

# Glossary

of Media, Content & Technology Research Terms



*Fourth Edition*

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Ipsos MediaCT recently released their fourth edition of the Glossary.

The Glossary is an in-depth reference tool to anyone working within Media, Technology and Technology Research – containing explanations to over 600 industry terms.

This version has been updated to include new terms associated with the latest developments in the media industry. It also reflects our expanded remit. From January 2008, we changed our brand name to Ipsos MediaCT. C stands for Content or Convergence and T for Technology or Telecoms. These sectors previously existed as separate silos in Ipsos but in response to the fact that most Media and Telecoms companies are beginning to offer products or services across the media/technology and telecoms sectors, we merged these sectors to help our clients develop a cross-sector understanding of both market forces and customer demand.

The Ipsos Group is committed to high quality media research on a global. There are currently 56 countries in the Ipsos Group and this glossary underlines the commitment from all Ipsos companies to have both a standardised research language and consistent working practices when dealing with national and international media research projects.

### **To acquire a hard copy of the Glossary, please contact:**

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