

Demonstration media intelligence pack

Illustrative sample - invented data, not client results

Compare the purpose, contents and delivery of our reporting formats. The downloadable demonstration pack uses invented organisations and coverage, so you can assess the structure without sharing your own data.

ZEVENAR SK s.r.o. presents monitoring and analytical assignments for European and selected international media environments. The brief defines the sources, language review and practical reporting requirements for each project.

All organisations, references and results in this demonstration are invented. The example contains eight unique sample items: Demo A has five and Demo B three, giving Demo A a 62.5% share of this invented eight-item comparison set. No audience or commercial impact is inferred. Rows are grouped for illustration; the sample is not a live feed.

Source reference	Publication date	Organisation	Media channel	Editorial tone
DEMO-001	2026-10-01	Demo A	Online news	Neutral
DEMO-002	2026-10-02	Demo A	Print	Positive
DEMO-003	2026-10-03	Demo A	TV / radio	Negative
DEMO-004	2026-10-04	Demo A	Social media	Neutral
DEMO-005	2026-10-05	Demo A	Online news	Positive
DEMO-006	2026-10-06	Demo B	Podcast	Negative
DEMO-007	2026-10-07	Demo B	Online news	Neutral
DEMO-008	2026-10-08	Demo B	TV / radio	Positive

Report library

Daily executive briefing

A prioritised selection of relevant developments, short source-linked summaries and issues to watch. Timing, weekends and the intended readers are agreed in advance.

Weekly or monthly analysis

A period review of unique items, themes, editorial tone and key outlets, with consistent comparisons and explanations of changes in scope.

Competitor comparison

A like-for-like comparison of selected organisations, their topic visibility and share of qualifying mentions within a defined source universe.

Issue situation report

A timestamped sequence of developments, repeated claims, confirmed information and unresolved questions during an agreed monitoring window.

Campaign evaluation

A comparison of objectives, message inclusion, coverage quality and available outcome evidence; missing baseline data is stated explicitly.

Cross-border consolidated briefing

Local-language source summaries brought into one reporting language, preserving the original links, geographic differences and translation uncertainties.

Service scope

Choose a pilot, periodic review or recurring briefing. Publication cut-off, delivery time, working days, time zone and any escalation window belong in the proposal. Continuous real-time alerts are not implied.

Methodology

Define the brief

Record the decision to support, readers, organisations, topics, exclusions, period and delivery. Review ambiguous names and agree sample matches before regular work starts.

Establish the source universe

Document available publications, channels, countries and languages. Record licensing and historical-access limits; a source list is reviewed when availability changes.

Review and deduplicate

Check whether each item meets the brief. Group repeated coverage while retaining its distribution trail; distinguish one original story from its later copies.

Code and assess

Apply documented topic, message and editorial-tone categories. Human review checks ambiguity, irony, translated material and items that could change the report's conclusions.

Measure with context

State the denominator for share of voice and the basis of any reach estimate. Potential audience is not confirmed readership; publicity alone does not prove a business outcome. Advertising value equivalents are not evidence of effectiveness.

Deliver and correct

Separate observations from interpretation, show source references and record uncertainty. A correction request identifies the report, item and supporting source so the relevant finding can be reviewed.

Interpretation and limitations

All organisations, references and results in this demonstration are invented. The example contains eight unique sample items: Demo A has five and Demo B three, giving Demo A a 62.5% share of this invented eight-item comparison set. No audience or commercial impact is inferred. Rows are grouped for illustration; the sample is not a live feed.