



Credibility In Media

Centre for Information about the Media
Not for profit organisation

English clarification
of the appendix 'Definitions' of the CIM By-laws

Created by Board of Directors on 20 Feb. 2024

Algorithm	The set of steps required to obtain a result. These steps may consist of calculations or automated operations. Ex.: the algorithm for calculating campaign balances.
Buy Side	Within the CIM, the "non-media" pole represented by advertisers and intermediaries who buy advertising space on behalf of advertisers
CIM	Center for Information about the Media
Consumer journey	The path taken by a consumer leading up to the purchase of a product or service.
Crossmedia	Taking the media into account through the different types : television, radio, press brands, magazines, etc
Currency	Literally, the exchange rate. In the sector, these are the figures used as the main reference for comparing media and determining the price of advertising campaigns. These figures refer to the audience and associated measures (such as coverage, market share, contacts, GRP, OTS, ranking, viewing time, visits, etc.) and related socio-demographic profiles.
General Manager	In the Statutes, "General Manager" means the person responsible for the day-to-day management of the association, whether or not that person is a member of the Board of Directors. In the By-laws, "General Manager" means the person responsible for the day-to-day management of the association, whether or not he/she is a member of the Board of Directors.
Currency survey	A study that measures the currencies
Strategic survey	A strategic survey is research that is not specific to one medium but relevant to all media.
Tactic survey	A tactical survey is research whose main purpose is to measure the audience for a medium.
Institute	A market research company that carries out one or more studies.
Intermediaries	Within the CIM, advertising agencies and media agencies
Member family(-ies)	The CIM is made up of 3 types of member families: advertisers, intermediaries and the media. There are all part of the Belgian communication world.
Media	Within the CIM, media and their sales houses
Survey rules	The rules governing a particular survey. They generally include the conditions that a medium must meet in order to be measured, the rules for calculation and publication, and a procedure for resolving disputes.

Request for proposal	A request for a proposal as part of participation in a procurement process.
Permanente Structure	All the CIM staff responsible for the day-to-day management and ongoing support of the association
Sell Side	within the CIM : the « media pole », represented by the media and sales houses that sell advertising space.
Total Audio	Everything that is listened to
Total Brand	To consider the same brand in a cross-media, cross-platform and cross-device way
Total Read	Everything that is read
Total Video	Everything that is seen