

Media Analysis Glossary

A guide to help you quickly understand the top terms in media reporting and analysis.



Media clips/clippings

A term used to describe individual pieces of media coverage.

Media monitoring

Clipping of media coverage in print, broadcast, digital outlets as well as on social media platforms.

Media analysis

Moving beyond media monitoring, media analysis is the act of examining and evaluating the impact of your media coverage and using that data to generate insights on the success and performance of media coverage for your business, industry, campaign or issue.

Media intelligence

The analysis of media coverage to measure and manage brand performance.

Media Snapshot Report

Short, shareable report delivering on the key media metrics and insights for your organisation.

Sentiment/Favourability

An assessment of how a reasonable reader would rate the mention of a company or organisation within a media article, segment or post.

Mediaverse Sentiment Score

A metric developed by Mediaverse to benchmark sentiment. Sentiment Scores can range from -100 through to +100 and are used to track media sentiment and reputation over time.



Qualitative analysis

The sophisticated analysis of media coverage to determine the impact of your media coverage. This includes metrics such as sentiment, message delivery, campaign performance, spokesperson engagement, neutralisation, journalist sentiment etc.

Quantitative analysis

Forms the basis of analysis and includes data points such as volume of media mentions, audience reach, audience engagement levels, traffic, etc.

Prominence

How prominently a business, organisation or issue is mentioned or featured in a media.

Active coverage

Media items where the organisation has actively contributed to the reporting via a media release, campaign, research report or spokesperson input.

Neutralisation

The act of neutralising a media item that would have reflected negatively without input from a spokesperson or organisational statement.

Reputation tracking

The act of using qualitative media analysis to measure and track an organisation's reputation over time.

Key message delivery

A metric used to understand whether a key message has been successfully delivered in a media item, often presented as a percentage of total coverage.

International Association for Measurement and Evaluation of Communication (AMEC)

The industry's peak professional body representing organisations and practitioners who provide media evaluation and communication research, analysis, evaluation and insights.

Media measurement framework

A way of structuring metrics and analysis around the media strategy, goals, and objectives of the business.

[Learn more about analysis](#)

