to provide a service. Video on demand services such as Netflix and Hulu are OTT because they use the internet to provide their service to their subscribers.

OURS

In the publishing sector, information listed at the beginning or end of the publication: legal name of the publishing medium, its owner, its address, the place of publication, the names and roles of staff involved (editors, commercial and administrative services).

OVERSAMPLE

Supplementary sample taken from a specific population with the aim of increasing reliability of obtained results and of more precisely exploring this population segment.

OWNED MEDIA

(PRIVATE MEDIA)

See POE.



P

PACKAGE

Commercial offer that groups together multiple media vehicles over the same period for one fixed rate (generally tied to a time-bound subject. Examples: the World Cup or the French Open).

PAGE RANK

Web page classification system developed by the founders of Google. Each link pointing from one page to another is considered as a vote for this page. This is combined with a “grade” depending on the page that contains the link: links present on pages that Google considers important have more “weight” and also contribute to “electing” other pages. In other words, page rank is a mathematical criteria that measures the popularity of a page on the web. This grade is between 0 and 10 and is accessible on the Google Toolbar.

PAGE REQUESTS

Number of pages consulted on a given site. Site dissemination volume index.

PAGE VIEWS PER VISIT

Average number of page views per visit on one site for a defined period.

PAID CIRCULATION IN FRANCE

Average number of copies per issue of a given publication purchased in France. It is the standard advertising indicator (OJD).

PAID MEDIA

See POE.

PAID REFERENCING

Purchase of sponsored links on search engine results pages. This advertising presence appears when an internet user’s request corresponds to keywords selected by the advertiser. Synonym: SEA (Search Engine Advertising).



PANEL

Permanent and representative sample of consumers, professionals, or points of sale recruited for an observation period throughout which it is continually questioned on multiple occasions. Example: Médiamétrie's Médiamat panel.

PANELIST

Individual, household, or business that is part of a panel and must periodically submit collected data to contribute to studies that the panel carries out.

PATRONAGE

Mode of communication that allows a company to associate its image with a cultural event, humanitarian action, or research by way of a financial or logistical contribution.

PAY FOR PERFORMANCE

See pay-per-lead.

PAY-PER-CLICK

Payment system that involves paying a media vehicle or mailing list rental company in proportion to the number of recorded clicks. Synonym: cost per click.

PAY-PER-LEAD

Payment system that involves paying a media vehicle in proportion to the number of sales recorded on the advertiser's site. In certain cases, the user action required to constitute a "lead"

might not be a sale, but another action of commercial engagement (brochure request, making an appointment, filling out a form, etc.). Synonyms: cost per action, cost per lead.

PAY-PER-VIEW (ONLINE)

Payment system that involves paying a media vehicle in proportion to the number of views a video receives given a guaranteed viewing length. This could span from a few seconds to the duration of the video.

PAY-PER-VIEW (TELEVISION)

Pay television. The possibility, thanks to a digital technology, for a television viewer to pay to watch a specific programming offer.

PAY-PER-VISIT

Payment system that involves paying a media vehicle in proportion to the number of visits recorded on the advertiser's site. Synonym: cost per visit.

PAYPAL

Online payment service that enables purchase payment, payment reception, and to send and receive money.

PEER-TO-PEER (P2P)

Expression qualifying the interconnection of two computers, allowing them to easily communicate and to exchange information on the Internet by sharing files with a user community.



PENNON

Advertising media in the form of a banner installed in metro trains or buses.

PERCEPTION STUDY

Study that aims to elucidate the characteristics and values raised by a brand, product, service, or company.

PERSONALISATION

Essential principle of direct marketing that is growing today thanks to data collected through digital technology that aims to personalise every action: name and address of recipient mentioned on mailings, but also modifying mailings according to the characteristics of the recipient (purchasing behavior, demographic characteristics...).

PHONING

Direct marketing by telephone. See telemarketing.

PHR

French acronym for regional weekly press.

PICKUP

Number of reading sessions that an individual engages with the same copy of a magazine or daily newspaper. Pickups are also OTS' (opportunities to see, see OTS) an advertisement.

PICKUP RATE

Relationship between the number of times a media vehicle is consulted during a dissemination period and the number of readers that the media vehicle has. The number of consultations is calculated by multiplying the number of consultations on an average day (extrapolated from readership monitoring) by the number of days in the dissemination period.

PIGGY BACK INSERTS

Promotional offers (leaflets, samples) attached to parcels delivered by mail order companies to their clients.

PITCH

Project presented by a media agency to win a competition organised by an advertiser. See RFP.

PIXEL

Elementary unit of a digitised image. A pixel can be represented by a single bit (black or white) or more often by 8, 16, or even 32 bits (which can contain information about color, texture, transparency, etc.). It corresponds to a shade of color that, when grouped with many others, form a "dot-matrix" or "bitmap" image.

PLUG-IN

Program that extends a navigator's multimedia capacities (real time audio playback, video, 3D...) or its capacity to read specific files.



PMG

(FRENCH ACRONYM FOR SMALL MEDIUM AND LARGE CONSUMERS)

Division of a population according to the degree to which they consume a product, brand, or media.

PODCAST

Contraction of the words “iPod” and “broadcast.” Audio (radio) or audiovisual (televised, extracted from a recording, or previously broadcast on the network) that an internet user can download and/or watch in streaming after its initial broadcast.

POE

(PAID, OWNED, EARNED)

Expression used to designate the following three dimensions. Paid: paid media (media advertising, sponsoring and patronage, mailing and emailing). Owned: private media (points of sale, brand Internet sites and Facebook pages, brand catalogs and magazines). Earned: public media (opinion of friends, family, and internet users, press coverage).

POINT OF CONTACT

In marketing and communication, point of contact indicates any interface, physical or otherwise, between a brand and its clients. More generally, a point of contact is any tangible element present at the moment when the brand makes contact with the client or user during his use of the service: environment, information, product, people. Examples of points of contact: free in-store samples, televised advertising, social networks, material received in mailboxes.

POINT OF SALE ADVERTISING

All advertising materials used at the point of sale. Principal materials: posters and flyers, shelf space dressing, banners, packaging bags, counter displays, coupon or brochure distributors, receipts, placards, floor decorations, and interactive information stands.

POINT OF SALE POSTER

All signage solutions for parking lots, shopping centers, and supermarkets.

POP-UP

Advertising window that opens automatically while navigating a website, appearing in the foreground. It can contain, among other things, an advertisement, product promotion, help message, or potentially an invitation to respond to an online survey.

PORTAGE

Hand delivery of issues of a daily newspaper to a subscriber's residence.

POSITIONING

Strategic choice that seeks to give an offer (product, brand, company) a credible position, attractive and different (according to various criteria: price, image, characteristics) within a market in the minds of clients.



POST PRODUCTION

All operations for finalising an audiovisual program, after its filming or recording. It includes operations such as editing, dressing, sub-titles, calibration, audio mixing...

POST-ROLL

On the Internet, integrating an advertising spot at the end of content video viewing. See mid-roll, pre-roll.

POST-TEST

Study carried out after a campaign's or program's completion in order to measure its appeal and impact. Post-tests propose indicators of recall, comprehension, appreciation, and impact of the message or program.

POSTER

Advertising or propaganda material destined to be seen in mobile environments: in the street, in transit, and in shopping centers. Posters may take very different forms: wall display, public transportation, urban property, and light or even digital display.

POSTER ADVERTISING AGENCY

Outdoor advertising service provider, selling a set of outdoor and/or indoor display material to advertisers and/or agencies.

PP1, PP2

PP1 designates all post-production steps through the program's broadcast (editing, finalisation, image, sound). PP2 defines post-production steps after broadcast (modifications, linguistic versions...).

PQN

French acronym for daily national press.

PQR

French acronym for regional daily press.

PQR 66

French offer that groups 66 regional daily press titles. One operating media sales firm : 366# Communities.

PQUG

French acronym for free daily urban press. There are two types of free press: free classified ad publications and the free daily news press.

PRE-ROLL

On the internet, integrating an advertising spot at the start of content video viewing. See mid-roll, post-roll.



PRE-TEST

Study carried out prior to an advertising campaign or program in order to optimise its effectiveness. In general, a pre-test proposes recall, comprehension, clarity and appreciation indicators for the message.

PREFERRED POSITION

Positioning an advertisement in a named, requested, paid or negotiated space (example: first page, front section in a print publication, 1st position in a TV break).

PREMIUM

High-end product or service, generally more rich and elaborate than the basic version.

PRESS RELATIONS

All below-the-line communication techniques that use the press to relay information, without buying space in it, with the aim of obtaining favorable press coverage for the company or its products. Press relations include press releases, press conferences, and press trips.

PRESS RELEASE

Commercial or noncommercial information, more or less detailed, intended for a journalist target population. Press releases announce various events related to the life of a business.

PRESTALIS

French press distribution company, created in 1947 under the name Nouvelles Messageries de la Presse Parisienne [New Distribution of Parisian Print Media]. Becoming Presstalis in 2010, its mission is to participate in the distribution and commercialisation of print media.

PRESSURE (ADVERTISING)

In general, term that designates the number of advertising messages present in the environment. For an advertiser or a campaign, it is the number of times that an individual belonging to the target population is reached by the campaign's or advertiser's message within a specific period (most often expressed in number of GRPs for a wave).

PRICE COMPARISON TOOL

Online service that enables price comparison for a product or service (book, CD, software, airfare...) and establishes a list of online merchants that propose this product.

PRIMARY HOUSEHOLD SHOPPER

Person in a household who claims to be most frequently responsible for regular domestic purchases.



PRIME TIME

Portion of the television program from 8:30 P.M. to 10:30 P.M. covering the evening's "lead program" and corresponding to peak viewing times. See days parts.

PRINT RUN

Number of printed copies delivered to the publisher to be potentially put on circulation.

PRO BONO

Advertising space granted to an advertiser without payment.

PROBABILISATION

Process by which probabilities of contact with an advertisement are applied to a population of individuals using data from audience surveys. This technique is used to estimate performances of media plan (GRP, reach).

PRODUCT PLACEMENT

Paid presence of a product, brand, or service in a cinematic work, an audiovisual fiction, or a musical clip. Example: A BMW in the James Bond films.

PROGRAM SCHEDULE

Distribution, generally over one week, of different program genres according to named days and hours. Distinction is drawn between: horizontal programming (same program every day at the same time) and vertical programming (same program depending on the day, for example the Sunday night film).

PROGRESSIVE DISCOUNT

Rate reduction linked to the evolution of volume purchased by an advertiser in a given media vehicle.

PROMOTIONAL GIFT

Low-value object given on the occasion of a purchase or as a client loyalty reward.

PROMOTIONAL GROSS RATE

Corresponds to an increased or decreased gross media space price or to special rates.

PROMOTIONAL ITEM

Loyalty and promotional object that generally includes the brand name and logo, and is offered to clients and/or prospects.

PROMPTED AWARENESS

Percentage of persons who claim to know a brand presented within a list or cited by the interviewer.

PROSPECT

Potential client for a company.

PROSPECTING

Act of identifying new potential clients and transforming them into actual clients.



PROSPECTUS

Printed advertising directly distributed by hand or, more often, distributed unaddressed in mailboxes. It informs of a commercial offer and aims to generate point of sale traffic.

PROSUMER

Term originating in the contraction of the words “professional” and “consumer.” A consumer considered to have sufficient understanding of a product or service to be considered a category “professional.”

PROXY

Equivalent to browser memory cache at the access provider level, these servers store site pages most visited by their subscribers in order to reduce Internet access times. Site traffic stored in proxies does not reach the sites, who can therefore only underestimate their traffic volume.

PUBLIC

Set of persons in contact with a media, vehicle, program type, or show.

PUBLIC RELATIONS

All techniques that aim to develop a relationship of trust, respect, and loyalty between a company or brand and multiple audiences: consumers, distributors, opinion leaders, public authorities. Public relations (or PR) employ diverse means such as meetings, receptions, event communications, lobbying, sponsoring, patronage, industrial tourism...

PUBLICATION FREQUENCY

In print media, the number of publications a title issues per unit of time.

Examples:

- daily: once per day;
- bi-weekly: two times per week;
- weekly: once per week;
- fortnightly: once per fortnight (14 days);
- monthly: once per month;
- bimonthly: twice per month;
- every two months;
- quarterly: once per quarter (three months);
- half-yearly (or biannually) : once every six month.

PURCHASE FUNNEL

See funnel.

PURE PLAYER

Company or brand created on the Internet that only exists on the Internet. By extension, this is also said of a company or brand that started on the Internet and may have later developed activity in the real world.

PUSH BUTTON

Device attached to the audimeter that allows each household member to indicate his or her presence in the room in which the television is switched on.



QR CODE

(QUICK RESPONSE CODE)

Type of 2D bar-code designed to be scanned by a smartphone or any device with a camera. These codes can send varied information such as URLs, email addresses, coupons, text, images, videos, and application downloads.

QUALIFICATION

Act of obtaining complementary information about a company or about prospects or consumers.

QUALITATIVE STUDY

Study that collects non-numerical data, generally carried out with small samples (group, individual interviews or community) using open questions or non-directive/semi-directive interviews.

QUANTIFIED SELF

The measurement, collection, and use of bodily data (weight, physical exercise, number of hours of sleep...) using connected objects (scales, bracelets, smartphones).

QUANTITATIVE STUDY

Study that produces numerical results. The most common method engages sample surveys.

QUARTER-HOUR AVERAGE

Number (or proportion) of people, on average, listening to the radio or a station during a quarter-hour within the studied period (timeslot, day...). The quarter-hour is the unit of audience measurement for radio media.

QUESTION

Element of a questionnaire. There are many types of questions, including:

- closed question: formulation that proposes the respondent a choice between pre-established responses;
- open question: formulation that leaves the respondent entirely free to express himself in his own words;
- filter question: formulation that makes it possible to send one part of the studied population to a specific part of the questionnaire.



R

QUESTIONNAIRE

All questions submitted to individuals interviewed for a survey.

QUOTA

In constructing representative samples, quotas constitute the portion represented by each type of individual. They must be respected in order to obtain a composition aligned with that of the original population. See quota method.

QUOTA METHOD

The quota method is a sampling methodology that ensures a representative sample by assigning it a structure similar to that of the base population.

RATE CARD

Printed document listing all advertising space offered for sale by a media vehicle with rates as well as the general terms conditions of sale, especially rate discount structures.

RATE OF RETURN

For a given promotional or direct marketing operation, the rate of return is the ratio of the number of responses generated/total number of offers disseminated.

RE-MESSAGING

Technique used to retarget internet users previously exposed to an advertising campaign. Delivery scenarios are based on segments divided along the degree of the internet user's interaction with the campaign (exposure, click, visit).

REACH

Percentage of individuals within a given population reached by a media vehicle. A media vehicle's advertising power is the relationship between the population the vehicle reaches and the reference population. It is expressed as a percentage.



REACH (CONTRIBUTION OF)

Increase in on-target audience obtained with the addition of a new media or new space to a media plan.

READER

Individual who has personally read, scanned, or consulted an issue of a publication at his home or elsewhere within the reference period, regardless of the way in which this copy came into his hands.

READERS PER COPY

In print media, the average number of readers per distributed copy (loans from purchaser to family or colleagues). Relationship between a publication's audience and its circulation.

READING HABITS

Average reading frequency for a publication. For a weekly, for example, the following items are studied: every week, two or three times per month, once per month, five or six times per year, less often, not read in the past year

READING REGULARITY

Average reading frequency for a publication, latest readership record (see latest readership record) crossed with reading habits.

RECALL

Memory of an advertising campaign. Message and content recall is an indicator of the communication's impact. Recall measurement can take different forms but a recall capacity comparison

tool exists for messages connected to each media: Armand Morgensztern's recall "beta factor." Recall beta for major traditional media most often retained are as follows:

- Cinema: 75% (interpretation model: of 100 persons exposed to a cinema advertisement, 75 are able to recite elements of this advertisement).
- Television: 15%
- Poster: 9,5%
- Print Magazine: 10%
- Radio: 5%
- Internet: 11%

RECIPT

Attestation from a media vehicle certifying the execution of an advertising order. This component is essential to the payment of the space purchase invoice.

RECTO

Right-hand page of a magazine. It is commonly thought that recto pages are more likely to catch the gaze of potential consumers or prospects. If this placement is requested, it is called "preferred positioning" (part of negotiation).

RED LIST

File listing all telephone subscribers who do not wish for their names and numbers to appear in the directory or communicated through information services. This is a paid service.

REDEMPTION RATE

Relationship expressed by the number of coupons redeemed divided by the total number of coupons distributed through an advertisement with a reply coupon.



REFUND OFFER

Direct/promotional marketing offer that proposes a refund (partial or full) for the purchase of a product or service.

REGULAR AUDIENCE

Number of people who report watching television or listening to the radio every day or nearly every day, reading/skimming a given weekly print media at least twice a month, or a given monthly print media four times a year.

RELATION-BASED MARKETING

All tools that make it possible to establish individualised and interactive relationships with clients in view of creating and maintaining their long-standing positive attitudes toward a particular company or brand.

RELEASE

Publication and presentation for sale of a paper-based media vehicle (magazine, daily newspaper). In advertising language, this is the release date for an advertisement linked to a media vehicle. See frequency of publication.

REMNANT OFFER

Promotional sales offer for advertising space formulated in the final days or hours before press deadline.

REPLICATION

Duplication of one media vehicle's audience with itself.

REPLY CARD

Means for an individual to respond to a direct marketing offer that enables him not to pay postage for his response. Synonyms: free response, response envelope.

RESERVATION

See option.

RESPONSIVE DESIGN

Manner of conceiving a website so that its content automatically adapts to the reading device, the width and/or height of the screen upon which it is being viewed.

RETARGETING

Designates advertising retargeting practices that act as complement to traffic acquisition tools commonly employed by advertisers to attract visitors to their sites. Retargeting aims to redirect internet users to sites that they have already visited and to re-engage them in the purchase process via personalised advertising banners.

RETROACTIVE DISCOUNT

Rate reduction issued retroactively during the first quarter of the year following billing (example: in alignment with discounts based on Kantar Media market shares).

RETWEET

Act of re-publishing a message on Twitter. A re-published tweet contains the abbreviation RT, which is generally followed by the tweet's original author. See tweet.



RFP (REQUEST FOR PROPOSAL)

Document used in sealed-bid procurement procedures through which a purchaser advises the potential suppliers of statement and scope of work, specifications, schedules or timelines, contract type, data requirements, terms and conditions, description of goods and/or services to be procured, general criteria used in evaluation procedure, special contractual requirements, technical goals, and/or cost proposals. RFPs are publicly advertised and suppliers respond with a detailed proposal, not with only a price quotation.

RICH MEDIA

Multimedia and interactive advertising format useable on the web. See rich media advertising format.

RICH MEDIA ADVERTISING FORMAT

For Internet media, a multimedia and interactive format (video) operable on the web. These formats make it possible to integrate various elements (sound, video, photo) relying on the use of animation.

ROBINSON LIST

File created and managed by the UFMD (French Union of Direct Marketing) that lists persons who have requested to no longer receive commercial offers through addressed mailings. This file is available to advertisers so that they can “erase” these persons from their files. This service is free to consumers. Synonym: stop advertising.

ROI (RETURN ON INVESTMENT)

Estimate of the business impact of an investment (marketing activity,

for example) that aims to improve a brand’s or company’s profitability. ROI can be short-term or long-term.

ROPO (RESEARCH ON LINE, PURCHASE OFF LINE)

Term used to describe purchasing activities which start on the internet (searches for price, availability, etc.) and finish in a brick and mortar shop. See Click and collect.

RSS (REAL SIMPLE SYNDICATION) FEED

Automatic real-time delivery of updated information to internet or mobile internet users having signed up for the service. Free content feeds from sites. Automatically transfers headlines or full contents of blogs or sites. Information is displayed in the form of clickable links.

RTB (REAL TIME BIDDING)

Technique that implies the real time purchase and sale of display advertising space in auctions according to formats, targeting criteria, and predefined budgets.

RURBAN

Contraction of the words “rural” and “urban” used to designate an intermediary state. This term indicates people who live in small agglomerations situated in suburbs or near to large agglomerations.

RUSHES

All shots filmed during one shooting. Rushes are the raw material for film editing.



S

SVOD

(SUBSCRIPTION VIDEO ON DEMAND)

Video offer that makes it possible for subscribing users to access a catalog of programs that they choose to view when they wish.

SALES FIRM DISCOUNT

Rate reduction according to all of an advertiser's investments within the same sales firm.

SALES PITCH

Set of sales arguments for a given product or service.

SALES PROMOTION

Associating a product with a temporary advantage intended to facilitate or stimulate its purchase, use, and/or distribution.

SAMPLE

Portion of the population that responds to a survey. The sample must make it possible to obtain reliable results on the population under study and to extrapolate obtained results

for the entire studied population. It could be constituted "at random" (random sample) or according to each respondent's alignment with certain demographic categories (sample by quotas).

SAMPLE ADJUSTMENT

Technique that consists of changing the respondent sample during a survey in order to ensure its representativity according to a certain number of qualifying criteria. Adjustment is necessary when bias has caused certain respondent categories to be over- or under-represented in the final sample.

SAPIN

(LAW)

French law no. 93-122 dated January 29, 1993, called the "Sapin Law," related to corruption prevention and transparency for economic life and for public procedures (public markets, public service contracts...). On the subject of advertising, the Sapin law put into effect a price transparency system for advertising space (with rates and a scale of discounts). It gives media agencies an intermediary/representative status and as such establishes a representation contract between the advertiser and its media agency.



SCALE

In a questionnaire, a scale is a measurement instrument that makes it possible to measure a judgement or opinion within a study or survey. This judgement or opinion could be measured with a scale of agreement (example: tell us if you agree with the following proposition: I like to go hiking), a numeric scale (example: rate the quality of our telephone support on a scale of 1 to 10) or a measuring scale (example: how frequently do you connect to the Internet?).

SCALE OF REACH

Indicator that evaluates and classifies media vehicles within a media plan. Scales of reach are supplemented by economic and affinity classifications.

SCORING

Method used in direct marketing, CRM or targeting to determine the value of different clients contained in a file. Each client's or prospect's score is obtained from quantitative and/or qualitative data: socio-economic data, purchases, responses to commercial solicitation, number of re-contact attempts, average order amount.

SEA (SEARCH ENGINE ADVERTISING)

See paid referencing.

SEARCH

All techniques that aim to favorably position commercial offers or Internet sites on search engine query results pages. Search marketing essentially includes natural referencing techniques (SEO) and the use of sponsored or commercial links (SEA). See referencing, natural referencing, paid referencing.

SEARCH DIRECTORY

Search tool that references a very large number of sites, classifying them by thematic categories using forms completed manually by Webmasters.

SEARCH ENGINE

Program that is accessible from a website and is used to find information. The majority of search engines function by keywords. They only need one word in order to find sites or pages in which it appears. Search engines are indispensable to navigating the Internet's millions of pages.

SEARCH RETARGETING

Retargeting technique applied to visitors that arrive through sponsored links and more rarely to those who arrive through natural referencing.

SEASONALITY

Variation in media audience, advertising investments, or advertising sales from one month to another.



SECOND PARTY DATA

All targeting data acquired from the exchange or sale of first party data between businesses. See first party data, third party data.

SECOND SCREEN

Designates the use of a “secondary” screen (tablet, smartphone, game console, desktop computer, laptop) while watching television on the TV screen.

SEGMENTATION

Data statistical processing that divides a population according to different characters chosen for their discriminatory power.

SELF-ADMINISTERED QUESTIONNAIRE

Questionnaire completed by the respondent herself, not by the interviewer. This type of questionnaire is most often by mail or, more and more, proposed online by certain Internet sites.

SELFIE

Photographic self-portrait uploaded to social networks or image sharing sites.

SEM (SEARCH ENGINE MARKETING)

All activities linked to indexing an advertiser’s site for search engines.

SEMIOLGY

The study of signs, their meaning, and their interpretation. Semiology makes it possible to research how the combination of certain signs could contribute to the effective communication of an advertising message.

SEO (SEARCH ENGINE OPTIMIZATION)

See natural referencing.

SEPM MARKETING ET PUBLICITÉ (FRENCH TRADE UNION OF PRINT MAGAZINE PUBLISHERS)

French trade union whose mission is to collectively promote magazine media and to measure its effectiveness. It also exists to facilitate relations between publishing houses/agencies and advertisers.

SERVER

Hardware and software solution that enables computer operations for on-line services, especially in assuring data access.

SET-TOP BOX

Decoder box that transforms an external signal into content and displays it on a television screen. More commonly referred to as a TV decoder.



SHARE OF VOICE

Indicator that measures an advertiser's ad spend and its visibility. For a specific period, share of voice can be calculated in a general manner for a given business sector (advertiser's ad spend/total ad spend of players in the sector) or for a given media or media vehicle (advertiser's ad spend for a media/total ad spend of players in the sector for this media).

SHAREWARE

Proprietary copyrighted software that can be used freely during a certain period or for a certain number of uses. After this free period, the user must compensate the author if he wishes to continue to use the software.

SHORT FORM SPOT

Short television program created specifically for an advertiser in collaboration with television channels, media agencies, or dedicated production agencies. This type of spot is recurrent (often daily) and meant for the long term (some are broadcast for years).

SIGNATURE

Electronic code inserted into a digital or analog signal that makes it possible to identify the emitting source or engaged program.

SIMULCAST

Term formed as a contraction of the words simultaneous and broadcast. Simultaneous broadcast of the same content on two distinct media or on a single media using two types of modulating signal.

SINGLE SOURCE

Schema that makes it possible to collect information around multiple subjects or fields of study from the same panel of individuals or households.

SITE CENTRIC

All solutions that make it possible to measure a site's traffic using a technology deployed on the site itself. Measurement can be carried out by inserting tags on the site's pages, or can be managed in-house through direct analysis of log files on the site to be measured. Site centric measurement indicators are: page views, visits, visits to one page, browsers, cookies, etc. Site centric measurement complements user centric measurement. See user centric.

SITE OR WEBSITE

Technologically: all addresses that serve to localise files (or URLs - uniform resource locators) collected under the same domain name.

From a marketing perspective: All URLs for which a publisher exercises responsibility over the content.

SITE RETARGETING

Technique used to retarget internet users who have already been exposed to a campaign and actively engaged with the advertiser's site. Delivery scenarios are based on segments divided according to which site pages were visited, particularly pages linked to the purchase process. This technique is mainly used by commercial sites for internet users who initiated the act of purchase but did not finalise it.



SKYSCRAPER

Vertical banner integrated with content or appearing on the site's border.

SLOB

(SLOW MOVING OR OBSOLETE STOCK)

Slow-moving products or obsolete stock. No product is always in demand. In some cases, particularly during product launches, in order to avoid stock shortage manufacturers produce quantities that may turn out to exceed capacity. Products are designated slow-moving or obsolete when they cannot be sold in traditional distribution channels.

SMART TV

See connected television.

SMARTPHONE

Telephone with capacity to host numerous applications. Its possibilities are many and include: agenda/calendar, Web navigation, checking email, instant messaging, GPS...

SMS

(SHORT MESSAGE SERVICE)

Text messages, also called "texts," sent from one telephone to another.

SNPTV

(FRENCH NATIONAL TRADE UNION FOR TELEvised ADVERTISING)

French professional organisation for television channels. Its missions:

- promotion of TV advertising;

- continuous study of TV advertising's effectiveness;
- monitoring developments in TV advertising;
- representing its members and dialogue with representative bodies of advertising players.

SOCIAL MEDIA

See social network.

SOCIAL NETWORK

Internet site that allows users to sign up and create virtual identity cards most commonly called "profiles." The network is called, "social," in that it enables exchange among members belonging to the same network: private or public messages, hyperlinks, videos, photos, games... The key ingredient of a social network remains the possibility to add "friends," and in this way to manage a list of contacts.

SOCIAL TV

Act of interacting with a program broadcast on TV via the second screen: mobile, tablet, computer (desktop or laptop) through social platforms or dedicated applications. These conversations interest sector stakeholders at many levels:

- social TV can be used to accompany TV program broadcasts by engaging strategies that aim to increase social activity around a program before, during, and after its broadcast.
- conversations are not exclusively about the programs but also about aired advertisements.



SOCIO-ECONOMIC CATEGORY

Or socio-professional category. Qualitative criteria that divide physical persons into classes defined by employment (or unemployment) and occupation. There are three nested levels of aggregation:

- Socio-economic groups (8 standings)
- Socio-economic categories (24 and 42 standings)
- Occupational groups (486 standings)

Example, level 1 includes the 8 socio-economic groups that follow:

- Farmers
- Artisans, merchants, entrepreneurs
- Executives
- Post-graduate professionals
- Middle management
- Personnel
- Laborers
- Retired persons
- Other persons without professional occupation

SOLOMO (SOCIAL LOCAL MOBILE)

All commercial and marketing strategies tied to social, local, and mobile applications of digital marketing.

SPAM

Dispatch, generally non-targeted and en masse, of commercial messages by email, SMS, or MMS to unconsenting individuals.

SPECIAL INTEREST (CHANNEL)

Television channel broadcasting programs centered around a precise theme or targeting a specific population.

SPECIAL RATES AGREEMENT

Sometimes called a “bundling bonus” in the general terms and conditions of sale, this discount is specific to media agencies that attain a sufficient number of advertiser mandates (varies according to advertising space broker and media vehicle).

SPEED

Quantity of information transmitted through a communication channel within a given time interval. Term used in the Internet domain to designate connection speed.

SPLIT-SCREEN

Division of one screen into two windows (or more), one among them able to display aired advertisements.

SPONSOR

Advertiser providing financial or material support for an event in exchange for various forms of visibility.

SPONSORED LINK

Text advertisement displayed in search engine results following an internet user’s search for a keyword. Advertisers can choose the keywords for which they wish their messages



to appear. On a search page, links at the top page are the most effective (best reading of the message, best perception, most commonly clicked). Synonyms: commercial link, promotional link.

SPONSORSHIP

Support given to the organisation of an event, financially or in the provision of services, in order to procure corresponding advertising impact.

SPORT SPONSORSHIP

Financial, material, or technical support of a brand or institution for an athlete or sporting event in exchange for various forms of visibility, image association, and possible commercial usages.

SRI (FRENCH TRADE UNION FOR DIGITAL MEDIA OWNERS)

French trade union created on July 23, 2003 at the will of digital brokers on the market with the objective of ensuring the professionalism and development of digital advertising in France.

SRP (SOCIAL RATING POINT)

Indicator of measurement for the capacity of a TV broadcast to generate social media activity. Ratio between the number of interactions measured on the Twitter social network and on the official Facebook pages (source: Seevibes) and the audience for the broadcast (source: Médiamétrie). The SRP is expressed as a percentage.

SSP (SUPPLY SIDE PLATFORM)

Technological platform that arbitrates between different purchasers, making it possible to optimise the value of advertising inventory proposed by a publisher by placing potential purchasers in competition through a bidding system.

STANDARD ADVERTISING FORMAT

For Internet media, the most commonly used display advertising formats, standardised by the IAB:

- Banner (see banner)
- Skyscraper (see skyscraper)
- Rectangle or square (see mid page unit)
- Interstitial (see interstitial)

STOPMOTION

Animation technique that makes it possible to create movement from immobile objects or characters. A scene or setting is filmed using a camera capable of taking one single image at a time. Between each image, objects in the scene are slightly moved. When the film is projected at a normal speed, the scene appears animated.

STORYBOARD

Written and partially illustrated representation of the overall concept of an advertising spot, from the initial vision to its filming (text, sound, editing).



STRATEGIC PLANNING

Department within communication agencies and more recently developed within media agencies. Strategic planning is engaged in the sociological, marketing, and technological monitoring of markets, consumers, and trends. It analyses the environment, consumer behavior, and brand positioning along with their assets and weaknesses. This analysis enables the identification of problems and gives direction or recommendation to creative teams as well as advice for meeting client needs.

STREAMING

Technical data transmission process that makes it possible to play videos and/or sounds continuously and in real time. Streaming is the multimedia broadcast technique that makes it possible for an internet user to start playing a sound or video file after just a few seconds, without waiting for it to download fully.

STREET FURNITURE

Urban public infrastructure (bus shelters, Morris columns, city maps) that can serve as a medium for advertising posters or municipal information.

STREET MARKETING

Marketing technique that uses the street and public places to promote an event, product, or brand. Street marketing generally uses events, prospectus and/or free sample distribution, or various other original display formats.

STRUCTURE

Composition of a population in view of one or multiple characteristics, most frequently demographic or economic in nature. Structure by age of audience for a media, vehicle, or program is an example. Synonyms: breakdown, distribution.

SUBSCRIPTION RATES

In print media, relationship between subscriptions and total paid circulation.

SURVEY MERGER

Statistical processing that uses responses from two surveys with different subjects and samples in order to create virtual individuals considered as respondents to a single survey. This technique can be used to identify homologous or identical behaviors, individuals considered close along a set of variables common to the two surveys.

SURVEY WAVE

Everyone interviewed over the course of one period for a permanent study.



SUSTAINABLE DEVELOPMENT

Economic development that aims to reconcile economic and social progress through environmental preservation, with the environment considered as heritage to be passed on to future generations. The UN's World Commission for the Environment and Development (WCED), called the Brundtland Commission, gave it the following definition in 1987: "Sustainable development is development that meets the needs of the present without compromising the possibility for generations to come to meet their own needs."

SWOT

(STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS)

SWOT Analysis is a strategic business analysis method or tool that can be used in the field of marketing for a company or product.

SYNTEC ETUDES MARKETING ET OPINION

Trade union representing research professionals in France. Its objectives are to represent, promote, and defend the collective professional, moral, and economic interests of legal entities that primarily carry out market and opinion studies.



A F F I P E R F

Programmatic Pure Player



T

2D

All objects with only dimensions of length and width.

360 DEGREE COMMUNICATION

Expression used to designate the entire range of communication tactics, offline and online.

3D (3 DIMENSIONS)

Any object or space with length, width, and thickness. On a screen, a 3D image therefore adds relief and depth to 2D images.

3D PRINTING

Creation of objects in three dimensions using a 3D printer from a digital file and certain materials. The 3D file is sent to a specific printer that divides it into slices and deposits material layer by layer to obtain the final object.

3G (3RD GENERATION)

3G is the third generation of mobile phone standards. It is mainly represented by the UMTS and CSMA2000 standards, enabling much faster rates (from 2 to 42 Mb/s defined by the last generation of UMTS networks: HSPA + DC) than with the preceding generation, GSM for example. The first mass-market applications of 3G are Internet access, video and television program viewing, and video telephony. See UMTS.

TABLET (COMPUTER)

Tactile screen without keyboard or mouse that responds to touch (with fingers or a stylus). The tablet enables access to multimedia content (watch television, navigate the Web, check and send email...). It is possible to install applications from an online application shop. Synonyms: digital tablet, electronic tablet.



TACTICAL MEDIA

All affinity and proximity marketing solutions with precise targets, alternatives to the major traditional poster site networks. Examples: table-top displays, taxis, posters at universities, postcards, table mats, bathroom posters, table napkins, bicycles, bread bags, pizza boxes...

TAG

Code that makes it possible to measure an Internet site's visitor traffic. Code is added to the site pages to be measured. When a page is called up by a browser, the code placed on the page sends a request to a metering serve that will record generated traffic. Tag technology can also be adapted to websites, streaming video and audio content, mobile Internet, podcasts, etc.

TARGET

Population to whom an advertising campaign is addressed. Translated into demographic terms but increasingly defined in terms of brand consumption/purchasing and psycho-sociological criteria. In light of consumer evolution, it is increasingly common to address multiple targets for the same product or service.

TASK FORCE

Group of professionals temporarily gathered to execute a task or given activity or to drive a project.

TCP/IP

(TRANSMISSION CONTROL PROTOCOL/
INTERNET PROTOCOL)

Communication standard between heterogeneous systems, used especially for Internet network communication. It sets the way in which a user's computer accesses data on the network.

TDR

(TERRESTRIAL DIGITAL RADIO)

Broadcast of digital radio programs by electromagnetic waves. Digital signals are less sensitive to interference and disturbance than analog signals.

TEASING

Advertising technique of sparking a contact's or prospect's curiosity in order to increase attention drawn to the message as well as its recall.

TELEMARKETING

All direct marketing techniques involving use, in the broad sense of the word, of the telephone in the prospect or client communication strategy: issuing calls, receiving calls, market study.

TELEVISION SPONSORSHIP

TV spot a few seconds in length that encapsulates a television program and associates an advertiser's brand with the program. These campaigns can be programmed for a few weeks or for many months and are always outside of classical advertising slots, coupled with program trailers.



TERRESTRIAL

An information transmission system that uses electromagnetic waves that propagate in frequency space inferior to 3THz. The terrestrial broadcast mode is different from cable or satellite broadcast.

TEST

Reaction measurement for a sample (most often representative) of the target population. This measurement can be around a product, its conditions of use, its distribution method, its price, or its communication and can occur before (see pre-test) as well as after (see post-test) the promotional activity for verification and monitoring purposes.

TGI (TARGET GROUP INDEX)

Media/market study carried out in France by Kantar Media with French people aged 15 years and older. It couples goods and services consumption habits with media consumption behavior (on and off), demographic data and opinions, attitudes, and lifestyles.

THIRD PARTY DATA

Targeting data provided by a third party company to help advertisers refine their targeting or increase their audience pool. See first party data, second party data.

THROUGHPUT SPEED

Quantity of information transmitted through a communication channel within a given time interval. Term used in the Internet domain to designate connection throughput (speed).

TIME PER VISIT

Time spent by an internet user browsing a site's web pages during one session.

TIME SHIFTING

Term that describes "live-broadcast control" by viewers and/or listeners. Process of video and audio recording management on a digital storage device that makes it possible to view or retrieve a time-bound element that has been recorded or more specifically a televised program on a slight delay. The technique can also be applied to radio programs through podcasts.

TIMESLOT

See dayparts.

TIMESTAMP

Operation that very precisely gathers the start and end times of any program or program portion broadcast on television.

TOP-OF-MIND

See top-of-mind awareness.



TOP-OF-MIND AWARENESS

Also called first-rate awareness. The percentage of people that spontaneously cite the brand first in response to an unaided awareness question.

TOTAL CIRCULATION

For print media, the average number of copies of a given publication distributed per issue. It is the sum of paid circulation in France and abroad added to non-paid circulation as calculated by the OJD. See OJD.

TOUCHPOINT

See point of contact.

TRACKING

For market research, tracking makes it possible to collect data and measure how it changes with a given frequency (weekly, monthly, etc.). For example: recognition tracking, image tracking. In research field, monitored study to collect data according to a certain frequency (week, month).

TRADE ADVERTISER

Advertiser which always returns to the same medium or outlet to reach its target, because that outlet has a particular affinity with its activity (for example: beauty advertisers and premium women's magazines). The concept of a trade advertiser relates primarily to the trade press or certain Internet outlets which dominate their subject area.

TRADE DISCOUNT

Key element of the commercialisation of advertising space. An agency mandated by an advertiser to enact its advertising space purchase is generally accorded a trade discount.

TRADING DESK

Entity specialised in audience purchase. Trading desks can be part of media agencies or independent of them. They use available or internally developed DSP technologies (demand side platform, see DSP) to optimise advertising campaigns.

TRAFFIC

Number of internet users connected to a site within a given period.

TRAILER

Film sequence or short communication channel message advertising a film or program.

TRANSIT POSTERS

Poster sites for all formats in stations, metros, and airports.

TRANSPARENT FLASH

On the Internet, the advertising format in which a visual element moves or an animation plays for a few seconds in superimposition over a Web page (most commonly over a site's home page).



TRIAL OFFER

Direct/promotional marketing offer that aims to incite prospects to try a product or service.

TWEET

Message with a maximum of 140 characters disseminated on the Twitter platform. See retweet.

TYOLOGY

Data processing that makes it possible to group individuals according to their proximity along a series of criteria to generate homogeneous groups.

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U

UDA

(FRENCH UNION OF ADVERTISERS)

Representative organisation of advertisers, companies and organisations that use commercial or institutional communication (advertising, promotion, direct marketing, sponsoring...) to promote the goods, services, or activities that they offer to the public.

UDECAM

(FRENCH UNION OF MEDIA CONSULTING AND PURCHASING COMPANIES)

French association connecting various media and communication actors. Its mission is to defend the interests of its members from all public, professional, and interprofessional market players.

UFMD

(FRENCH DIRECT MARKETING UNION)

Federation of professional associations representative of various sector stakeholders. Its mission is to promote all direct marketing methods and techniques and to develop the knowledge of its members and the general public.

UGC

(USER-GENERATED CONTENT)

All content created by visitors to community or exchange sites and spaces. Personal videos on platforms such as Youtube, public photo albums, consumer reviews, and commentaries are all UGC.

UMBRELLA BRAND

Single brand that brings together heterogeneous products of diverse types. It becomes a mother brand when it is associated with multiple product brands.

UMTS

(UNIVERSAL MOBILE TELECOMMUNICATIONS SYSTEM)

Name of the European standard for third generation mobile radio communications systems that makes it possible to offer a broad range of services, integrating voice, data, and images. It defines the third generation of mobiles, with much wider possibilities, particularly concerning data transfer and new services accessible from mobile devices such as on-demand video.



UNADDRESSED ADVERTISING MAIL

Advertisement distributed in mailboxes without using the complete address (name and address) as targeting criteria. This form of communication is heavily used by retailers, point of sale networks, and mass market brands.

UNAIDED AWARENESS

Percentage of people that can spontaneously cite a brand without being assisted by a list. The question asked is in the following form, "Which brands of mobile phones are you familiar with?" See top of mind awareness.

UNDIFFERENTIATED POSITIONING

Advertising for which the positioning was not designated by name, bearing no price markup. On an advertising order, placement for these advertisements is designated as "best possible."

UNIQUE AUDIENCE

See UV (unique visitors).

UNIVERSAL SERVICE

Principal component of telecommunications public service defined by law with the objective of providing everyone with quality affordable telephone service. It ensures free routing of emergency calls, provision of information services and a printed and electronic directory, as well as safeguarding public telephone booths.

UPE

(FRENCH OUTDOOR ADVERTISING UNION)

Trade union that connects outdoor advertising firms that work in France.

URBAN AGGLOMERATION

Insee (French National Institute of Statistics and Economic Studies) defines an urban agglomeration (or urban unit) as one or more communities whose territory(ies) contain dwellings present in continuity (less than 200 meters between buildings) that house at least 2,000 inhabitants, these inhabitants constituting more than half of each community's population.

URL

(UNIFORM RESOURCE LOCATOR)

Unique address that makes it possible to access a web page after typing it in a navigator's address bar.

USER CENTRIC

Family of audience measurement solutions that rely on automatic and continuous observation of the behavior of an internet user panel that is representative of a given population, at home or, more rarely, at the office. These solutions rely on the automatic recording of an internet user's browsing behavior. They complement the site centric approach. See site centric.



USER SESSION

Uninterrupted time interval between the start and end of a user's online consultation with a browser. One session could consist of visits to multiple sites.

UV (UNIQUE VISITORS)

Key indicator of Internet audience measurement. Total number of visitors who have visited a site at least once during the month under study. Individuals who have visited the same site multiple times over the course of the month are only counted once.



Une offre 360 (Media, Crea, Sport, PR, BTL/Event...) à travers un hub dédié à Paris et un réseau d'agences et de partenaires couvrant 95 % du continent.

HAVAS AFRICA



VARIABLE

Value likely to evolve that will be observed or manipulated throughout a study. Example: audience behavior can be analysed according to demographic variables;

VERBATIM

All words or phrases pronounced by an interviewee or by a population throughout a survey.

VINTAGE

Marketing operation that involves giving old products new life in order to benefit from the consumer nostalgia effect. The objective is also to valorise the brand's historic past in reminding the public of its past successes.

VIRAL

See viral marketing.

VIRAL MARKETING

Technique that aims to promote a company or its products and services through a persuasive message that spreads from person to person. Exposure that a message or offer obtains does not come from purchasing advertising space but from the phenomenon of recommendation or word-of-mouth.

VISIT

Key indicator for website audience measurement. All pages consulted on a website during one session.

VISITORS

Number of different users that have visited a given site. This data is only available for sites that request that their users identify themselves.

VLOG

Blog containing a video. A series of brief reports generally posted on social networks. Synonym: video blog.

VOD

(VIDEO ON DEMAND)

Interactive system for video sequence (or film) choice and transmission through a digital television distribution network. These systems require the installation of local high-speed transmission networks.

VOLUME DISCOUNT

Rate reduction linked to advertiser volume in a given media vehicle.



W

X

Y

Z

WACKAGING

A cross between “wacky” and “packaging”. Off the wall messages that a brand prints on its packaging.

WALL (FACEBOOK)

Main page of a Facebook account.

WAP (WIRELESS APPLICATION PROTOCOL)

Communication standard that makes it possible for mobile devices to connect to services with the Internet network as intermediary.

WATCH

Process that involves monitoring and analysing a market as a whole. There are many kinds of watch:

- active watch: monitoring the environment with focus on an identified object or domain under investigation;
- passive watch: monitoring the environment without a precisely identified subject or objective;
- strategic or competitive watch: method for systematically and continuously analysing competitor activity;
- offensive watch: monitoring method that uses aggressive or even illegal procedures to obtain sought information or to influence or destabilise an adversary.

WATERMARKING

Technology used to measure television audience. Watermarking involves inserting a mark (sound) inaudible to the human ear into television broadcasts. This mark contains identification information for the channel broadcasting the program and regular cues for the time of broadcast. Audimeters installed at the homes of panelists recognize this information.



WEARABLE COMPUTING

Designates all digital devices that the user can wear at all times: glasses, cameras, connected bracelets, watches...

WEB 2.0

Expression designating a new generation of Internet sites recognisable for the following features: collaborative content supplied by internet users, content sharing, use of RSS feeds (see RSS feeds), site personalisation, and mash-up or aggregation of content from different services. The Web 2.0 phenomenon encompasses diverse dimensions: from a technical point of view, it can be considered as the multiplication of services available to the internet user. From a sociological point of view it values interactivity, encouraging the formation of networks and the active participation of the internet user.

WEB SERIES

Series composed of video episodes exclusively broadcast on the Internet.

WEB TV

Television channel exclusively broadcast on the internet.

WEB-RADIO

Radio station exclusively broadcast on the Internet.

WEBCASTING

With reference to broadcasting, term that encompasses the entire chain of production and broadcasting applied to the Web universe.

WEBDESIGN

Discipline that involves structuring the graphic elements of a website to translate, through an aesthetic dimension, the visual identity of a company or organisation.

WEBINAR

A contraction of the words “web” and “seminar.” A Webinar is a multimedia and interactive seminar that assembles specialists through online registration and can be accessed on the web in real time or on a delay.

WHITE PAPER

Practical guide, a publication a few pages in length dedicated to a product or technique designed for prospects and/or clients.

WIDGET

Small interactive downloadable module that uses can place on their computer desktops, filling a useful purpose (weather, stock market, calendar...) or for fun (photo gallery, joke of the day...). Widgets can also take the form of an animation that appears on the desktop.



WIFI

(WIRELESS FIDELITY)

Standard technology for wireless access to local networks, enabling Internet connection within a 100-meter radius.

WIKI

Type of collaborative website for which content is created and then modified and added to by the internet users themselves. Wikis make it possible to exchange information, to quickly disseminate it, and to structure it in a way that facilitates navigation.

WINDOW POSTER

Poster sites situated on the windows of local businesses.

WIRELESS LOCAL LOOP

Process that furnishes high-speed telecommunication services over the airwaves. The signal is transmitted over waves, not through copper wire or fiber optic cable. This technology represents an alternative to France telecom on the local market. Installing a network requires setting up large antenna-relays for the geographic zone and equipping clients with small personal antennae.

WORD-OF-MOUTH

Transmission of information and judgment of any nature among peers from one individual to another with non-commercial purposes. Viral marketing seeks to generate word-of-mouth on the internet.

WWW

(WORLD WIDE WEB)

Multimedia Internet application for the general public constituted of hundreds of thousands of sites that present content to Internet users.

XML

(EXTENSIBLE MARKUP LANGUAGE)

Computer language that mainly serves to transfer data, sometimes organised on multiple levels.

YIELD MANAGEMENT

Technique that enables real-time calculation of the prices that will optimise profit generated by the sale of a product or service, based on real-time modeling and prediction of demand behavior along market microsegment.

ZAPPING

Act of changing the television channel or radio station using a remote control or any other electronic procedure.