



GLOSSARY

E

C

W

U

N

B

V

R

G

Z

O

T

L

I

S

H

X

F

M

J

Q

Y

A

P

K

D

2018

The bilingual dictionary of media terms

Media Poche publications are pleased to present the *MP bilingual Glossary*, to which 300 terms have been added (750 words in the 2015 *MP Glossary*). The 2018 *MP Glossary* identifies key terms that reach across all of our areas of expertise. It closely reflects the changes that affect our occupations, which incorporate new competencies and areas of expertise every day.

Technological changes and innovations give rise to a plethora of new concepts. This is why we have introduced expressions like “GDPR”, “smart city”, “whistle-blower”, “FOMO”, “DPO”, “influencer”, “HR analytics”, “fake”, “gamification” and many more in this glossary. Some definitions have also been updated and even broadened to capture our rapidly evolving daily environment. Mastery of this specific vocabulary is vital to working in our field today.

The 2018 *MP Glossary* aims to be didactic and as comprehensive as possible. This work will continue to improve through commentary from its expert readership, with the mission of perpetually monitoring and detecting the emergence of new offering and terms.

Happy reading.

The editorial and sales teams

Table of contents

A	7	I	68	Q	114
B	19	J	75	R	116
C	27	K	76	S	122
D	41	L	77	T	136
E	49	M	82	U	144
F	54	N	92	V	148
G	61	O	96	W	152
H	64	P	101	XYZ	156

Sources used to create this volume:

1min30.com
 arcep.fr
 banque-france.fr
 CESP (Centre d'études des supports de publicité)
 definitions-marketing.com
 e-marketing.fr
 futura-sciences.com
 IAB (Interactive Advertising Bureau)
 Insee (Institut national de la statistique et des études économiques)
 journaldunet.com
 larousse.fr
 linternaute.fr
 mediametrie.fr
 nmsba.com
 publicitor-mercator.fr
 socialcooling.com
 sri-france.org
 whatis.techtarget.com

PUBLISHER HAVAS EDITION

29/30, quai de Dion Bouton 92 800
Puteaux

This document was published by
HAVAS EDITION and translated by Inès
Pauly, Technicis and Liingo.

This volume was made possible
thanks to the participation of Havas
Media France.

We would like to thank all of the
advertisers featured in this volume.

Free edition. Cannot be sold.

MP GLOSSARY 2018**Publishing director:**

Étienne Curtil

Editorial board:

Marie Glatt, Alexandra Lux,
Nadine Medjeber

Artistic director:

Coraline Vacher

Typesetting:

www.imprimerie-de-la-passerelle.fr

Production monitoring:

Anne Geesen

Proofreading:

Paula Gouveia, Ève Mougénot

Commercial contact:

Rose-Aimée Gémain

media.poché@havasedition.com

The MP GLOSSARY is available in printed form, free of charge at the following addresses:

HAVAS EDITION : 29/30, quai de Dion Bouton - 92800 Puteaux

HAVAS MEDIA RÉGION PARIS : 33 quai de Dion Bouton - 92800 Puteaux

HAVAS MEDIA RÉGION LYON : 49, rue des Docks - 69009 Lyon

HAVAS MEDIA RÉGION MARSEILLE : Pôle Media de la Belle de Mai - 37, rue Guibal - 13003 Marseille

HAVAS MEDIA RÉGION NANTES : 16, boulevard de la Prairie au Duc - 44200 Nantes

HAVAS MEDIA RÉGION TOULOUSE : 36, rue Alsace Lorraine - 31000 Toulouse

HAVAS MEDIA RÉGION LILLE : 15, rue du Palais Rihour - 59000 Lille

To receive a free copy of the MP GLOSSARY, send your order on plain paper including a mandatory Colissimo France 1kg envelope with your coordinates to the following address:

HAVAS EDITION - Service Media Poche

29/30, quai de Dion Bouton - 92800 Puteaux

WWW.HAVASEDITION.COM

Printed by TI-MEDIAN, 70/82 rue Auber, 94401 Vitry-sur-Seine

Legal deposit: June 2018

ISBN : 979-10-96453-05-4

Warning : confidential document. Its content remains the exclusive property of Havas Edition. Any full or partial reproduction is forbidden without prior written consent of Havas Edition. Free edition. Cannot be sold.

PEFC certified - pefc-france.org



AACC (FRENCH ASSOCIATION OF COMMUNICATION AGENCIES)

Created in 1972, the AACC is a 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 and post-graduate professionals; middle management.

ABACUS

Calculation method, often based on graphs, allowing to simply and systematically get results provided by a group of individuals.

ABANDONMENT

See cart abandoner.

ABOVE THE FOLD

Part of a website landing page that is visible on the screen without scrolling down. The important elements of a landing page are usually positioned above the fold. See landing page, scroll.

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.

A/B TESTING

Method used in marketing to measure the impact of a version change of a variable on the achievement of an objective (click, validation, filling a form, etc.). Strictly speaking, an A/B test allows to test 2 versions of the variable, an A/B/C test 3 versions, etc. The A/B testing is a key step to a successful online advertising campaign, or to improve the conversion rate of a landing page. Synonym: A/B test.



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 6:00 p.m. and 8:30 p.m. that precedes prime time. See day part.

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

The cost to acquire a customer. 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 10,000 euros campaign recruits 100 clients, the acquisition cost is 100 euros.

ACPM (FRENCH ALLIANCE FOR THE FIGURES IN THE PRESS AND MEDIA INDUSTRY)

Organization born in December 2015 from the merger between OJD and SAS AudiPresse. The ACPM mission is the measurement of the press audience and the certification of the media count. More precisely, the ACPM:

- controls all the circulation figures in the interest of the utmost transparency;
- develops the most relevant and operational audience research;
- designs studies and future actions according to the needs of the market.

ACRONYM

Word formed of initials, it is pronounced like an ordinary word.

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.



ADBLOCKER

Software or a module embedded in a user's browser that prevents the display of banners or any other advertising format.

ADCLICK

See click.

AD EXCHANGE

Technological platform that optimizes the buying and selling of display advertising inventories in an open environment, in real time, running as an auction for each advertising impression. See DSP, 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. See ad viewability.

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 SPECIFICATIONS

See technical specification.

AD SWITCHING

Operation which consists in programming in the flow live diffused on Internet or via an application a commer-



cial different from that visible on the television set. That makes it possible to continue to benefit from the power of television, while using new capacities of ultra-targeting.

AD TECH

Contraction of "ad", advertising, and "tech", technology, ad tech refers to technologies used by digital advertising. The concept originated with digital advertising but today encompasses a multitude of actors (SSP, DMP, trading desk...) and has crossed digital frontiers.

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 HD IP television) as well as other functionalities that supplement a classic modem.

ADVERGAMING

Contraction of the words "advertising" and "gaming". 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.

AD VERIFICATION

Tool to check the ad was delivered in the right display context (display frame, visibility).

ADVERTISER

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 organizations, 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; modeling statistical...

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 INSERT IN MAIL-ORDER PARCELS

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

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. See message.

ADVERTISING TOTEM

Advertising furniture at points of sale 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. See point of sale advertising.

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.

AD VIEWABILITY

Set of themes common to most of the media advertising executives which consists in knowing or in measuring if an advertising is really seen or can be really seen by the individuals in theory exposed. Ad viewability is a

relatively new concept in digital advertising, but has become a hot topic. Viewability is not a tactic. It's foundational for the market players (brands, agencies, editors, platforms and social networks). See ad impression.

ADWORDS

Commercial name of Google's commercial link program. The program helps advertisers to get their ads delivered depending on the keywords used in the Google searches. These ads are essentially charged on a dynamic bidding system based on the number of clicks, and appear at the top of Google's results pages. Synonym: Google AdWords.

AFFILIATE

Internet site with an audience large enough to warrant the monetization 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). See affiliation, affiliation platform.

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 affiliate, affiliation platform.

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 affiliate, affiliation.

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.

AFFINITY

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

AGGREGATE

Regrouping of basic units so as to create larger units.

AGGREGATE DATA

Statistical result constructed from individual base data (addition or average).



AGILE METHODOLOGY

Iterative and collaborative approach that transforms operations so you can execute more efficiently, champion the customer, and achieve better performance. The agile method bases itself on a cycle of development which carries the customer in the center. The agile organisation is flexible, reactive and dynamic thus capable of adapting itself to the unforeseen. Synonym: agile marketing. See scrum methodology.

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.

AMP (ACCELERATED MOBILE PAGES)

Mobile page format proposed by Google to greatly accelerate the display of pages on smartphones.

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.

ANIMATED GIF

A type of GIF image that can be animated by combining several images into a single GIF file. See GIF.

APAC

Asia Pacific abbreviated as APAC is the regions containing most countries and territories in East Asia, Southeast Asia, the South Pacific and Oceania.

API (APPLICATION PROGRAMMING INTERFACE)

Interface that makes it possible to establish connections between several software to exchange data. An API makes it possible to enrich a program



with functions from another software to develop more advanced functionalities or to import pre-organised, processed and/or integrated data elsewhere. See VPAID.

ARCEP
(FRENCH REGULATORY AUTHORITY FOR ELECTRONIC AND POSTAL COMMUNICATIONS)

Independent administrative authority founded on 5 January 1997 and called the ART (telecommunications regulatory authority). ARCEP, a neutral and expert arbitration body with the status of an independent administrative authority, is the architect and custodian of France's communications networks. It ensures the market's openness to new players and all forms of innovation, and checks competitiveness in the sector through competition that fosters investment.

ARG
(ALTERNATE REALITY GAME)

An interactive narrative that uses the real world as a platform to create a story that evolves in accordance with the participants' ideas or actions. The aim is to involve the player in the narrative to such an extent that the boundary between the real world and the player's experience blurs. The game is therefore dynamic and entirely influenced and guided by the players' progress and response.

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.

ARPU
(AVERAGE REVENUE PER USER)

Term that refers to the average revenue per customer or per user. The ARPU is mainly used in the telecommunications field and by extension in any sector where the customer is linked to a notion of subscription or fixed price, of recurrent expenditure without which the service is not completely delivered.

ARTIFICIAL INTELLIGENCE

Artificial intelligence makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks. John McCarthy, who coined the term in 1956, defines it as "the science and engineering of making intelligent machines." See machine learning.



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.

ASSIGNEE

Natural or legal person who owns the copyrights or the production rights of a work.

ASTROTURFING

A method used to arouse public opinion artificially. Astroturfing is a term used to describe the process of creating the impression of a mass phenomenon that has emerged on the Internet while, in fact, it has been entirely fabricated to influence public opinion.

ATAWAD (ANYTIME, ANYWHERE, ANY DEVICE)

Acronym created by Xavier Dalloz, who coined the expression, "Anytime, 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. Synonym: attribution.

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.

AUDIMAT

Name of the French household television audience study that existed from 1981 to 1988, with a national panel of 1,000 households equipped with an audimeter. See Médiamat.

AUDIMETER

Machine that measures a household's television program consumption behavior. See Médiamat.

AUGMENTED REALITY

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

AVATAR

In the computer world, an avatar specifically refers to a character that represents an online user. Avatars are commonly used in multiplayer gaming, online communities, and Web forums.



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 time slot 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 time slot 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 five or six latest issues released, during the last seven days.

AVERAGE REPETITION

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

AWARENESS

In marketing, measure of how well known is a brand, firm, or product. Companies usually set a target for the degree of awareness they intend to achieve, and then plan a promotional campaign to reach that target. See prompted awareness, top-of-mind awareness.

B

BACK OFFICE

In IT, the back office is a part of a website or of a computer system. It concerns the part that allows the company to administer and manage its website. See front office.

BAD BUZZ

Phenomenon of "word of mouth" that conveys a particularly negative message. It mainly takes place on the Web. It can be caused or suffered by a brand, a company or an individual. See buzz.

BALMÉTRIE

Created in March 2011, Balmétrie is a French economic interest group (GIE) that brings together the professionals dealing with the commercial and marketing use of mailboxes. It measures the audience of the advertising mail through a single study called Balmétrie.

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 or sentence that serves as a signature for a product, brand, or company in an advertisement. Synonym: advertising signature.



BASHING

The fact to criticize, denigrate a personality, a topic, an institution in a systematic way.

BATX

**(BAIDU, ALIBABA,
TENCENT, XIAOMI)**

The BATX are the Chinese twins of the GAFA. These giants are behind almost every digital innovation in China and intend to go abroad. See GAFA, NATU, uberization.

BEACON

Small box located in a point of sale that can interact with smartphones or tablets located nearby. The interaction between the consumer device and the place where he/she passes by allows to push him/her information or targeted promotions, and to know in real time who are the people visiting the point of sale. Synonym: tag.

BEHAVIORAL TARGETING

Technique that enables the targeting of Internet users based on their past behavior on the Web (visited sites, type of consulted pages, time passed 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".

BIAS

In the context of marketing studies, a bias is an element (methodological or external) that can distort the reliability of the results obtained.

BID MANAGEMENT

Expression initially used by search marketing professionals to indi-



cate the act of increasing or decreasing keyword bids so as to optimize cost-benefit results. This expression is now used in relation to display purchasing through ad exchanges.

BID PRICE

In programmatic buying, amount of the auction.

BID REQUEST

Data sent by the seller to the buyer via his SSP, containing all the characteristics of the commercialized advertising element and qualifying the profile that is sold. See SSP.

BIG DATA

Expression that encompasses all technologies and practices used to store large volumes of data and heterogeneous content, as well as to analyze 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.

BILLINGS

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. Synonyms: binge viewing, marathon watching.

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 programs), 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. See blockchain, ethereum.



BLACK FRIDAY

Name given in the United States to the Friday that follows the Thanksgiving celebration and that historically represents the day of the year where commercial activity is at its highest. For retailers, it is a predictive indicator of consumer spending behavior. See Cyber Monday.

BLACK LIST

List of addresses or persons removed from a service or access. Antispam devices in email softwares are a blacklist to filter spam and prevent the user from receiving it.

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 BUY

Used by advertisers. The term refers to a type of Internet advertising space buying where advertisers are unaware of where their campaign and ads are displayed.

BLIND TEST

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

BLISTER PACKAGE

A transparent, molded piece of plastic, often sealed to a sheet of cardboard, used to package and display an item of merchandise. Also called bubble pack.

BLOCKBUSTER

Term used to designate a star product that generates a very large turnover and huge profits. The references used vary according to the sectors concerned. For example, it could be a drug generating more than \$1 billion in sales, or a cinematographic movie with a large advertising budget, designed to bring record profits.

BLOCKCHAIN

Technology that stores and sends information transparently, securely and without any central control body. It is a large database that contains the history of all the exchanges made between its users since its creation. See bitcoin, ethereum.

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 (smartphones, 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.

BOOMERANG EFFECT

Characteristic of the result obtained in response to a decision and whose consequences are most often unexpected and negative. In the field of communication, the boomerang effect defines a negative effect produced by an advertising message when it is considered as not credible or irritating by consumers.

BOT

See chatbot.

BOUNCE

Act of an Internet user’s immediately leaving a website after consulting the page at which he/she 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

Classification of an artistic production or a personality. It is measured in terms of turnover, number of spectators or number of entries.



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 ACTIVATION

Brand activation refers to the use of creative and engaging methods that encourage customers to feel a personal connection to a brand.

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. Synonyms: brand ambassador, 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.



BRAND SAFETY

Practices to guarantee an advertiser that his brand will be delivered in a quality environment with no risk in terms of content and image.

BREAKDOWN

See structure.

BRICK AND MORTAR

Traditional sales company (that has "physical" points of sales), as opposed to "pure players" which only sell their products and services on the Internet, and to "click and mortar" which designates traditional companies that have an online distribution activity. See click and mortar, pure player.

BROADCAST-READY

Final medium, bringing together the image (calibrated) and the sound (mixed) that will be delivered for acceptance to the television channels. The manufacture of a PAD must comply with specific standards and recommendations, responding to the technical demands of broadcasters. These standards and recommendations are defined in France by the CST. See CST.

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.

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.

BULK MAIL

Large scale email marketing operation: the same content is sent to a large number of recipients.

BUNDLE

Fact to bring several services together in packs, an equivalent to integrated products. Synonym: promotional package.



BURN RATE

Time that a company will need to deplete its cash, considering its monthly losses and assuming that these losses will remain the same every month. The term is used for start-up companies and measures the maximum period of time before a new fundraising, assuming the losses remain stable.

BUSINESS INCUBATOR

Structure allowing start-ups, sometimes still in their process of creation, to make their first steps by accompanying them with a logistical support and/or advice.

BUSINESS TOURISM

Communication operation based on a trip to motivate, animate, retain, reward or inform a particular group.

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, four 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. See bad buzz.



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.

CALL TO ACTION

Text link, button, image or any item that can offer to an advertising contact or to a document recipient a redirection link and that encourages an action sought by the advertiser (click here, participate to the draw, call 800...).
Synonym: sales accelerator.

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.



CAPTCHA (COMPLETELY AUTOMATED PUBLIC TURING TEST TO TELL COMPUTERS AND HUMANS APART)

Trademark registered by the American Carnegie-Mellon University. This is a series of tests used to determine whether the test questions asked are answered by a human user or by a computer. The test proposed by the program Captcha must be able to be resolved quickly and simply by a human being and has to thwart robots.

CART ABANDONER

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

CARTOGRAPHY

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

CASHBACK

Method that allows users to recover a portion of the amount paid du-

ring an online purchase, which can be defined in value (euros) or as a percentage of their shopping cart.

CATCHLINE

Part of an advertisement, a newspaper article or a slogan meant to catch attention and arouse curiosity.

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.

CATCH-UP TV

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

CATEGORY OF BUSINESS

Four business categories are defined by French law (article 51 of the economic modernization 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.

CDO

(CHIEF DATA OFFICER)

A manager responsible of the data, his/her mission is to optimize and secure, in the technical and legal sense of the term, the use of data within a company or an organization. Synonym: data director.

CESP

**(FRENCH CENTER FOR
THE STUDY OF ADVERTISING
MEDIA SUPPORTS)**

Founded in 1956, CESP is a French association that connects advertisers, agencies 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".

CHATBOT

A software robot or a computer program able to interact with an individual through an automated conversation service, largely performed in natural language. The chatbot originally uses questions and answers libraries, but advances in artificial intelligence are allowing it to increasingly "analyze" and "understand" the messages and to be endowed with learning capabilities provided by the machine learning evolution. Synonym: bot.

CHEMISTRY MEETING

The chemistry meeting is an opportunity for the agency and the advertiser to meet and assess the alignment of values, culture and personality. These meetings are more than just bringing the two parties together.

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.



CHRONOLOGY OF THE MEDIA

Rule which aims to establish the order and the deadlines to be respected for the exploitation of a cinematographic work. The main purpose of this regulation is to safeguard the movies' exploitation in movie theaters.

CHURN

Term used to designate client or subscriber loss. Synonym: attrition.

CIRCULATION

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

CLAIM

As part of an advertising message, the claim is the advertising promise included in the message (spot, display...).

CLICK

Act of clicking on an advertising banner or hypertext link. Clicks are the most common objective of Internet advertising and marketing. Synonym: ad click.

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 AND MORTAR

Type of business model that includes both online and offline operations, which typically include a website and a physical store. See brick and mortar, pure player.

CLICK TO CALL

Technique that allows the visitor of a website to leave his phone number, in order to be immediately put in contact, free of charge, with a customer advisor.

CLICK TO CHAT

Functionality of support or of sales assistance offered to the visitors of a website, and through which they can communicate with a customer advisor through an instant messenger.

CLICK TRACKING

Technique that enables the memorization of the zones on a webpage that Internet users clicked a lot, moderately, very little, or not at all.

CLICK-THROUGH RATES

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

CLIFFHANGER

Technique that consists of ending the episode or the season of a work by an open end, at the moment when the suspense is at its height.

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

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.

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, analyze, and ensure the dissemination of all information concerning cinema and audiovisual media to public authorities, professional organizations, and the general public. See multiplex.

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.



COHORTE

User group who shares a common characteristic identified by a dimension (for example, the first on-site visit), and who are subsequently monitored to understand the impact of this characteristic.

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.

COLLABORATIVE CONSUMPTION

Economic model driven by the use rather than by the property, that is to say that a good or a service is shared, exchanged or rented between individuals.

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 organization 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.

COMMUNITY WALL

Tool that displays real-time messages from social networks to animate an event by stimulating interaction.

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

Share of individuals exposed to an advertising video who view it in its entirety. But it is possible to set other viewing thresholds, so a video completion rate of 50% means that on average half of the video is seen.



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 Wi-Fi) that provides viewers with a set of services. These televisions grant access to applications (news, games, practical services such as the weather, photo services, online video) and make it possible to surf the Internet through a browser, as with a computer.

CONSUMER CENTRIC

According to Dr. Peter Fader, professor of marketing at the Wharton School of the University of Pennsylvania, the consumer centric strategy aligns the development of services and products with the current needs of a small segment of customers in order to maximize their long-term financial value for the company. To achieve this goal,

it is essential to put the customer at the center of the strategic objectives of the company. Synonym: customer centric.

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. See media brand.

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 *Journal officiel*.

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

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 analyzed (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).

CONTACTLESS PAYMENT

Contactless payment is a secure method for consumers to purchase products or services via debit, credit or smartcards (also known as chip cards), by using RFID technology or near-field communication. To make a contactless payment, a person simply needs to tap their card near a point-of-sale terminal. Since contactless payments do not

require a signature or a PIN, transactions sizes on cards are limited. See NFC, RFID.

CONTENT CURATION

Activity that consists of selecting, sorting and sharing the most relevant content of the Web in order to distribute them in an organized manner.

CONTRACT

Document established between the advertiser and 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. Synonym: conversion.

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 his/her drive or delete them after consulting the site. A cookie enables user recognition when he/she returns to a site. Cookies make it possible to automatically access personalized pages without signing in or using capping in an advertising campaign. A cookie recognizes a machine, not a user.

COOKIE MATCHING

Technique that reconciles the cookies from one system to another, whether they come from a DSP, an SSP, a DMP or any other source.

COPYRIGHT

Represented by the © symbol, the term copyright is defined as the right reserved to an author or their assignees which protects the use of literary, artistic or scientific work(s) for a given number of years. Generally-speaking, the © symbol is followed by the name of the copyright person as well as the year the right was issued or the year the work was published.

CORE BUSINESS

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

CORPORATE COMMUNICATION

All communication that aims to promote the image of a business or organization (example: financial communication). Corporate communication is distinct from brand and product communication: the business or organization itself is promoted, not (directly) its products and services. Synonym: institutional communication.

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 1,000: gross or net negotiated cost of the insertion or campaign divided by the number of corresponding contacts.

Cost for 1,000 based on circulation, in press: relationship between a media vehicle's advertising rate and its circulation expressed in thousands.



COST OF ENTRY

Cost for a brand or company to enter a new market: investments in advertising, distribution. It can also match the minimum budget required to be effective on a media.

COST PER ACTION

See pay-per-lead.

COST PER CLICK

See pay-per-click.

COST PER GROSS RATING POINT

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.

COUNTERFEIT

Reproduction, imitation, total or partial use of a trademark, design, patent, software or copyright, without the authorization of its owner, by asserting or suggesting that the copy is authentic.

COVERAGE AREA

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

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.



CPL **(COST PER LEAD)**

See pay-per-lead.

CPM-A PURCHASING

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

CRACKERS

Category of information technology “hackers” who specialize in breaking software protections, particularly shareware.

CRAWLER

Software robot used by search engines to scan websites in order to analyze 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 optimize the quality of client relations, to increase retention and to maximize the turnover or margin per client. See VRM.

CROSS-BORDER **E-COMMERCE**

Online trade done with an e-commerce website with customers located in another country than the country where the e-commerce website is located. It is a form of export or internationalization of the activity that does not really require a foreign presence.

CROSS DEVICE

Expression used to evoke the ability of an item to be viable on all devices (desktop, tablet, smartphone).

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.

CROSS SELLING

Complementary sale. Action consisting in proposing, at the moment of the act of sale or later, the sale of a product complementary to the purchased one. It thus allows the increase of the turnover by an increase of the average shopping cart sales. Synonym: cross merchandising.



CROWDFUNDING

Way for companies or individuals to raise funds for their projects. In most cases, it is the association of a large number of people investing a small amount that allows project holders to find the requested funds.

CROWDSOURCING

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 organizing radio and television electoral campaigns, maintaining rigor in information processing, attributing frequencies to operators, and protecting consumers.

CSR (CORPORATE SOCIAL RESPONSIBILITY)

Management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives

CST (FRENCH TECHNICAL COMMISSION OF THE IMAGE AND THE SOUND)

French Association of audiovisual professionals, created in 1944 by Jean Painlevé. It ensures the quality of the production and distribution of images and sound, whether they are designed for film, television or any other media.

C TO C (OR C2C)

An abbreviation that describes commercial activities carried out between consumers, particularly the sale of second-hand goods. Auction, fixed-price resale and classified-ad websites on the Internet have enabled C2C to flourish. Synonym: consumer to consumer.

CU **(CONSUMPTION UNIT)**

Weighting system that assigns a coefficient to each member of the household and which allows to compare the standard of living of households of different sizes or compositions. With this weighting, the number of people is reduced to a number of consumption units.

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.

CUSTOMER RETURN RATE

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.

CUSTOMER REWARDING

Relational or promotional marketing practice whereby a brand rewards consumers or customers for efforts made in a particular area. Rewards can take the form of coupons, loyalty points or physical or digital goodies. Synonym: customer loyalty.

CYBER MONDAY

Monday that immediately follows Black Friday. Online retailers dreamt up Cyber Monday to allow shoppers who were unable to find the "great deal" on Friday, to be able to take advantage of equally interesting promotional campaigns the following Monday. The expression "Cyber Monday" is henceforth occasionally used in other countries like France or Germany for example. See Black Friday.

D

DASHBOARD

Synthesizing document that presents and organizes 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.

DATABASE

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

DATA DRIVEN MARKETING

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

activity and user behavior during an Internet search.

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.

DATAFICATION

Datafication is a technological trend turning many aspects of our lives into computerized data using processes to transform organizations into data-driven enterprises by converting this information into new forms of value. See big data.



DATA LAB

Marketing solution to improve customer loyalty techniques. The data lab takes into account the behavior of the customers and precisely describes the consumption habits for a specific product. Its goal is to provide answers to problems encountered on a daily basis.

DATA MANAGER

Technical and legal manager of one or multiple marketing files. He/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 analyzing 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 VISUALIZATION

Study and creation of graphics that enable data representation. The main objective of data visu-

alization is to communicate numerical information in a clear and pleasing fashion. The final product could be still or animated.

DAUGHTER BRAND

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

DAY PART

Expression mainly used in television mediaplanning.

Division of a day into multiple time slots, used to analyze audience with respect to a given target. Example: in television, the day is divided into four major time slots:

- 3:00 a.m. to 6:00 p.m.: day time, time slot that covers morning, midday, and afternoon;
- 6:00 p.m. to 8:30 p.m.: access prime time, time slot before prime time;
- 8:30 p.m. to 10:30 p.m.: prime time, portion of the timetable that includes the evening's "main program" and covers peak viewing times;
- 10:30 p.m. to 3:0 a.m.: night time, time slot following prime time covering the end of the evening and the night. Synonym: time slot.



DAY TIME

Time slot in television, from 3:00 a.m. to 6:00 p.m. that covers morning, midday, and afternoon. See day part.

DCO (DYNAMIC CREATIVE OPTIMIZATION)

Practice by which digital advertising creations (banners, Facebook ads, video, etc.) are automatically optimized in real time as they are delivered. The DCO makes it possible to adapt the advertising banners displayed on a site according to the user who visualizes them. The goal is to display the right message at the right time to the right person. The DCO aims to maximize the click-through rate and/or conversion rate on the advertiser's site.

DEADLINE

Date or time before which something must be done. Synonym: closing date.

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 adver-

tisers 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.

DEONTOLOGY

Set of rules or duties governing the conduct of individuals and organizations operating in the same industry.

DESIGN

Discipline aimed at harmonizing the human environment, from the design of everyday objects to urban planning.

DESIGN THINKING

Design thinking refers to creative strategies designers use during the process of designing. It is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding. Design thinking revolves around a deep interest in developing an understanding of the people for whom we're designing the products or services. It helps us observe and develop empathy with the target user.

DGMIC **(FRENCH GENERAL** **DIRECTORATE OF MEDIA** **AND CULTURAL INDUSTRIES)**

—

Within the Ministry of Culture and Communication, the general directorate of media and cultural industries (DGMIC) defines, coordinates and evaluates the State policy for the development of the media pluralism, of the advertising industry, of all digital communication services to the public, of the phonographic industry, of books and reading, and of the cultural economy. It follows the activities of the national center for cinema and moving image. See CNC.

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 NATIVE

—

Person who grew up in a digital environment during the advent of the Web 2.0.

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



DIRECTIONAL BILLBOARD

Long-term display forms through which directional billboards drive passing customers to points of sale. Directional billboards are often used in the fast food or retail industries.

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 characterized 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. Synonym: mail order.

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.

DIY (DO IT YOURSELF)

Term that refers to a principle of marketing a good or a service for which all or part is left to the load of the buyer and does not come under the intervention of a professional. It may for example be a good sold in parts and whose assembly is left to the charge of the individual who makes the purchase.

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 advertisers (first party data), from the exchange or sale of first party data between businesses (second party data), or third party data and enable the establishment of decision-making rules. See first party data, second party data, third party data.

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. See OOH.

DPO **(DATA PROTECTION OFFICER)**

A data protection officer is a position within a corporation that acts as an independent advocate for the proper care and use of customer’s information. The role of a data protection officer was formally laid out by the European Union as part of its General data protection regulation (GDPR). The DPO keeps up on laws and practices around data protection, conducts privacy assessments internally, and ensures that all other matters of compliance pertaining to data are up-to-date. See GDPR.

DRIVE

Expression used to describe a distribution concept designed for

movement of the customer by car. Since the 2000s, the term is also used to describe a method of distribution of consumer goods, combining a pre-order on a website, then the recovery of purchases at a given address and a given time slot.

DRIVE TIME

Time slot after lunch time in radio, generally from 05:00 p.m. to 08:00 p.m. and covering the end of the evening.

DROPOX

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

DROP CAP

Large capital letter that can be placed at the beginning of a paragraph. Synonym: dropped initial.

DSP **(DEMAND SIDE PLATFORM)**

Technological optimization 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, trading desk.



DTC **(DIRECT TO CONSUMER)**

Direct to consumer marketing is defined as promotion of product directly from manufacturer to consumers without involving the intermediaries in the process. These models are nothing new but the e-commerce gave them a new breath.

DTP **(DESKTOP PUBLISHING)**

Procedure for performing all editing, layout and image processing tasks on a PC.

DTT **(DIGITAL TERRESTRIAL TELEVISION)**

Technological evolution in television broadcasting founded on the broadcast of digital television signals through a network of terrestrial hertzien 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.

DUMPING

Practice of a company or a state selling a cheaper product abroad than in the domestic market.

DUPLICATED AUDIENCE

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

E

E-ADVERTISING

Inserting advertisements into webpages. E-advertising mainly includes:

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

EARLY ADOPTERS

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

EARLY BIRD

Promise of premium or additional benefit granted to the first consumers who will buy a good or who will order it before a certain date.

Example: "The first hundred respondents will receive a pen" or "For any answer before..."

EARNED MEDIA

See POE.

E-BOOK

Electronic version of a traditional print book that can be read by using a personal computer, a smartphone, a digital tablet or by using an e-book reader. See e-reader.

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. See electronic commerce.



ECONOMETRICS

Method of analysis of economic data that, through the use of statistics, seeks to establish relationships of a mathematical nature between the phenomena studied (for example, relation between the marketing activities and the sales of a product).

ECONOMY OF SCALE

Principle of decreasing the unit cost of production of a product or service by increasing the volume of production. The more a product is manufactured, the lower the unit costs.

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.

EDM (ELECTRONIC DOCUMENT MANAGEMENT)

Computerized method for organizing and managing electronic information and documents within an organization. The EDM mainly

implements systems for the acquisition, indexing, filing, storage of information, access and release of documents.

EFFECTIVE AUDIENCE/ EFFECTIVE REACH

Set of persons exposed to an advertising vehicle 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.

E-HEALTH

Application of information and communication technologies to all health-related activities. All health-related means, services and practices based on new information technologies and communication.

ELECTRONIC COMMERCE

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

ELEVATOR PITCH

A short speech whose length does not exceed that of a ride in a lift. By extension, this term is also used to describe a short sales presentation made to a prospect. The idea is to get across the benefits of an offer or a service in a few seconds.

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...).

E-MARKETING

Discipline based on a set of techniques applied to the promotion of products, services or information media via the Internet. Synonyms: digital marketing, interactive marketing, webmarketing.

EMEA (EUROPE, MIDDLE EAST, AFRICA)

EMEA is a label that many global firms use when dividing their operations by geography.

EMOJI

Japanese term that associates two words: "e" which designates "an image" and "moji" for "a letter". These are pre-registered pictograms or smileys used in email messages and webpages. Emoji are an expression, a feeling or an object of everyday life.

EMPOWERMENT

Process by which an individual or a group acquires the means to rein-

force his/her capacity for action, to emancipate himself/herself.

EMPOWERMENT MARKETING

Marketing version that (re)gives power to the consumer. Empowerment is primarily a managerial approach that consists of accepting the idea and putting into practice a sharing of information and power with employees of a company and with consumers.

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.

E-READER

Tablet for storing and reading digital publications, whose display is



based on e-paper and e-ink (electronic ink) technologies. Synonym: reading tablet.

E-REPUTATION

See online reputation.

ESOMAR (EUROPEAN SOCIETY FOR OPINION AND MARKETING RESEARCH)

Although founded in 1947 with a European scope of activities, ESOMAR is now a global organization for the market and insights research professionals. ESOMAR has established an international code of ethical practices, the ICC/ESOMAR international code for social and market studies, in collaboration with the International chamber of commerce. All members of the association must agree to respect this standard as well as the ESOMAR ethical codes, in their daily practice of studies.

E-SPORT

Competitive tournament of video games played by professional gamers. Tournaments and events are hosted around the world or online where players (gamers) compete in selected games for prize money or similar awards. Synonyms: competitive gaming, electronic sports, professional gaming.

EST (ELECTRONIC SELL-THROUGH)

A method of distributing digital products where consumers make a one-time payment for downloading a media file, storing it on a hard disk, and then using it as many times as they want.

ETHEREUM

Launched in 2015, Ethereum is a decentralized software platform but also a programming language running on a blockchain, helping developers to build and publish distributed applications. Ethereum uses its own cryptocurrency: the ether. See bitcoin, blockchain.

ETI (MEDIUM-SIZE ENTREPRISE IN FRANCE)

Intermediate business category between SMEs and large enterprises. An ETI has between 250 and 4,999 employees, and either a turnover not exceeding 1.5 billion euros or a balance sheet total not exceeding 2 billion euros. See SMEs.

EURO ZONE

Geographic set consisting of the 19 countries of the European Union (Germany, Austria, Belgium, Cyprus, Spain, Estonia, Finland, France, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Nether-

lands, Portugal, Slovakia and Slovenia) that have adopted the euro as their national currency. Several criteria are requested to join the euro zone: these are the convergence criteria of the Maastricht Treaty.

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.

EVENT LOGISTICS

Includes the management and the provision of resources (preparation of infrastructures, vehicles, materials), the organization of the delivery of products (material means, equipment, tools...) and of people to the location where an event will take place, and the organization of its progress.

EXPANDABLE BANNER

On the Internet, an advertising banner that grows when the mouse pointer hovers over it or stops on it. Synonyms: expand banner, interactive animated banner.

EXPAND BANNER

See expandable banner.

EXPOSURE (NUMBER OF EXPOSURES)

Advertising exposure is a presentation of an advertisement to the consumer. Advertisers – ranging from agencies to small-business owners – attempt to estimate the number of exposures necessary to achieve their objective. The general advertising objective is to motivate consumers to buy or use your product or service, change their thinking about your brand, or build excitement.

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 generalized for the entire population under study.

EYE TRACKING

Technique that makes it possible to follow the gaze's trajectory. Used, for example, to analyze perception of a webpage in order to examine areas for improvement. See heatmap.

F

5G (5TH GENERATION)

5G simply stands for fifth generation and refers to the next and newest mobile wireless standard. 5G will elevate the mobile network to not only interconnect people, but also interconnect and control machines, objects, and devices. It will deliver new levels of performance and efficiency that will empower new user experiences and connect new industries. 5G should be deployed in France in 2020.

5V

Reference to volume, velocity, variety, veracity, value, the five keywords associated with big data. Volume because the amount of data generated by companies or individuals is steadily increasing. Velocity or speed because data processing must be done often in real-time or as quickly as possible. Variety because data comes in a variety of formats and comes from multiple sources. Veracity refers to the reliability of the data. Value for evaluating the profitability of data collection. See big data, megadata, 3V.

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).

4K

4K refers to several very high-resolution image definitions used in the video industry: cinema, TV, monitors, VOD platforms, ultra HD Blu-ray players, game consoles, etc. The 4K resolution of television sets is slightly different from that used in the cinema industry as the image format is not the same: 4K TV sets with a 16:9 format have a resolution of 3,840 by 2,160 pixels while, in cinemas, it is possible to find 4K images whose resolution is 4,096 by 2,160 pixels. See UHD.

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

The surface area on an outdoor structure where advertising copy is displayed. Can also be referred to as a "panel" or "unit". A structure may have more than one face.

FACE-TO-FACE

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

FAKE

Another word for false or wrong. However, this term comprises several definitions. The first directly applies to objects. For instance, a forgery (counterfeit trainers, perfume, T-shirts, etc.) is fake. The second definition concerns fake accounts (particularly on Twitter or Facebook): in this case, anonymous people who pretend to be celebrities. Finally, there is the case of "fake news", which is used to describe information that is deliberately false or altered and emitted by one or more media outlets, an organization or an individual.

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.

FAVICON

Mini visual/icon which is most frequently displayed in browser address bars. It is generally a logo and is positioned at the beginning of addresses of websites which have been saved as favourites in browsers. It promotes website visual identity and memorization.



FEATURED SNIPPETS

Featured snippets are results that are generated by Google from the content of pages available in specific search results. They are featured in the upper part of the page and are present, known to the SEO industry, as the “zero position”. This results are supposed to provide users with a concise, direct answer to their questions. See natural referencing.

FEVAD (FRENCH ASSOCIATION OF E-COMMERCE AND REMOTE SALES)

Organization created in 1957 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.

FILMOGRAPHY

List of cinematographic works in which an actor, a director, a musician or a technician participated.

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.

FINGERPRINTING

Technique of identification and tracking of the Internet user, or the mobile Internet user, based on a unique digital fingerprint.

FIREWALL

Computer tool (hardware and/or software) designed to protect the data of a network (protection of a personal computer connected to the Internet for example, or protection of a corporate network). It ensures the security of network information by filtering inputs and controlling outputs according to rules defined by the administrator.



FIRST LOOK

Priority access given to an advertiser in the RTB purchase procedures. See RTB.

FIRST PARTY DATA

In the domain of Internet advertising, information acquired about Internet users visiting a website. 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 DMP, second party data, third party data.

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 COST-PER-THOUSAND-IMPRESSIONS PURCHASING

Purchasing price of advertising space for a primary site adjusted to 1,000 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 thousand.

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.

FLAP

Part of the jacket of a book which, by folding inward, allows to associate the jacket to the cover. The covers themselves may also have flaps (often used to give information about the author or the book).

FLASH

Visual and sound animation technology that allows animations in order to make webpages interactive. The Flash format is used on websites, for advertising creations or for games.



FLASHCODE

See QR code.

FLASHMOB

Flash mobilization. Operation that consists of gathering in a specific place (a public place in general) and at a given time, the largest number of people to conduct a collective action for a few minutes.

FLASH SALE

Discount or promotion offered by a store for a short period of time. The quantity is limited, which often means the discounts are higher or more significant than run-of-the-mill promotions.

FLAT TAB

Classification of observed values according to a single criteria.

FLIP BOOK

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 flip book format makes it possible to leaf through an Internet site of paper publications, catalogues, brochures, menus, bulletins...

FLOATING TIME

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.

FLOOR PRICE

Value below which a good or service can't be sold. In programmatic buying, floor price or reserve price: minimum price below which the auction will not be taken into account by the seller.

FOMO (FEAR OF MISSING OUT)

Refers to the fear of missing important information or an important event.

FOOTER

Bottom part of a website generally reserved for the display of specific information: the legal notice, the address of the company, the access to a contact form, etc.

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 a "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 and Kantar Media, an annual barometer on communication expenditure in France. It is called BUMP (barometer unified of the advertising market) since 2018.

FREEMIUM

Freemium is a combination of the words "free" and "premium" used to describe a business model that offers both free and premium

services. The freemium business model allows a consumer to receive basic services for free, but requires them to pay for any service deemed to be premium.

F2P (FREE TO PLAY)

Free to play refers to a business model for online games in which the game designers do not charge the user or player in order to join the game. Instead, they hope to bring in revenue from advertisements or in-game sales, such as payment for upgrades, special abilities, special items, and expansion packs.

FRENCH DOOR

Advertising space sold by magazines, that takes the form of a double flap on the cover or within the magazine itself.

FRONT OFFICE

In IT, the front office is the section of a website that can be seen by Internet users. See back office.

FRONT SECTION

In manufacturing, a magazine's four "cover pages".



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.

FULLSTACK AD SERVER

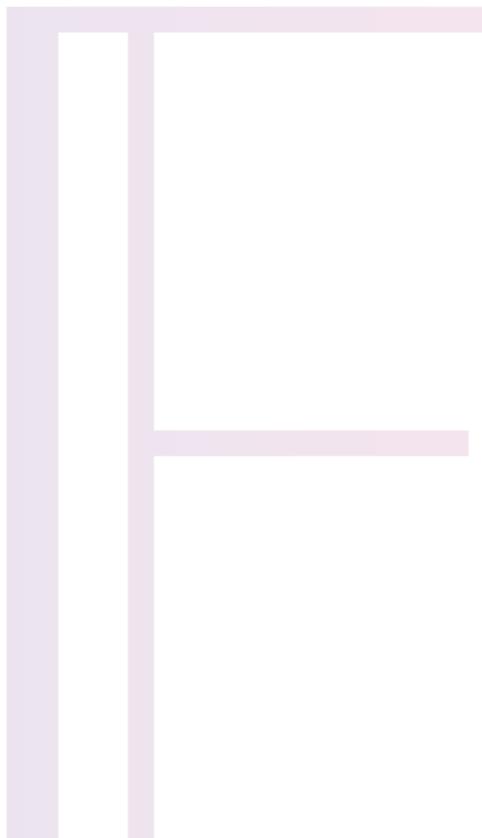
Integrated solution that allows to handle multiple ad servers and to manage, arbitrate and optimize all modes and sales channels of a publisher.

FUNNEL

Expression designating the different steps that an individual is supposed to follow before and after purchase. Synonym: purchase funnel.

FUNNEL **(APPROACH IN)**

Principle or approach that consists of apprehending a problem, a subject, a questionnaire in a general way and then progress toward the particular.





GAF

**(GOOGLE, APPLE,
FACEBOOK AND AMAZON)**

Acronym for the four US giants of the fixed and mobile Internet which are Google, Apple, Facebook and Amazon. See BATX, NATU, uberization.

GAMIFICATION

Technique that relies on the games uses (and more specifically the video game) to stimulate an interaction with the user. It can apply to marketing, advertising or e-learning. Adding an entertaining touch to a specific action encourages the person to perform that action.

GATEFOLD

Advertising format that takes the form of an extra jacket which partly covers a magazine, a newspaper or a book. Depending on the case, the gatefold changes or not the appearance of the main item of the media. See French door.

GDPR

**(GENERAL DATA
PROTECTION REGULATION)**

European directive on the protection of personal data. Its goal is to standardize the data protection regulations at European level, to make businesses more accountable and, above all, to strengthen the rights of the individuals (access right, right to be forgotten, right to portability, etc.).

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. See 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 webpages 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.

GRAPHIC CHARTER

Working document gathering the recommendations of use and the characteristics of the different graphic elements (logos, colors, fonts,

symbols, layers...) which can be used on the various communication media of the company.

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 PURCHASE BASIC (PRICE)

Corresponds to the gross price actually purchased to the media. Off position.

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...

GROWTH HACKING

Imaginative and creative marketing technique to stimulate new growth drivers. This concept, imported from the United States, allows businesses, particularly start-ups, to optimise their products and quickly increase revenue growth.



GROWTH RATE

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

GRP (GROSS RATING POINT)

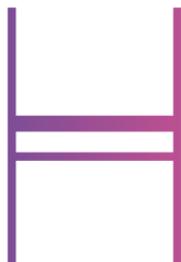
Pressure index for a communication campaign, making it possible to ascertain a media plan's power. Number of contacts achieved per 100 members of the target population (total number of contacts/target population x 100). It can also

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. See cost per gross rating point.

GUERRILLA MARKETING

Set of unconventional marketing actions at low budget. Usually used by advertisers who can't afford to launch a big marketing campaign. Synonym: street marketing.





HACKATON

Contraction of “hack” and “marathon”. A collaborative computer programming event. The gathering of computer specialists for several days and at least one night (often organized over a weekend) to collaborate on cutting-edge and innovative computer programming topics.

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).

HALO EFFECT

Cognitive bias based on the selective interpretation of information that goes in the direction of the impression first felt on its environment or on one of its characteristics, and which seeks to reinforce it. The halo effect is that tendency to make the characteristics of a person, a group, a brand more positive (and conversely more negative)... even if we do not know them, or

do not check them, from one of the characteristics that had previously been considered positive (or negative). In marketing: impact (often on sales) of the communication of a product on other products of that range, or the whole of the range.

HAMBURGER MENU

The hamburger menu is a name given to the menu icon found in newer programs and websites that hides the traditional file menu. Alternatively referred to as the hot dog menu or three-line menu, using the hamburger menu makes it easier to view program options on mobile devices. The icon (\equiv) gets its name because it looks like a hamburger or a top and bottom bun with a meat patty in between the buns. Synonym: hamburger icon.

HANGOUTS

Instant messaging and video conferencing platform integrated into Google+.



HASHTAG

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

HEADER

On a webpage, the header is the top portion of a webpage that contains the company name and logos. A good header makes the website easier to navigate and creates a consistent browsing experience. See footer.

HEADER BIDDING

Header bidding is an advanced programmatic technique wherein publishers offer inventory to multiple ad exchanges simultaneously before making calls to their ad servers. The idea is that by letting multiple demand sources bid on the same inventory at the same time, publishers increase their yield and make more money. Synonyms: advance bidding, pre-bidding.

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.

HOTLINE

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

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.

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. The term, today a little obsolete, is gradually replaced by that of primary household shopper. See primary household shopper.

HR ANALYTICS

Methods in which the volume of HR-specific data, collected by different information systems, is optimally used. Extensive analyzes make it possible to understand and anticipate social trends

(forecast HR needs, staff turnover, talents required for the future) and take operational and strategic decisions more easily by relying on streamlined information.

HTML **(HYPERTEXT** **MARKUP LANGUAGE)**

Programming language that makes it possible to conceive webpages. See navigator.

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.

HTTPS **(HYPERTEXT TRANSFER** **PROTOCOL SECURE)**

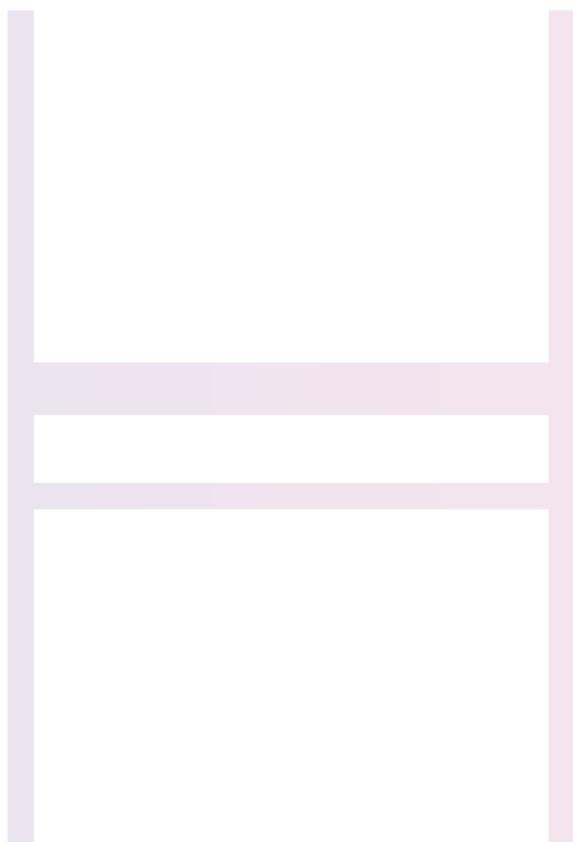
HTTPS is a secure version of HTTP. It is a method for ensuring secure communication between a user's browser and a web server. It is often recognised as showing a green address bar or padlock in the browser window to indicate a secure connection.

HUB

Physical logistic structure where several logistic flows (mainly products or individuals) are conveyed in order to be sorted, organized, controlled and redirected. Hotspot where multiple communications are joined and connected.

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 webpage 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.





IAB **(INTERACTIVE ADVERTISING BUREAU)**

Global association with national offices dedicated to optimizing the use and effectiveness of advertising on the Internet media. See VAST, VPAID.

IDENTIFIER

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

IDENTIFYING INFORMATION

See identifier.

IN-APP PURCHASE

Purchase that can be made within a mobile application. Apart from e-commerce applications, for which the in-app purchase is natural, this term is mostly found in the

field of the free games applications. The in-app purchase is then one of the components of their monetization. The in-app purchase may for example involve the purchase of additional levels or of virtual accessories compulsory to succeed in the game.

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.

INBOUND MARKETING

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.

INCENTIVE

Stimulation techniques that aim to develop and then to maintain the motivation of all the staff of a company. These may be information meetings, quizzes, seminars, travels, gifts... It can sometimes be extended to its consumers.

INCREMENTAL SALES

Volume of the additional sales allowed by a promotional action or any other marketing action.

INDEX

Indicative figure that makes it possible to define certain factors (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.

INFLIGHT MEDIA

Advertising media distributed and viewed in aircraft. Originally, the term inflight media meant only magazines specifically designed for aircraft passengers. The term can now also refer to other potential advertising media:

- Wi-Fi sponsorship on board;
- integration on the flight tracking map;
- display on programs broadcast on the screen behind the seats;
- display on luggage lockers (usually low cost companies).

INFLUENCER

In a marketing context, an influencer is an individual whose status, position or media exposure can influence consumer behavior in



a given universe. This potential power over consumption justifies the fact that brands and organizations are willing to collaborate more or less directly with influencers in the context of specific marketing actions and operations.

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.

INITIALIZATION

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

INITIALIZED (POPULATION)

All individuals or households that receive a given television channel.

INPI (FRENCH NATIONAL INSTITUTE OF INDUSTRIAL PROPERTY)

French self-financed public body, under the authority of the French ministry responsible for industrial property, the INPI takes part in drawing up and implementing public policies in the field of intellectual property, support for business innovation and competitiveness and for combating counterfeiting. The INPI is committed to the development of intellectual property in France and internationally.

INSEE (FRENCH NATIONAL INSTITUTE OF STATISTICS AND ECONOMIC RESEARCH)

French public body attached to the Ministry 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.

INSERTION

Advertisement in a print media publication.

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. See bind-in card, loose insert.

INSIDE FRONT COVER FACING PAGE

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

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.

INSTANT MESSAGING

Tool that allows real-time text message (or files) exchange between multiple computers connected to the same computer network.

INSTITUTIONAL COMMUNICATION

See corporate communication.

INSTREAM

Video advertising message dynamically integrated into a video content released in streaming. See outstream.

INSTREAM VIDEO

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

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

Consequences of digital compression. Interactivity defines the ability to establish exchanges between



the user of a computer system and the machine, via a terminal with a display screen or more recently by voice. "Interactive media" means a communication medium that promotes an exchange with the public. See digital.

INTERNET

Gigantic global decentralized 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

Interconnection, mainly via the Internet, of all connected objects (smartphones, computers, watches, fitness trackers, etc.), enabling them to collect and send information, and communicate with one another. Synonyms: connected objects, interactive objects, IoT, smart objects.

INTERNET PORTAL

Site that offers multiple entryways to other sites. Generalist portals include a search engine, services (emails, 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 given period (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.

INTEXT

In digital advertising, contextual link located in the editorial content. It is a particular form of contextual targeting in which ads are tied to bought keywords in a webpage text. The keywords bought by the publisher are underlined and the ad appears when the mouse rolls over the keyword. Each advertiser may choose to purchase different words or expressions that refer to their brand or offer.

INTEXT 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.

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 organization in order to transmit private data. Although it is most often connected to the Internet, access is limited to authorized persons. It is a closed and secure network thanks to the use of security systems such as firewalls and data encryption.

INVENTORY

Set of the advertising spaces available for sale at a given moment for a given period and for a given media. This notion is especially important on the media or medium where the advertising space is constrained (television, Internet, display).

IOT

See Internet of things.

IP ADDRESS

IP address is an identifying number that computing devices such as personal computers, tablets, and smartphones use to identify itself and communicate with other devices. An IP address can

be attributed on a permanent basis (fixed IP address) or attributed at each connection (dynamic IP address). Synonym: IP number.

IP NUMBER

See IP address.

IPTV (INTERNET PROTOCOL TELEVISION)

IPTV is the process of transmitting and broadcasting television programs through the Internet using Internet Protocol (IP). IPTV gives dynamic features to the user to improve the user experience compared to a traditional television transmission such as radio frequency broadcast, satellite broadcast and/or cable television.

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.



IRIS
(CLUSTERED ISLANDS FOR
STATISTICAL INFORMATION)

Division of territory made by the INSEE (French national institute of statistical and economic information) in the context of the census. The population of an IRIS is generally between 1,800 and 5,000 inhabitants. They are homogeneous as to the type of habitat and their limits are based on the major cuts in the urban fabric (main roads, railways, rivers, etc.).

IRL
(IN REAL LIFE)

Acronym used on social networks as opposed to the "virtual" life that is to say the activity on the Internet and especially on social networks.

ISBN
(INTERNATIONAL
STANDARD BOOK NUMBER)

International identification number assigned to each published work. It is today composed of 13 digits, designed in barcode form.

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.

ISSN
(INTERNATIONAL
STANDARD SERIAL NUMBER)

International identification number assigned to each serial published work. Code of 8 digits being used to identify the newspapers, reviews, magazines, periodicals of any nature and on all supports, print like digital.

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. In the Médiamat panel, the joint media consumption indicator quantifies the audience share generated in the same household by multiple persons simultaneously using the same device. Calculating this indicator requires a referential target and then other household

members with whom to measure this joint consumption.

JOMO **(JOY OF MISSING OUT)**

The feeling of pleasure we get when we spend time doing what we like and not worrying about what others do or say in the media.

JPEG **(JOINT PHOTOGRAPHIC EXPERTS GROUP)**

With GIF, JPEG is the other image format used on the Internet. Method of lossy compression for digital images, particularly for those images produced by digital photography. The degree of compression can be adjusted, allowing a selectable trade-off between storage size and image quality.



KAKEMONO

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

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 optimize 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 indicators taken into account in measuring the effectiveness and profitability of marketing and communication activity. Organizations use KPIs at multiple levels to evaluate their success at reaching targets.



LANDING PAGE

Webpage to which traffic is directed via a hyperlink in the body of a commercial email or in an advertisement. See above the fold.

LAPSED CUSTOMER

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

LARGE COMPANY

Company which checks at least one of the two following conditions:

- to have at least 5,000 employees;
- to have more than a 1.5 billion euros turnover and more than 2 billion euros of total assessment.

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 lifes-

pan 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 Morgensztern beta, recall.

LCD (LIQUID CRYSTAL DISPLAY)

Medium which uses liquid crystals. Digital display technology principally developed for its low energy consumption. Nowadays, LCD screens can be found in a wide range of devices: televisions and computers, digital cameras and mobile phones, on-board vehicle computer systems.

LCEN LAW (FRENCH LAW FOR THE CONFIDENCE IN THE DIGITAL ECONOMY)

French law for trust in the digital economy which sets the legal framework for exercising electronic



commerce activities, online services, and providing Internet service. It defines the following rules:

- nature of electronic communication and exchange;
- responsibility of hosts;
- electronic commerce;
- electronic advertising;
- prior agreement;
- authorization 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.

LEAD GENERATION

Process used to attract new leads. This is a marketing tactic which invites individuals to show an interest in useful content which they may access once they have transmitted their contact details.

LEAFLET

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

LEAN MANAGEMENT

Participation of all employees of a company in the fight against waste

by chasing anything that produces "non-added value".

LED

(LIGHT-EMITTING DIODE)

Medium which uses light-emitting diodes. Electronic component which has the specific characteristic of emitting light whenever it is powered by electrical current. Today, light-emitting diodes are extensively-used components in a variety of fields such as lighting, television screens, computer screens as well as for decorative features.

LEGAL NOTICE

Compulsory notices which must be mentioned on all communication mediums. On a website, they are used to ensure transparency, to reassure Internet users about the identity of the person or entity issuing the information.

LÉVÉNEMENT

Since January 1, 2016, member agencies of the ANAé (Event communication agency association), the Raffut and the event delegation of the AACC (association of communication agencies and consultants) have come together in a single association called, LÉVÉNEMENT. It comprises 70 event communication agencies. LÉVÉNEMENT member agencies have, on the one hand, consultancy, design and

creation expertise and, on the other, production, organization and implementation expertise in order to offer a global event-based solution.

LIFE EXPECTANCY

Average lifespan – in other words, the average age at death – of a fictitious generation subject to the mortality conditions of the year.

LIFELOGGING

Use of digital tools to record and archive all aspect of one's life in images, sounds, texts, 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.

LIVE TWEET

Term that refers to the use of Twitter to comment or broadcast information in real time during an event: trade show, conference, sporting event, TV show, etc.

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.

LOCAL ADVERTISING

Advertising made to create traffic into physical outlets within a specific catchment area.

LOGIN

Name (pseudonym or real name) that identifies a user who connects to a computer, a website, an intranet, an extranet, a forum, etc. It is associated with a password.

LOGO

Visual symbol designating a company or a product brand.

LONG TAIL

Phenomenon initially found on e-commerce websites offering a large number of references, and for which the global sales made on the back catalog can represent a not insignificant part of the turnover.

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 one-to-one, relation-based marketing.

LTE (LONG TERM EVOLUTION)

Is defined as the very high mobile broadband. World-leading wireless networks technology that allows to surf the Internet faster and more smoothly. See 4G.

LTE-ADVANCED

Evolution of the LTE network which makes it possible to increase the bit rates on the mobile networks. A fourth generation mobile telephone network standard that improves the radios relay performance and allows operators to aggregate multiple frequencies to simultaneously use more radio spectrum. Synonym: 4G+.

LTV (LIFETIME VALUE)

Value of a customer throughout his lifetime (as long as he remains a customer of the company). This value is usually calculated from its contribution to the margin. LTV helps measuring how much a



company can spend on prospecting to acquire a new customer. Synonym: long-term value.

LUNCH TIME

Time slot after the primetime in radio, from 12:00 p.m. to 2:00 p.m.

LURKER

In Internet culture, a person who follows discussions (on forums, instant messaging services, social media platforms) but never participates actively.



MACHINE LEARNING

Type of artificial intelligence that gives computers the ability to learn without being explicitly programmed. This technology relies on the development of computer programs capable of acquiring new knowledge in order to improve and evolve by themselves as soon as they are exposed to new data. See artificial intelligence.

MAGIC PRICE

Marketing technique used on the price to simulate a lower price. For example: 9.99 euros instead of 10 euros, or deals (for small amounts) "Everything 2 euros".

MAILING

Commercial or even 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. Synonym: direct mail.

MAIL ORDER

See distance selling.

MAILTO

An URL scheme that is used to produce a hypertext link to an email address. It instructs the browser to launch the creation of an email in the messaging program that is configured by default on the visitor's computer.

MAINSTREAM

Means the dominant influence or the main trend of consumption of a majority of the population.

MAPPING

Graphical representation on a system of multidimensional axes that makes it possible to visualize brand, product, or company positioning according to various criteria.

MARKETING

Process of interesting potential customers and clients in products



and/or services. The key word is “process”; marketing involves researching, promoting, selling, and distributing products or services.

MARKETPLACE

Online marketplace is a website or app that facilitates shopping from many different sources. The operator of the marketplace does not own any inventory, their business is to present other people’s inventory to a user and facilitate a transaction.

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).

MARTECH

Contraction of “marketing” and “technology”, martech refers to marketing companies and service providers whose services are primarily related to a technology or to software development.

MASHUP

Website or application which content results totally or partially from the combination of several sources of information. These sources can be various: RSS feed, result of the call to an API, scraping...

MASTER

Original video from which copies are made.

M-BANKING

M-banking is the act of doing financial transactions on a mobile device (smartphone, tablet, etc.). This activity can be as simple as a bank sending fraud or usage activity to a client’s cell phone or as complex as a client paying bills or sending money abroad. Synonym: mobile banking.

MCN

(MULTI-CHANNEL NETWORK)

Aggregator of channels, specializing in off adding value to and distributing video content via platforms. For example: Dailymotion is a MCN.

M-COMMERCE

All commercial transactions enacted with a mobile device (smartphone and tablet).



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 commercialized 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 subgroup within a media. Example: in print media, there is distinction between these families:

- daily national, regional, weekly, free newspapers;
- general public, specialized, 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 MARKET

French study on both media consumer habits and goods and services consumer behavior. See TGI.

MEDIA PLAN

Document that assembles all advertisements planned for various media vehicles across one or multiple media for an advertising campaign. It is most often in the form of a calendar listing the dates or periods of insertions and the media used.

MEDIA PLANNING

Discipline of optimizing the distribution of an advertising budget across different media and establishing a timetable to reach communication objectives on one or several given targets. Precedes any space buying action.

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 SALES FIRM

Service provider that commercializes 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 push-button 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 audimat, 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.

MEGADATA

Phenomenon of quantitative explosion of all consumer and market data produced on the Internet. Allows an IT logistics in real time. See big data, 5V, 3V.

MEME

Term used to describe generally humorous content which is copied and spread rapidly. Memes can go viral on online communities where individuals take claim of the object and create their own vision.

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". See advertising spot.

METADATA

Metadata helps search engines understand the content of a blog, of a website or locate a specific document.

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.

M-HEALTH

General term for the use of mobile phones and other wireless technology in medical care. See e-health.

MICE (MEETINGS, INCENTIVES, CONVENTIONS AND EVENTS)

It encompasses the essential elements of business group tourism:

seminars, incentives, conventions, congresses, events and all other events concerning the world of companies and associations.

MICROWAVE LINK

System for transmitting information via electromagnetic waves propagating between two fixed geographical sites. Synonym: microwave transmission.

MID PAGE UNIT

Rectangular advertising format integrated into site content.

MID-ROLL

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

MIX MEDIA

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

MMOG (MASSIVELY MULTIPLAYER ONLINE GAMES)

MMOGs are video games that are defined by three cumulative criteria. To be classified as an MMOG, a video game must be:

- accessible only online, on the Internet;
 - endowed with a so-called persistent universe that is to say accessible 24 hours a day, seven days a week;
 - open to more than 128 players (below, the “massively multiplayer” asset is discussed, a classic MMOG traditionally hosts a few thousand players per server).
- MMOGs consist of a virtual world (fantasy or inspired by the reality) to which the player connects through an avatar that represents him in order to interact with the other players.

MMORPG (MASSIVELY MULTIPLAYER ONLINE ROLE PLAYING GAMES)

MMORPGs follow the same principles as MMOGs, including a notion of “role play”. As part of an MMORPG, the player is supposed to embody a character with a personality and to play the role of that character in the virtual world.

MMS (MULTIMEDIA MESSAGING SERVICE)

Message service that makes it possible to send and receive messages on mobile phones that contain not only texts but also images, sounds, 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 onward or downloaded by way of an online boutique.

MOBILE FIRST

Mobile first strategy is trend in website development where designing a website for smartphones, tablets and mobile devices takes priority over desktop Web design. With a mobile first strategy, a Web designer will build a site given the constraints of a mobile platform (small screen, slower processors) and then either copy or improve the site for desktop use.

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).

MOMENT MARKETING

Marketing of the moment or "moment marketing". Actions and marketing campaigns that are triggered at a time T based on a favorable context. Contextualized marketing and advertising practices are used since a long time, but the development of digital marketing has helped trigger these campaigns in real time and their personalization.

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, essentially in view of evaluating a company's share of voice.

MOOC (MASSIVE OPEN ONLINE COURSES)

Open and massive online training, distance learning in distance education. MOOCs are delivered exclusively through online tools. Course participants, teachers and students, are geographically dispersed and communicate only over the Internet.

MOODBOARD

In audiovisual work, a moodboard is composed of images, texts, 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.

MOOK

Contraction of "magazine" and "book". Hybrid between the book and the magazine. It is generally a magazine focusing on major reports and in-depth surveys, with texts, drawings, photos, comics.

MORGENSZTERN BETA

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 memorized. See law of recall, recall.

MORRIS COLUMN

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

MOTION CAPTURE

Process of recording the positions and movements of objects or living things in order to control them virtually using a computer.

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.

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.

MQL (MARKETING QUALIFIED LEAD)

Qualified lead is a lead who is interested to know more about a specific product or service.



M TO M (OR M2M)

—
All data exchanges done between several devices without any human intervention. Synonym: machine to machine.

MULTICAST (TELEVISION)

—
Program rebroadcast on the same channel or station as carried the first broadcast.

MULTICAST/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.

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 uses the term "multiplex" to designate any establishment containing at least eight screens. See CNC.

MULTIPLEXING

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

MULTIROOM

Built-in audio and video installation integrated into the building, present in all rooms of the house and managed by centralized commands from a multimedia server.

MULTITASKING

In a marketing and advertising context, multitasking designates the practice of doing multiple things simultaneously, such as using one or more media at the same time or responding to email while attending a teleconference. See second screen.

MULTIVARIATE BREAKDOWN

Classification of observed values by crossing multiple criteria or variables.

MVNO

**(MOBILE VIRTUAL
NETWORK OPERATOR)**

Operator who does not own a telecom network. He rents the capabilities of others. The MVNO owns its own SIM cards, buys minutes from an operator with a network and has complete freedom to set rates and offer services. He manages billing himself and provides customer service.

MVP

(MINIMUM VIABLE PRODUCT)

Product development strategy, used for rapid and quantitative tests in order to market a product or a feature. This strategy has been popularized by Eric Ries for the Web applications.



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.

NATU

(NETFLIX, AIRBNB, TESLA, UBER)

Acronym created on the model of the GAFAM acronym. NATU is the initials of Netflix, Airbnb, Tesla and Uber. It brings together companies that are considered as symbolic of the uberization phenomenon encountered in the field of the "digital economy". See BATX, GAFAM, uberization.

NATURAL REFERENCING

Optimization of an advertiser's website so as to improve its search engine positioning. Synonym: SEO. See search.

NAVIGATOR

Software used to view standard HTML webpages. See HTML.

NET END RATE

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

NETIQUETTE

Rules of courtesy that govern the online interaction on the Internet network. The Brandon University has developed a netiquette guide for beginners.

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.

NEUROMARKETING

The term neuromarketing refers to the use of modern brain science to measure the impact of marketing and advertising on consumers. Neuromarketing studies which emotions are relevant in human decision making and uses this knowledge to improve marketing's effectiveness. The knowledge is applied in product design, enhancing promotions and advertising, pricing, store design and the improving the consumer experience in a whole.

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.

NEWSJACKING

The term was popularized by David Meerman Scott. Newsjacking is the practice of aligning a brand with a current event in an attempt to generate media attention and boost the brand's exposure. Companies create related blog content and social posts to instantly reach a wider audience.

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.

NEWSPEAK

Language invented by Georges Orwell in his novel *1984*. It is spoken by people living in Oceania. It aims at a lexical and syntactic simplifi-



cation of the language. Its principle is simple: the fewer words there are, the fewer concepts people can think about. Moreover, the more we reduce the finesse of language, the less people are able to think and the more they reason to the affect.

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 synchronization or attainment of a key or Wi-Fi spot access code. See contactless payment.

NIGHT TIME

Time slot after prime time in television, generally beginning at 10:30 p.m. and covering the end of the evening and the night. See day part.

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. See below the line.

NOTEBOOK

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



NUDGE

—

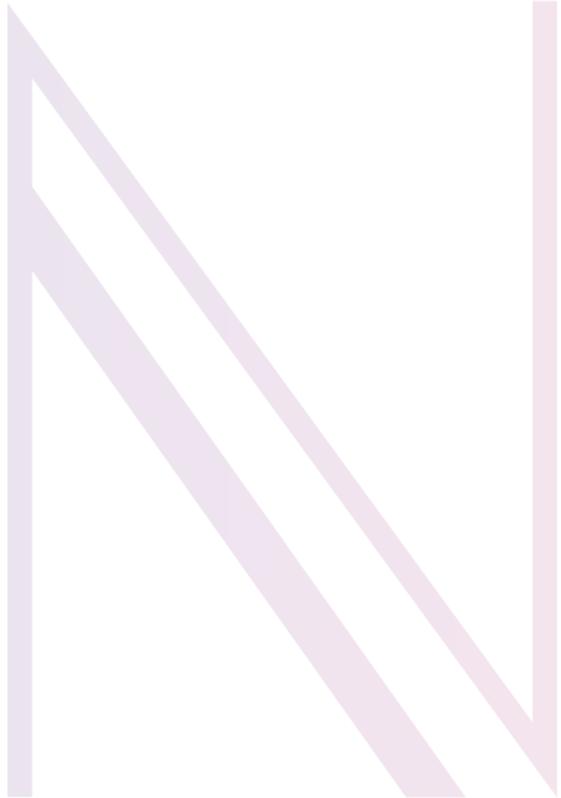
Gentle incentive or boost given to an individual or consumer to have him/her modify his/her behavior. Nudges are a response to the actual lack of rationality of individuals that is explained by many biases identified in the context of behavioral economics. For example: by showing, in a hotel room, a card which indicates "75% of the customers of this room reuse their towels", it is possible to make decrease the use of towels of about 40%, which brings to a more ecological behavior. Synonyms: incentive marketing, nudge marketing.

NUI

(NATURAL USER INTERFACE)

—

Type of user interface that is designed to feel as natural as possible to the user. The goal of a NUI is to create seamless interaction between the human and machine, making the interface itself seem to disappear.





OFFLINE

A term used to describe “traditional” advertising media or marketing operations that do not use Internet technology. See online.

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 organization that audits press circulation in the form of an independent association (according to the French law of 1901) comprised of publi-

shers, advertisers, and advertising professionals. It merged in December 2015 with AudiPresse to form the ACPM. See ACPM.

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 (SURVEY)

Survey of press readership in France. It is conducted by ACPM on behalf of various professional associations that represent all of the press groups. See ACPM.

ONE GLOBAL (SURVEY)

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 MARKET

Module of the ONE survey. The ONE Market study is a single-source market media research aimed at observing, understanding and qualifying the consumption behavior of French people in general and media consumers (press readers, listeners, television viewers, etc.) in particular.

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

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

ONGOING DISCOUNT

Rate reduction conceded upon invoice or throughout the year.

ONLINE

A term used to describe advertising media or marketing operations that use Internet technology. See offline.

ONLINE ADVERTISING

Form of marketing and advertising which uses the Internet (and by extension smartphones and others connected devices) to deliver promotional marketing messages to consumers. Synonyms: Internet advertising, Web advertising.

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. Synonym: e-reputation.

OOH (OUT OF HOME)

Advertising that reaches the consumers while they are outside their homes. Out of home media advertising is focused on marketing to consumers when they are "on the go" in public places, in transit,



waiting, and/or in specific commercial locations. See DOOH.

OPEN DATA

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

OPEN MARKETING

Defined by H el ene Moraux-Saurel, the author of a thesis published in 2014 on that topic, as: "a dynamic organizational capacity that consists of opening up the marketing department to a network of specialized service providers in order to seek, in an explicit and sustainable way, the contributions of the collective marketing assets (resources, skills and collective skills) coming from the network and captured through an interorganizational learning process by the members of the marketing team."

OPERATING LICENSE

Number given by the classification committee to a film when it authorizes its distribution in the movie theaters. It is a prior administrative authorization, the principle of which is currently governed, in France, by the article L. 211-1 of the Code of Cinema and Animated Image: "The cinematographic representation is subject to obtaining

an operating visa issued by the Minister of Culture. This visa may be refused or subject to conditions on the grounds of the protection of children and youth or the respect for the human dignity."

OPERATING SYSTEM

Also called OS, the operating system is, in computer science, the software that will be the interface between a physical system, like a computer, a tablet or a smartphone, and other softwares which will be able to interact with that device.

OPEX (OPERATING EXPENSES)

OPEX is an ongoing cost for running a product, business, or system. Synonyms: operating expenditure, operational expenditure.

OPINION LEADER

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

OPTIMIZATION (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: optimiza-

tion for coverage of n contacts, optimization for coverage of between x and y contacts...

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.

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. Synonym: reservation.

ORDER

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

ORDER OF INSERTION

Document that summarizes the elements of a campaign (date, format, location, price...). It is provi-

ded to the support publisher by an advertising agency.

ORGANIC MARKETING

Marketing strategies based on the development of networks created by the participation of consumers as well as brands through various sharing actions around content/data.

ORGANIZATION CHART

Graphical depiction of the roles and structure within an organization. The charts also define the relationship between those roles and they are a simple way to visualize how work flows within a business. Types of organization charts include the structural chart, the functional chart and the position chart.

OSEP (OWNED, SHARED, EARNED, PAID)

Term that refers to the different types of media exposures that a brand can benefit with its consumers. Owned: private media (points of sale, brand websites and Facebook pages, catalogs and brand magazines). Shared: shared media (association of brands from different sectors to propose new products/offers, promote a cause). Earned: public media (opinion of close relationships and Internet users, editorial benefits). Paid: paid media (media advertising,



sponsoring and patronage, mailing and emailing). See POE.

OTH/OTS

**(OPPORTUNITY TO HEAR/
OPPORTUNITY TO SEE)**

Subject's exposure to a media vehicle or media plan translated into advertising terms. It is basically frequency of media exposure. It is used in media planning or advertising media selection to answer the question: how many times.

OTT

(OVER THE TOP)

Content offer provided by a publisher or broadcaster that uses the infrastructure of an operator to provide a service. Video on demand services such as Netflix are OTTs 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).

OUTSTREAM

Generally used in the field of digital advertising to designate the video advertising formats that are not placed in a video stream, but at the opening of a page or integrated to a conventional format, like a banner. See instream.

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

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 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

Average number of copies per issue of a given publication purchased in France. It is the standard advertising indicator. See 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. See search.

P&L (PROFIT AND LOSS)

A profit and loss statement is a financial statement that summarizes the revenues, costs and expenses incurred during a specific period of time, usually a fiscal quarter or year. These records provide information about a company's ability – or lack thereof – to generate profit by increasing revenue, reducing costs, or both.

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, CPL, pay for performance. See CPM-A purchasing.

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.

PCO (PROFESSIONAL CONGRESS ORGANIZER)

Specialist providing assistance on the logistics aspect and having an expert role on the organization of a congress.

PDF (PORTABLE DOCUMENT FORMAT)

Computer file format developed by Adobe, it preserves both the content and the appearance of a document (which can be read, printed, forwarded and downloaded).

PEER-TO-PEER (P2P)

Expression qualifying the interconnection of two computers, allowing them to easily communi-

cate 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.

PERMANENT BILLBOARD

Term used to differentiate a permanent display panel often used to indicate the direction to be taken to reach the advertiser's store, from the "temporary billboard", which allows to display a short term advertising campaign.

PERMISSION MARKETING

See inbound marketing.

PERSONALIZATION

Essential principle of direct marketing that is growing today thanks to data collected through digital technology that aims to personalize 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...).

PESTEL

PESTEL analysis, used in business strategy, is based on six environmental factors likely to have an impact on the market: political, economic, social, technological, environmental and legal. The PESTEL tool is used in strategic analysis to identify the most influential factors in the market, society or industry studied.

PHONING

Direct marketing by telephone. See telemarketing.

PHR

French acronym for regional weekly press.

PHYGITAL

Contraction of the words "physical" and "digital", the term refers to a marketing strategy. The phygital commerce is a physical point of sale that integrates the data and methods of the digital world in order to develop its turnover. The phygital puts innovative tools and advanced technologies available to the general public (example: tactile terminals offering different applications or reading an interactive catalog).



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) an advertisement. See OTH/OTS.

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.

PIGGYBACK

Piggyback is a form of distribution in foreign markets in which a SME company (the "rider"), deals with a larger company (the "carrier") which already operates in certain foreign markets and is willing to act on behalf of the rider that wishes to export to those markets. See SMEs.

PIN CODE (PERSONAL IDENTIFICATION NUMBER)

For the mobile, a four-digit number chosen by the owner of a mobile

phone to protect the access to his device. Unlike bank cards, the pin code of the mobile can be modified by the user. A pin2 code can also limit access rights when you lend your mobile to another person.

PITCH

Project presented by a media agency to win a competition organized by an advertiser.

PIXEL

Elementary unit of a digitized 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.

PLANNING CONTEXT

In the field of advertising, the notion of planning context refers to the practice of choosing advertisements according to the program or programs surrounding these adverts. The notion of context planning goes beyond the mere adequacy between a program and an audience. It also takes into account the benefit of image and context that an advertiser can get from the proximity of a strong image program.



PLENARY MEETING

—
Assembly to which all the members of a group are convened.

PLUGIN

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

PMF

(PRODUCT MARKET FIT)

—
For Marc Andreessen, founder of Netscape: "Product market fit means being in a good market with a product that can satisfy that market."

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.

PNG

(PORTABLE NETWORK GRAPHICS)

—
Royalty-free image format, optimized for screen display (and especially for the Web), developed to offer a free alternative to the GIF format (proprietary format).

POC

(PROOF OF CONCEPT)

—
Concrete implementation of an idea, a procedure, a product, a service or a software. In an innovation approach, this experimental step takes place on a short time, with limited human and financial means in order to demonstrate its feasibility.

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). See OSEP.

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/her use of the service: environment, information, product, people. Examples of points of contact: free in-store samples, television advertising, social networks, material received in mailboxes.

POINT OF SALE ADVERTISING

All advertising materials used at the point of sale. Principal materials: posters and fliers, 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-IN

A window that appears on a webpage following an action by the Internet user. It works in a similar way to a pop-up. However, instead of opening in a new window, a pop-in appears on the same webpage. See pop-up.

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.

POP-UP STORE

Small-scale, short-term, retail sales space, easy and quick to set up thanks to the lightweight structures specifically-designed for this purpose. Pop-up stores include brand stalls set up along shopping mall walkways, a small boutique installed at a sporting event during the event period, etc.

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.

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.

POST-PRODUCTION

All operations for finalizing an audiovisual program, after its filming or recording. It includes operations such as editing, dressing, subtitles, calibration, audio mixing...

POST-ROLL

On the Internet, integrating an advertising spot at the end of content video viewing. See instream video, 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, ap-

preciation, and impact of the message or program. See pre-test, test.

PP1, PP2

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

PQGI

French acronym for free daily press of information.

PQN

French acronym for national daily press.

PQR

French acronym for local daily press.

PQR 66

Name of the advertising product proposing the sale of space gathering several supports within the daily local newspaper.

PREFERRED POSITION

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



PREMIUM

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

PREPRESS

Term used in the printing and publishing industries for the processes and procedures that occur between the creation of a print layout and the final printing.

PREQUEL

Work whose story unfolds before that of a pre-existing work in the same series.

PRE-ROLL

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

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

PRESSTALIS

A press distribution company founded in 1947 under the name "Nouvelles messageries de la presse parisienne". Renamed "Presstalis" in 2009, the mission of this press service company is to deliver the highest quality distribution, advise its publisher customers on boosting their publications sales, and assist newsagents in their business activities.

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).

PRE-TEST

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

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.

PRICING

Reflection and actions related to the pricing of a product or service. The objective of pricing is generally the maximization of the sales volumes or of the generated margins.

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. Portion of the radio program from 6:00 a.m. to 9:00 a.m. corresponding to peak listening times. See day part.

PRINT RUN

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

PRIVATE DEAL

As part of an ad exchange and of the programmatic buying procedures in RTB, a private deal is an agreement between a publisher or platform and a buyer advertiser that allows the buyer to get specific purchase conditions.

PRM (PROSPECT RELATIONSHIP MANAGEMENT)

Term that describes prospect relationship management. Directly inspired from CRM techniques (while also taking into account the difference in status between client and prospect), the PRM defines the mechanisms put in place to improve the quality of the relationship with prospects, with an aim to engage and convert them. The idea is that a portfolio of identified prospects is an asset to be managed and promoted in the same way as the client portfolio.



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).

PRO BONO

Advertising space granted to an advertiser without payment.

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.

PROGRAMMATIC BUYING

Method of selling, booking and billing the advertising spaces. It helps facilitating the process of transmission and broadcasting of the ads. In the context of the programmatic buying, the buyer normally has a real-time view of the available advertising inventory. Automated connection of sellers and buyers of advertising inventories: it is the buyer who selects the impression and the profile he wishes to target. The programmatic includes all the automated

advertising transaction templates. Synonym: programmatic.

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.

PROMOTIONAL SAMPLING

A technique used to promote sales by offering consumers a smaller quantity of the product usually sold, for free. Sampling in the press may come in the form of an insert placed under plastic wrapping or affixed to a page of advertising. This technique is used particularly for perfumes and beauty products.

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 proxys does not reach the sites, who can therefore only underestimate their traffic volume. Synonym: proxy server.

PUBLIC

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

PUBLIC ART

Public art is art in any media that has been planned and executed with the intention of being staged in the physical public domain, usually outside and accessible to all. Public art may, for example, complement the architectural style of a building, beautify green areas or constitute a piece of street furniture.



PUBLICATION FREQUENCY

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

- daily: once per day;
- biweekly: 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: once every six months;
- biannually: twice per year;
- biennial: every two years.

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 employ diverse means such as meetings, receptions, event communications, lobbying, sponsoring, patronage, industrial tourism...

PUNCHLINE

Phrase or sentence in a joke, speech, advertisement, or humorous story that produces the desired effect. Punchline is used in various domains (artistic but also marketing).

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. See brick and mortar, click and mortar.

PUSH-BUTTON

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

PUSH NOTIFICATION

Alert message sent to a smartphone user and which is linked to the installation of a mobile application. The push notification related to a mobile application is sent and notified to the user even if the application is closed. It usually takes the form of a full-screen alert or a small message at the top of the phone's home screen and it can also be accompanied by an alert sound.



PWA **(PROGRESSIVE WEB APP)**

A type of hybrid application that is situated between a mobile application and a mobile website; a PWA can be accessed directly from a mobile browser and, following authorization, use smartphone features like an application (camera, geolocation, etc.). A PWA loads new application-based content as and when the user connects to the Internet – hence the term, “progressive”. A PWA can also offer to install a direct access icon that is similar

to icons on mobile applications and offer push notifications. It is seen as the future of mobile applications as it avoids, in particular, the need to look for and download store-based apps. See mobile application.

PWYW **(PAY WHAT YOU WANT)**

Voluntary pricing model, whereby the company sets no sales price or floor price and offers the customer to pay the price he considers to be the right one.





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, texts, images, videos, and application downloads. Synonym: flashcode.

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

—
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 (time slot, 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/herself in his/her own words;

– filter question: formulation that makes it possible to send one part of the studied population to a specific part of the questionnaire.

QUESTIONNAIRE

All questions submitted to individuals interviewed for a survey.

QUICK WIN

In the field of marketing and especially digital marketing, a quick win is generally designating a small modification made in a marketing or e-commerce operation that allows to quickly and simply obtain a marketing or financial benefit.

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

Sampling methodology that ensures a representative sample by assigning it a structure similar to that of the base population. See quota.

R

RADIO-RELAY LINK

System for transmitting information via electromagnetic waves propagating between two fixed geographical sites.

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.

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 can also be expressed in thousands of individuals.

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 home or elsewhere within the reference period, regardless of the way in which this copy came into his/her 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 daily, for example,



the following items are studied: every day, three or four times per week, one or two times per week, two or three times per month, less often.

READING REGULARITY

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

READY FOR PRINT

A technical term used in the printing industry to describe the final contractual proof approved by the client before documents go to print. The ready-for-print process allows the layout, texts and images to be checked before final approval is given. Today, this term is used both for printed and digital documents.

REBOOT (FICTION)

New version of a movie, a video game or a television series that has often had many sequels.

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" advertisement. See law of recall, Morgensztern beta.

RECEIPT

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).

REDEMPTION RATE

The number of sales promotion coupons converted to purchases expressed as a percentage of the number distributed.

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.

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 individualized and interactive relationships with clients in view of creating and maintaining their long-standing positive attitudes toward a particular company or brand. See loyalty program.

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 publication frequency.

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).

REMNANT OFFER

Remnant offer refers to the advertising space that a media company has been unable to sell. Synonyms: last minute advertising, remnant.

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/her not to pay postage for his/her 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.

RETAIL BRAND

A retail brand is a brand that is owned and marketed by a retailer.



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 personalized 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

Short remark or piece of information that you have seen published on Twitter and published again yourself. See tweet.

REVEAL

This is the moment when an individual reveals an essential point to an assembly during an event. For example, at the time of a product launch, of an announcement of a brand change, etc.

RFI (REQUEST FOR INFORMATION)

Formal process for gathering information from potential suppliers of a good or service. Normally it follows a format that can be used for comparative purposes. A RFI is primarily used to gather information to help make a decision on what steps to take next. See RFP.

RFID (RADIO FREQUENCY IDENTIFICATION)

Method used to remotely store and retrieve data using metal tags, the "RFID tag". These tags, which can be pasted or embedded in products, and which are a set of an antenna and an electronic chip, react to radio waves and remotely transmit information.

RFP (REQUEST FOR PROPOSAL)

Document that solicits proposal, often made through a bidding process, by an agency or company interested in procurement of a commodity, service, or valuable asset, to potential suppliers to submit business proposals. It is submitted early in the procurement cycle, either at the preliminary study, or procurement stage.



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.

ROADBOOK

Document that gathers all the elements which are necessary to manage an event during its realization (or exploitation): programs, contacts, plans, technical data sheets.

ROADMAP

Time-based plan that defines where a business is, where it wants to go, and how to get it there. It is document that organizes and presents important information related to future plans.

ROADSHOW

Itinerant promotional tour initiated by an advertiser who chooses to meet a defined audience, usually potential or real consumers.

ROAMING

Term that corresponds to the calls made by the customers of mobile operators. It is for a subscriber to make calls via his/her phone, to send and receive messages and to connect to the Internet, but via another operator than the one to which he/she is subscribed. For this, the main French operators have signed bilateral agreements with their international counterparts. Since June 15, 2017, the expenses of roaming don't exist anymore, following the final adoption of the "package telecommunications" by the European Parliament. Synonym: international roaming.

ROAS (RETURN ON AD SPEND)

Marketing metric that measures the efficacy of a digital advertising campaign. You can calculate ROAS by dividing the revenue generated from ads by the cost of those ads. ROAS helps online businesses evaluate which methods are working and how they can improve future advertising efforts. See ROI.

ROBINSON LIST

File that lists persons who have requested to no longer receive commercial offers through addressed mailings. 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.

ROLL OVER

—

In computer science, the action of moving the mouse cursor over an element. Roll over can, for example, trigger the appearance of an explanation, the display of products or the launch of a video.

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 FEED
(REAL SIMPLE SYNDICATION)

—

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. See ad exchange, first look.

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

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. See contract.

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.

SCENOGRAPHY

Art of the formatting of spaces (scenes, places...).

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.

SCRAPING

Computer technology that allows to extract texts or information from an existing website. Synonym: webscraping.

SCROLL

An action that consists of moving the content of a page vertically in order to see content that is below the fold. See swipe.

SCROLLING BILLBOARD

System which makes it possible to successively scroll several advertisements in the outdoor advertising industry. Synonym: scrolling poster.

SCRUM METHODOLOGY

Scrum is a project management methodology. Scrum is part of an agile framework, initially developed for complex software development projects. However, it's also an innovative approach that modern marketing teams can use to keep ahead of the competition. It is defined by its creators as a "framework making it possible to answer complex problems while delivering in a productive and creative way products of the greatest possible value". Synonym: scrum. See agile methodology.



SDK **(SOFTWARE DEVELOPMENT KIT)**

Toolkit for software development available to editors and developers of mobile applications.

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 display, 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 DMP, 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. See multitasking.

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 himself/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.

SEMINAR

Work meeting for an internal audience on a given topic. Objective: common reflection, state of play, definition of the general organization and of the strategic axes...

SEMIOLOGY

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 (FRENCH UNION OF PRINT MAGAZINE PUBLISHERS)

French trade union which has for mission to promote the press magazine. Place of exchange, information, analysis, representation and negotiation, it also has for objective to follow the strategic evolutions and the development of the magazine.

SERENDIPITY

Term created in the 18th century by Horace Walpole with a first definition: it is the ability to discover by chance and sagacity things that we did not seek. Ability, art of making a discovery, scientific in particular, by chance.

SERVER

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

SET-TOP BOX

Electronic device that makes it possible to watch digital broadcasts on ordinary televisions.



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 or an advertiser (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). Synonym: share of market.

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).

SHOWROOMING

Consumers practice consisting in going to a merchant to get information about a product that he

will buy online afterwards. Increasingly, consumers visit physical retail stores to examine a product in person and then shop online to find a lower price.

SIGNATURE

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

SIM (SUBSCRIBER IDENTITY MODULE)

Chip card containing information about the access rights. The SIM card allows you to activate the mobile, to receive one's phone number and the right of access to the network. Emergency calls can be made with any mobile, even without a SIM card.

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

Central location of various web-pages that are all related and can be accessed by visiting the home page using a browser. Synonym: website.

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 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 finalize it.

SITOGRAPHY

List of electronic documents, web-sites, or other resources available on the Web, especially those relating to a particular subject. Synonym: webliography.

SKYSCRAPER

Vertical banner that integrates within the content or appears at the edge of the website. Creatives innovate by using the vertical structure in all its variations: stacking of content, destructuring and falling, stairs, etc.

SLOB (SLOW MOVING OR OBSOLETE STOCK)

Slow rotation products or obsolete stocks. Whatever the products, they may not always meet the demand. In some cases and more particularly during product launches, to avoid stockouts, manufacturers produce quantities that may be too large. They are called slow-moving products or obsolete products when these products cannot be sold in the traditional retail channels.

SMART CITY

City using information and communication technologies to "improve" the quality of its urban services or reduce its costs. This emerging concept – whose meanings are



shifting – refers to a type of urban development that responds to the changing or emerging needs of institutions, businesses and citizens on an economical, social as well as environmental perspective.

SMARTPHONE

Cell phone that allows to do more than just make phone calls and send text messages. Smartphones can browse the Internet and run basic software programs like a computer. Smartphones use a touch screen to allow users to interact with them. There are thousands of smartphone apps (software programs), including games, personal-use, and business-use programs that can all run on the phone.

SMART TV

See connected television.

SMEs

(SMALL AND MEDIUM-SIZED ENTERPRISES)

Companies with less than 250 employees, and annual sales of less than 50 million euros or a balance sheet total that does not exceed 43 million euros.

SMILEY

Formation of a face, an expression from punctuation elements. Often used on mobile phones.

SMS

(SHORT MESSAGE SERVICE)

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

SNCD

(FRENCH NATIONAL UNION OF DIRECT COMMUNICATION PROFESSIONALS)

The 1933-founded SNCD is the French national union for direct communication and relationship marketing professionals. As a result of progress in technology, the SNCD has expanded its scope to include mobile marketing, which encompasses approaches such as emailing, newsletters and social media.

SNPTV

(FRENCH NATIONAL TRADE UNION FOR TELEVISED ADVERTISING)

French professional organization 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.

SNOWBALL EFFECT

Progressive accumulation effect. The term refers to consequences of any kind (financial, environmental, etc.) that may result from an original event. Their repercussions can be very significant.

SOCIAL COOLING

Social cooling refers to the idea that if “you feel you are being watched, you change your behavior.” And the massive amounts of data being collected, especially online, is exaggerating this effect. This may limit our desire to speak or think freely thus bring about “chilling effects” on society or social cooling.

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. Synonym: social media.

SOCIAL TV

Social TV refers to real-time communication and interactivity involving shows on television or online TV and other content displayed on televisions. Social TV is the union of television and social media. Millions of people share their TV experience with other viewers on social media using smartphones and tablets.

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 and 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.

SOV

—
See share of voice.

SPAM

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

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.

SPIN-OFF

—
Fiction (films or series) focusing on one or more characters (usually secondary) of a previous work, or having the same universe of fiction without having any character in common with it.

SPLIT-SCREEN

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

SPOILER

—
Message indicating the end of a story (film, book, series...) or revealing twists that we would prefer not to know.

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 organization 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 of the capacity of a TV program to generate social media activity. The SRP was created by Havas Media and is expressed as a percentage.

SSP

(SUPPLY SIDE PLATFORM)

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

SSL

(SECURE SOCKETS LAYERS)

Method of securing the transactions made via the Internet. This term refers to all the different methods to publish information on the Internet: RSS feeds, newsletters, content websites, forums, blogs, video content sites, social networks, microblogging platforms, discussion groups (newsgroups).



STANDARD ADVERTISING FORMAT

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

- banner;
- skyscraper;
- rectangle or square;
- interstitial.

STANDARD DEVIATION

Mathematical concept that is used to measure the dispersion, or spread, of a set of values around their mean. The lower the standard deviation, the more homogeneous the population.

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

Outline, generally illustrated, that is used in the planning of a television show, movie, commercial, or play. The illustrations are somewhat similar to the art in comic books.

STORYTELLING

In a marketing context, storytelling most often refers to using the story in the advertising communication instead of highlighting brand or product advantages. The message is intended to be less “commercial” but it must arouse specific feelings and appeal to the targeted audience.

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 analyzes 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. Synonym: guerilla marketing.

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.

SUBJECTIVE AGE

Age "felt" by an individual. Taking into account the subjective age may be particularly relevant for the design of an advertising message.

SUBSCRIPTION RATES

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

SUPPLIER

Person or company that provides goods and/or services to other companies as one of the contributors to the development process on the way to the ultimate customer. A supplier could produce and deliver raw materials, partially assembled components, custom parts, or any consumable supplies.

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 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 on 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."

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. See VOD.

SWIPE

Within the context of mobile applications and touch screens, this action occurs when the mobile Internet user moves (or "swipes") his/her finger across the screen. This action can be used to display content on a carousel or to close an application. See scroll.

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.

SYMPOSIUM

Meeting of specialists during which the works of different authors relating to the same question are exposed. Synonym: conference.

SYNTEC FEDERATION

Created on January 1, 1991, Fédération SYNTEC comprises – through its member unions – more than 3,000 French groups and companies that specialize in the following sectors: engineering; digital technology; market research and consultancy; vocational training; events.

SYNTEC RESEARCH **& CONSULTING**

A union that represents market research professionals in France. Its purpose is to represent, promote and defend the collective professional, moral and economic interests of legal persons who primarily carry out market research and public opinion polling activities. SYNTEC Research & Consulting is a member of SYNTEC Federation.



2D **(TWO DIMENSIONS)**

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 **(THREE 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

A so-called additive manufacturing technique in which material is added together, in contrast to techniques in which material is removed, such as machining. 3D printing is used to make everyday objects, spare parts and even test prototypes. A software file that shows the object in three

dimensions and broken down into layers constitutes the first building block. This information is sent to a 3D printer that makes the object by adding successive layers.

3D SECURE

Protocol of authentication and securization of Internet payment that has been developed by Visa and MasterCard. When a buyer has validated his/her bank details on a merchant site, he/she must enter a single-use code sent to him/her by SMS to confirm that he/she is the holder of the means of payment used.

3G **(3RD GENERATION)**

3G is the third generation of mobile phone standards. It is mainly represented by the UMTS and CDMA2000 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.

3V

Reference to volume, velocity, variety, the three keywords associated with big data. Volume because the amount of data generated by companies or individuals is steadily increasing. Velocity or speed because data processing must be done often in real-time or as quickly as possible. Variety because data comes in a variety of formats and comes from multiple sources. See big data, 5V, megadata.

TABLET (COMPUTER)

Tactile screen (with or without keyboard) that responds to touch (with fingers or a stylus). The tablet enables access to multimedia content (watch television, navigate the Web, check and send emails...). 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 server 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.

TEAM BUILDING

—
Workshops organized to install a group dynamic, reinforce team cohesion and develop certain skills to work better together, often relying on fun, sports or cultural activities.

TEASER

—
An advertising or promotional device intended to arouse interest or curiosity especially in something to follow.

TEASING

—
Advertising technique that consists in rousing the curiosity of the contact or prospect to increase

the attention paid to the message of the advertising campaign that will follow.

TECHNICAL **SPECIFICATION**

—
A document that lays down the technical requirements that have to be met by a product, process or service. Within the advertising sector, advertising media impose technical specifications on agencies/advertisers with regards to the solutions offered (banners, spots, posters, etc.). The term, "ad specs" is used for digital Internet formats, in particular. Ad specs or "specs" comprise a range of technical constraints that the agency responsible for the advert has to respect. Synonyms: ad specifications, ad specs.

TED **(TECHNOLOGY,** **ENTERTAINMENT AND DESIGN)**

—
TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where technology, entertainment and design converged, and today covers almost all topics from science to business to global issues in more than 100 languages.

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 program for a few weeks or for many months and are always outside of classical advertising slots, coupled with program trailers. Since February 15, 2017, the regulatory of the broadcast sponsoring authorizes the presentation of products and services. This identification can be made by the name, the logo or another symbol of the sponsor.

TERRESTRIAL

Information transmission system that uses electromagnetic waves that propagate in frequency space inferior to 3 THz. 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 communi-

cation and can occur before as well as after the promotional activity for verification and monitoring purposes. See post-test, pre-test.

TESTIMONIAL

An advertising technique consisting in boasting the merits of a product by a person (consumer, expert, celebrity or leader of opinion), deemed competent or representative of an average customer. The testimonials of satisfied customers can be real or imagined.

TGI (SURVEY)

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

THIRD PARTY DATA

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

THREE COLOUR PRINTING

Three colour printing: yellow, cyan, magenta.



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 webpages 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.

TIME SLOT

See day part.

TIME STAMP

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

Term that depends on the context in which it is used, even if the overall idea remains the same, of following indicators. Researchers use tracking to collect data and measure changes in accordance with a specified frequency (weekly, monthly, etc.). In the digital world, it's about "tracking" a visitor to a website. It is thereby possible to discover the visitor's journey and the time and date of his/her visit.



Tracking can be performed in real time or at a later date. Tracking also serves to observe the reaction and actions of an Internet user following exposure to advertising or receipt of an email. For example: brand awareness tracking.

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

TRADING DESK

Entity specialized 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) to optimize advertising campaigns. See DSP.

TRAFFIC

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

TRAFFICKING

Activity of implementation, technical planning and monitoring of display advertising campaigns on the Internet.

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 webpage (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.



TROLLEY ADVERTISING BOARD

Point of sale display mode that displays advertisements on the shopping trolleys used by the consumers.

TWEET

Message with a maximum of 280 characters disseminated on the Twitter platform. See retweet.

TWITTER USER

An active user of the Twitter social network. Synonyms: tweeps, twits.

TYOLOGY

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



UBERIZATION

—
 Originates from the Uber company name. Term used to designate a new economic model related to the digital economy that can threaten and quickly challenge the model of the “traditional” economy. Uberization is about connecting professionals (or non-professionals) and clients through new technologies.

UCE (UNSOLICITED COMMERCIAL EMAIL)

—
 Legal term used to describe commercial spam, an electronic promotional message sent to a consumer without the consumer’s prior request or consent. We speak more commonly of spam. See spam.

UDA (FRENCH UNION OF ADVERTISERS)

—
 Representative union of advertisers, companies and organizations 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 and Dailymotion, public photo albums, consumer reviews, and commentaries are all UGC. Synonym: consumer-generated content.

UHD **(ULTRA-HIGH DEFINITION)**

This is what we find for all screens with a definition of 3,840 by 2,160 pixels. UHD is sometimes taken for the "4K", which offers a definition of 4,096 by 2,160 pixels (more than 4K points, hence the name). Note also that the UHD offers a 4 times better resolution than the "full HD" (1,920 by 1,080). See 4K.

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. See 3G.

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 posed 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".



UNICORN

Expression invented by the American Aileen Lee in 2013 which designates a start-up, mainly from the Silicon Valley, valued at more than a billion dollars. Aileen Lee conducted a study in 2013, showing that less than 0.1% of the companies in which venture capital funds were invested had valuations over 1 billion dollars.

UNIQUE AUDIENCE

See UV.

UPCYCLING

Process of transforming materials destined to be destroyed into new products of high value and environmental purpose. On a branding perspective, upcycling refers to advertisers who recycle inspirations and transform an already-existing idea into an adapted but different one.

UPE

**(FRENCH OUTDOOR
ADVERTISING UNION)**

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

UPSELLING

Upmarket, the practice of offering a product or service slightly higher and more expensive than the one the prospect is interested in. Upselling is normally practiced when the proposed new product allows for a higher margin.

URBAN AGGLOMERATION

A municipality or group of municipalities forming a continuous built-up area (no break between two buildings of more than 200 metres) with at least 2,000 inhabitants. Synonym: urban unit.

URL

(UNIFORM RESOURCE LOCATOR)

Unique address that makes it possible to access a webpage 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.

USP (UNIQUE SELLING PROPOSITION)

Advertising method that consists of formulating the communication of a product or a brand around a unique (exclusive) promise, a truly differentiating element.

UV (UNIQUE VISITOR)

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. Synonym: unique audience.

UX (USER EXPERIENCE)

A term used to describe the quality of the user's experience whenever there is any kind of interaction. UX qualifies the overall experience of the user when using an interface, a digital device or, more generally, when he/she interacts with any kind of device or service. UX focuses on usability (user friendliness) as well as emotional impact.



VARIABLE

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

VAST

(VIDEO AD-SERVING TEMPLATE)

Technical standard developed by the IAB defined as a standardized communication protocol allowing a simplified and homogeneous exchange of information between video players, video ad servers and other actors of the instream video advertising market. This standard is to enable companies to draw on players and ad servers possessing the same interface and speaking the same language. See IAB, VPAID.

V-COMMERCE

V-commerce is user interaction with a commercial website that incorporates voice recognition technology. Rather than the traditional point-and-click method of making choices, the user speaks into a

microphone and makes selections as spoken words and phrases. The term is also used in reference to virtual commerce, centered on the use of virtual reality. Synonyms: virtual commerce, voice commerce.

VERBATIM

All words or phrases pronounced by an interviewee or by a population throughout a survey. Synonym: word for word.

VERTICAL VIDEO

Video format suitable for viewing on the mobile phone, so it is higher than it is wide. Moving to vertical video is not just done by reformatting the original video file. It can impact the creative process and need to frame and compose images differently.

VINTAGE

Marketing operation that involves giving old products new life in order to benefit from the consumer nostalgia effect. The objective is also to valorize the brand's historic

past in reminding the public of its past successes.

VIRAL

See viral marketing.

VIRAL MARKETING

Marketing strategy that focuses on spreading information and opinions about a product or service from person to person, especially by using unconventional means such as the Internet or email. Synonym: viral.

VIRTUAL REALITY

Technology that allows to immerse a person in a digitally created artificial world. It can be a reproduction of the real world or a totally imaginary universe. This immersion is done using a virtual reality headset that places a stereoscopic 3D display system on the nose, in front of the eyes.

VIRUS

Small program which goal is to spread and infect as many machines as possible. It is unthinkable to use the Internet and especially an email without having an up-to-date antivirus program.

VISIT

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

VISITOR

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)

VOD stands for video on demand, a technology that allows people to watch films instantly. With video on demand, viewers get to choose exactly what they want to watch, and when and where they wish to watch it. See SVOD.

VOICE ASSISTANT

Software application based on the speech recognition of the natural language, and the rendering of information by voice synthesis. Depending on the level of sophistication, the voice assistant can, for example, search the Web, translate words, write and read emails,



make a phone call, or program assisted navigation. Synonym: voice bot. Examples: Amazon Echo, Siri, Google Home.

VOLUME DISCOUNT

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

VPAID

(VIDEO PLAYER AD-SERVING INTERFACE DEFINITION)

Series of standardized APIs issued by the IAB for communication between a video player and an advertisement. The VPAID standard allows to enhance the interactivity of instream video formats. See API, IAB, instream video, VAST.

VPN

(VIRTUAL PRIVATE NETWORK)

Normally, browsing the Internet takes place on a “common network”. One chooses a VPN when he/she looks for anonymity, leaving therefore no trace of his/her navigation. A VPN thus allows the secure exchange of data on an IP network between two terminals.

VRM

(VENDOR RELATIONSHIP MANAGEMENT)

All of the systems, tools (particularly software), technology and services that help consumers identify and select the products and services that they are looking for. See CRM.



WACKAGING

—
 Cross between “wacky” and “packaging”. Staggered messages that a brand prints on its packaging.

WAIT MARKETING

—
 Consists of using the wait moments of consumers to submit them advertising messages, marketing messages, to distribute goodies, samples, leaflets.

WALL (FACEBOOK)

—
 Main page of a Facebook account.

WALL MAPPING

—
 Video projection on the facade of a building.

WALLPAPER

—
 Background image or set of images displayed on the screen of a computer, smartphone or other electronic device.

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 analyzing 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 analyzing competitor activity;
- offensive watch: monitoring method that uses aggressive or even illegal procedures to obtain sought information or to influence or destabilize 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

Garment or accessory incorporating advanced computer or electronic elements that can be worn comfortably on the body. These portable technologies include textiles, glasses, smart watches or jewelry. Synonyms: portable technology, wearable technology. See Internet of things.

WEARABLE COMPUTING

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

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 organization.

WEBINAR

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.

WEB LISTENING

Listening of the conversations on social networks and more broadly "what is being said" on the Web. The activity of Web listening can concern a brand, a sector of activity, a problem, a public, an event, etc.

WEBMASTER

Person in charge of managing a website, from its graphic and editorial design to its maintenance through its technical implementation and its daily animation: content update, analysis of the visitors, natural referencing...

WEB RADIO

Radio station exclusively broadcast on the Internet.



WEB SERIES

Series composed of video episodes exclusively broadcast on the Internet.

WEB TV

Television channel exclusively broadcast on the Internet.

WEB 2.0

Expression designating a new generation of Internet sites recognizable for the following features: collaborative content supplied by Internet users, content sharing, use of RSS feeds, site personalization, 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.

WHISTLE-BLOWER

Expression created in the 1990s by sociologists Francis Chateauraynaud and Didier Torny. It refers to an individual, a scientist or a private citizen, or a group that challenges public authorities and the media to report any danger or

risk and to raise awareness. The elements he/she discovered and denounced are considered a threat to human beings, the environment, society and freedom.

WHITE AREA

Areas of the territory on which no mobile operator is present. They are mainly located in rural areas, mountains and forests.

WHITE LIST

List of addresses or domains or trustworthy people whose emails cannot be blocked or trashed.

WHITE PAPER

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

WIDGET

Small interactive downloadable module that users 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.

WI-FI **(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.

WILD POSTING **ADVERTISING**

—

Advertising display outside the supports and restricted spaces provided for this purpose. Prohibited by law, wild posting is often a political display or advertising display related to street marketing or guerilla marketing operations. See guerilla marketing, street marketing.

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. Installing a network requires setting up large antenna-relays for the geographic zone and equipping clients with small personal antennae.

WOM

(WORD OF MOUTH)

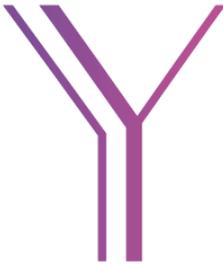
—

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.



XML (EXTENSIBLE MARKUP LANGUAGE)

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



YIELD MANAGEMENT

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

YTD (YEAR-TO-DATE)

Period extending from the beginning of the current year to the present day, excluded.



ZAPPING

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

ZEITGEIST

German expression designating "the spirit of time". Perception and conception of the intellectual, socio-cultural, political, ethical and spiritual world at a given moment.