

European Media Relations

Where should B2B technology
companies invest?

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BABEL

The big questions

For B2B technology companies investing (or revising their investment) in media relations support in the European market, there are fundamental questions to be answered. Where should I base that support, which titles do I target and how do I prioritise investment to maximise the return? In this report, we use Babel's proprietary ranking media analysis platform, RUMA, to provide some guidance.

There are 44 European countries, 24 official languages and significant differences in the media landscape across the region and so, unless budgets are unlimited, compromises have to be made. A range of models can be adopted, from focusing on a single priority market to on-the-ground support in multiple markets. If it's the former, the questions are relatively easy to answer but any variation beyond that requires an understanding of where the influential media are based and what reach those media titles might have across the entire region.

As an agency entirely focused on the B2B technology sector, we are often asked these questions by our clients and prospective clients. In order to answer them, as well as using the experience and intelligence we've acquired delivering multi-market campaigns over the last 16 years, we use a media analysis platform that we developed to understand true influence and reach in any geographic market.

About RUMA, the ranking media analysis platform

The 21st century digital economy is significantly influenced by digital search and in some ways, if a company's news isn't ranking highly in search engines, it might as well not exist. Search engine algorithms are now highly sophisticated and provide an excellent indication of which news stories are gaining traction.



With that in mind, RUMA was designed to gather, amalgamate and analyse ranking news from search engine results pages (SERPs). It delivers valuable intelligence to inform and enhance media outreach campaigns, to examine the competitive environment for companies, to identify issues driving the news agenda and importantly, which media sources are likely to deliver ranking results.

RUMA uses a proxy network to allow users to effectively replicate the experience of an individual searching Google News from anywhere in the world, to choose the user interface language and to select date parameters for the results. The results of those searches are analysed to establish which media titles are delivering results for the given search term, the date range of the articles returned in the search and the language used in the top ranking articles.

Using RUMA to prioritise media relations support

When we build the strategy and recommendations for new and existing clients we use RUMA to carry out extensive searches for a range of relevant terms – the company’s focus technologies, the solutions they deliver, their competitors etc.. Those results are analysed to establish the media titles that are most actively covering the search topic and which produce articles that are likely to rank highly. We also look at where those media titles are located geographically and what language they use. When looking at a specific company, we will additionally use RUMA to carry out competitor brand name searches to give us an indication of where those competitors are investing and the reach they are achieving.

With that information to hand, we can make informed recommendations on possible support options that take account of the available budget. For example, focussing on a single geographic market and relying on news from that market ‘bleeding’ into other markets, adopting support in a small number of core markets or adding on-the-ground support in every target market.

For this illustrative exercise we looked at a single key topic in each of four B2B technology sectors:

- **Enterprise technology**
Kubernetes – an open-source system for automating deployment, scaling, and management of containerized applications.
- **Telecoms**
Open RAN – an open radio access network that allows service providers to use components from a variety of vendors.
- **Cybersecurity**
DDoS – or distributed denial of service. A form of cyber attack based on flooding a server with traffic.
- **Fintech**
PSD2 - the European regulation for electronic payment services seeking to make payments more secure and helping the sector to adopt new technologies and practices such as Open Banking.

We used RUMA to extract, amalgamate and analyse the results users in 10 of the largest European markets would receive from Google News for those search terms when they set the date parameters to 1st January to 30th June 2022. Google typically delivered approx. 250-300 results for each search term.

User searches and parameters

User country	Interface language	Search 1	Search 2	Search 3	Search 4	Date parameters
Germany	German	Kubernetes	"Open RAN" OR OpenRAN OR "O-RAN" OR "O RAN"	DDoS	PSD2	Jan to June '22
United Kingdom	English	Kubernetes	"Open RAN" OR OpenRAN OR "O-RAN" OR "O RAN"	DDoS	PSD3	Jan to June '22
France	French	Kubernetes	"Open RAN" OR OpenRAN OR "O-RAN" OR "O RAN"	DDoS	PSD4	Jan to June '22
Italy	Italian	Kubernetes	"Open RAN" OR OpenRAN OR "O-RAN" OR "O RAN"	DDoS	PSD5	Jan to June '22
Spain	Spanish	Kubernetes	"Open RAN" OR OpenRAN OR "O-RAN" OR "O RAN"	DDoS	PSD6	Jan to June '22
Netherlands	Dutch	Kubernetes	"Open RAN" OR OpenRAN OR "O-RAN" OR "O RAN"	DDoS	PSD7	Jan to June '22
Switzerland	German	Kubernetes	"Open RAN" OR OpenRAN OR "O-RAN" OR "O RAN"	DDoS	PSD8	Jan to June '22
Turkey	Turkish	Kubernetes	"Open RAN" OR OpenRAN OR "O-RAN" OR "O RAN"	DDoS	PSD9	Jan to June '22
Poland	Polish	Kubernetes	"Open RAN" OR OpenRAN OR "O-RAN" OR "O RAN"	DDoS	PSD10	Jan to June '32
Sweden	Swedish	Kubernetes	"Open RAN" OR OpenRAN OR "O-RAN" OR "O RAN"	DDoS	PSD11	Jan to June '31

Interpreting the data

One of the most common conclusions you will draw from an analysis like this, and something we've seen repeated for a very wide variety of B2B technology topics, is that certain titles spread very widely throughout Europe. The graph below shows all the media titles with the highest volume of ranking articles in the amalgamated results of all country searches on 'Kubernetes'. For this topic, content from The New Stack, Container Journal, Tech Target and Silicon Angle etc. seems to spread very widely in the region.

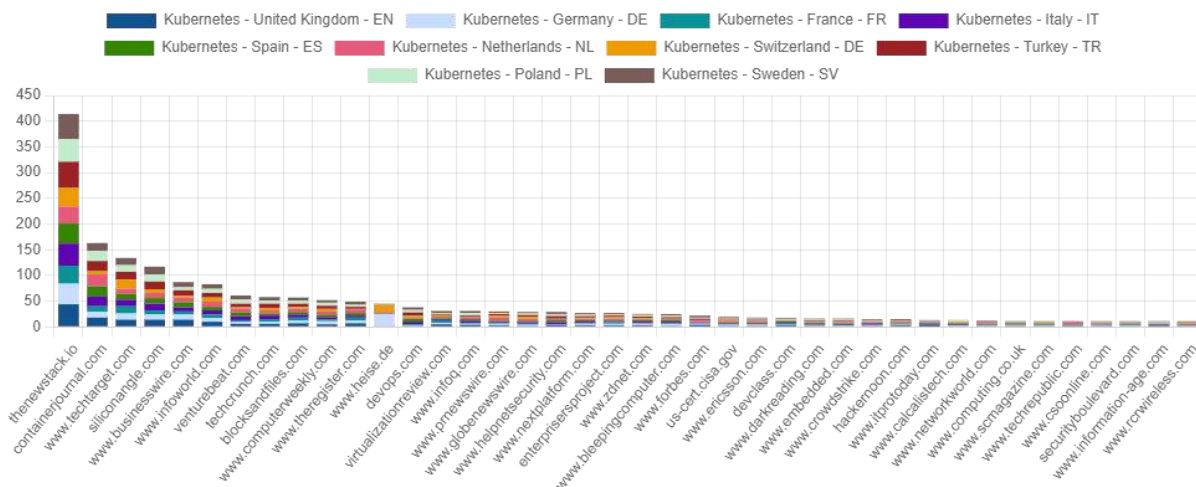


Figure 1- Amalgamated 'Kubernetes' search results, media titles ranked by volume of ranking articles

So those titles are clearly have some importance overall and, if nothing else, this is data that is extremely useful in compiling a target media list. It's a fair bet that titles writing frequently about a particular topic are going to be interested in future news and views that relates.

Of course, the danger is that this data can give an entirely false impression of influence. It can't be assumed that article volume equates to influence. It's no secret in the technology sector that a strong article in TechCrunch, for instance, is likely to be read much more widely than a similar piece in a peripheral trade title.

But we can still use the search data to get a better idea of which titles will 'move the needle' by looking at a subset comprising the highest ranking articles for the search term over the period in question.

You can see that illustrated in the graph below which is looking only at the top 20 ranking results for each search on Kubernetes. It's immediately obvious that although the some of those titles with the highest volume of articles in the previous chart are represented, many are not.

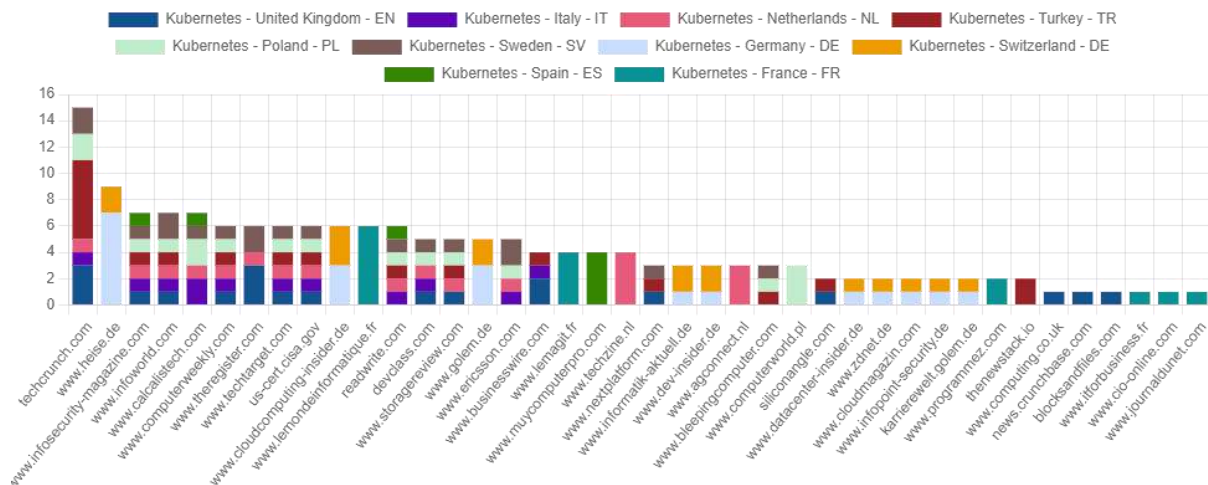


Figure 2- Top 20 'Kubernetes' search results amalgamated, media titles ranked by volume of ranking articles

Once again, this is very useful data because it can help you to rank titles in your long list of media targets.

The next useful piece of analysis is to look at results for each individual country search. Compare the following two charts for the United Kingdom and The Netherlands for the search on 'Open RAN'.

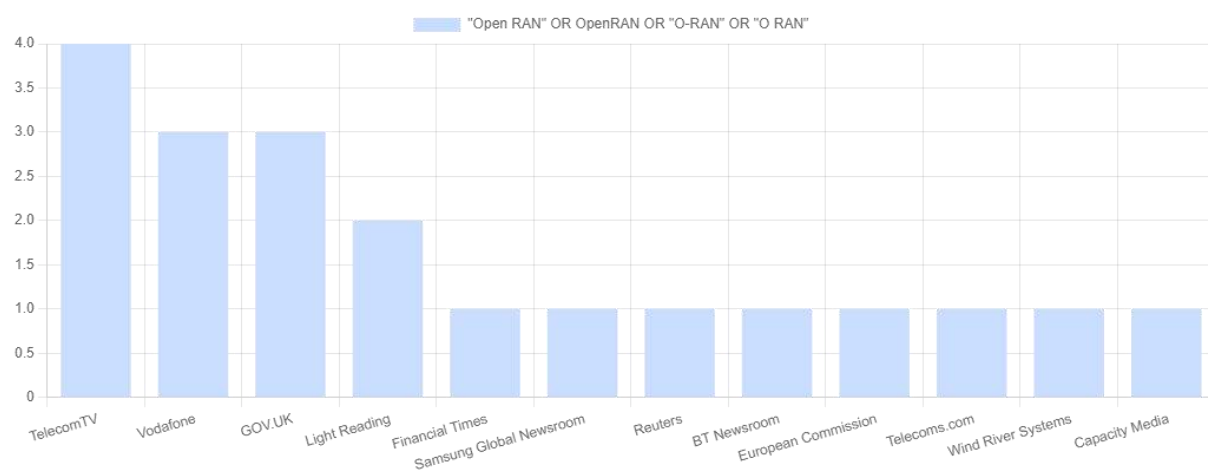


Figure 3- Top 20 'Open RAN' search results, United Kingdom

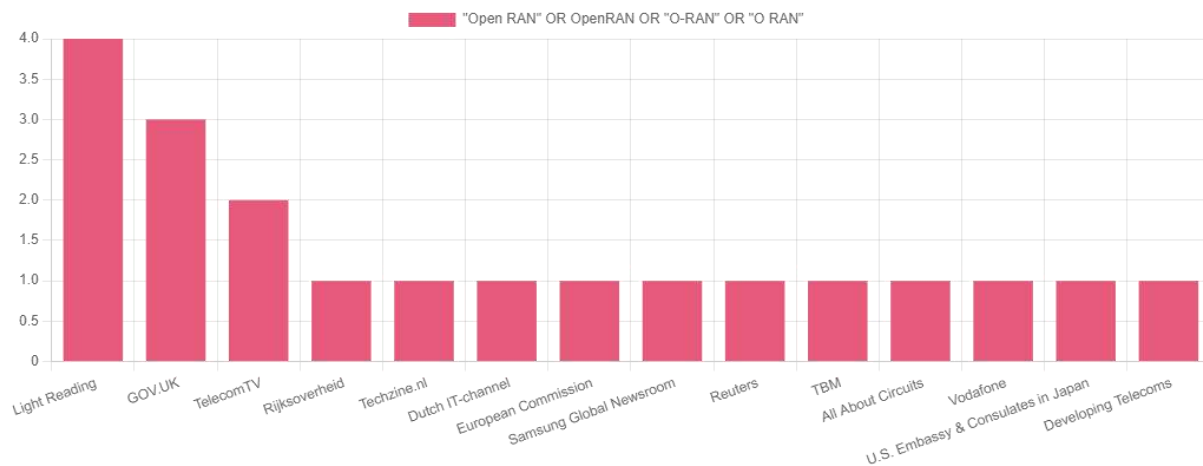


Figure 4 - Top 20 'Open RAN' search results, The Netherlands

You are likely to see some common titles represented in this list but it's clearly dangerous to assume that, simply because a title has influence in one European country, it will have equal influence in another. Depending on the topic, and particularly on the breadth of that topic's audience there may be an entirely different set of titles in the countries of interest.

Our DDoS topic illustrates this point perfectly with a completely different set of titles represented in France and Italy in the top 20 ranking results (charts below). This is likely to be because DDoS attacks (the primary 'hook' for DDoS stories) can have a significant direct impact on a wide variety of companies and individuals. It makes those stories newsworthy for a number of local titles.

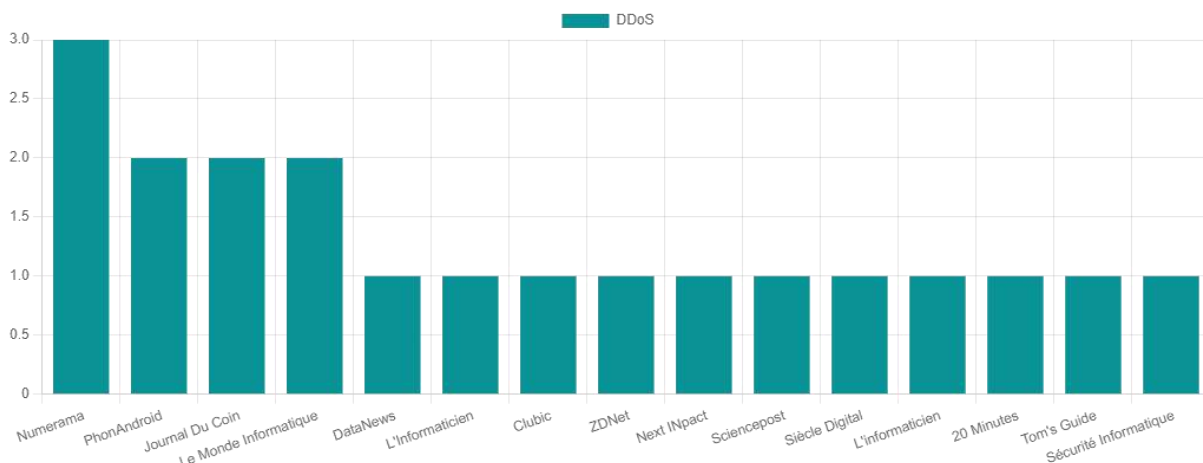


Figure 5 - Top 20 'DDoS' search results, France

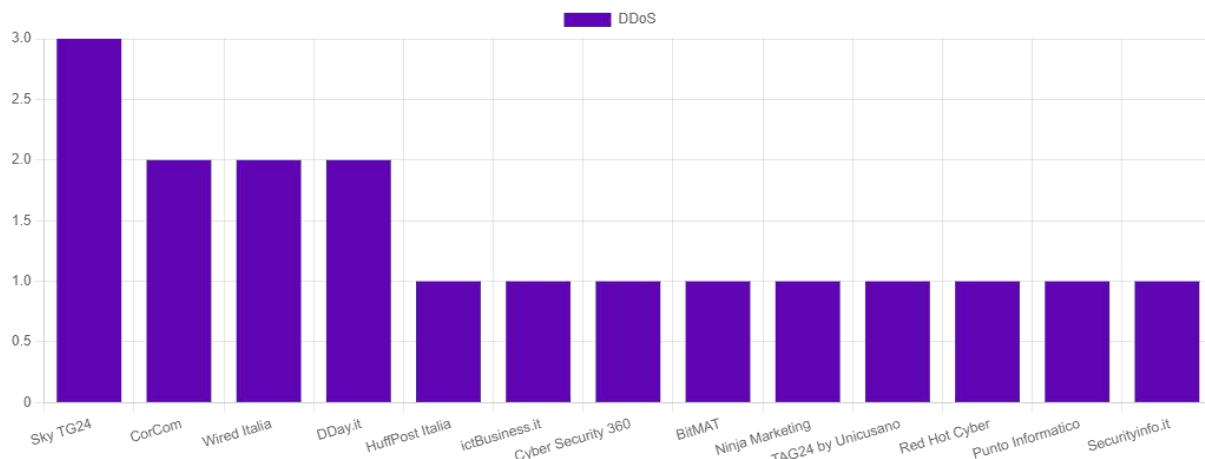


Figure 6 - Top 20 'DDoS' search results, Italy

But where do I need agency support / my own people?

This is a question that needs to take account of a wide variety of commercial, cultural, political and regulatory factors but our RUMA analysis can provide some important guidance. Take for instance the chart below that shows the language analysis for the top 20 ranking articles in each country for the 'PSD2' search.

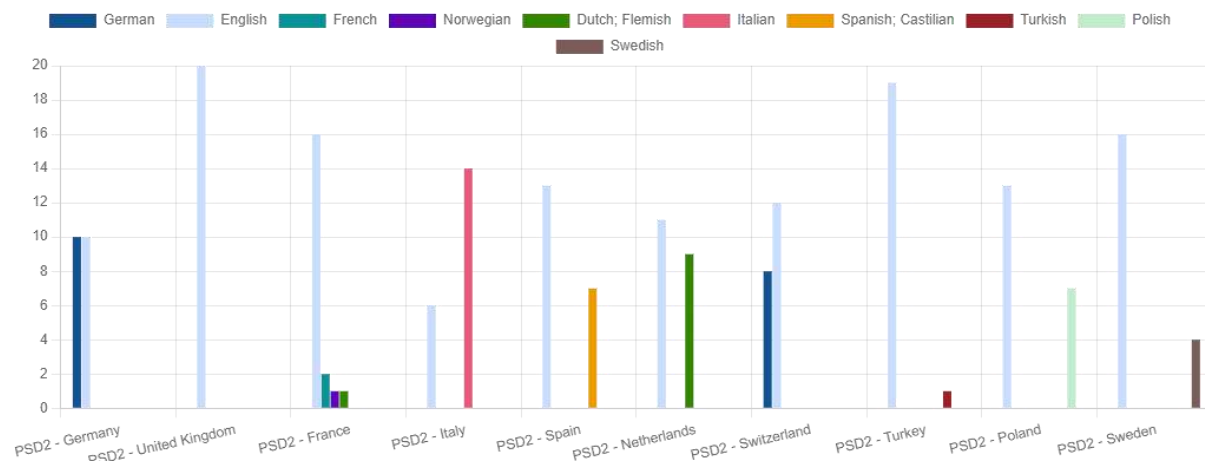


Figure 7 - Language analysis of the top 20 ranking articles, 'PSD2'

You can see just how prevalent English language titles are in this analysis and that is something that is often true of B2B technology topics in the European market. The UK has a highly developed media sector and English, whether we all like it or not, remains the most common business language worldwide. It's no surprise then that English language titles have proportionately greater reach than those in other European languages.

Even in France, a country that goes to great lengths to promote the use of French in a business environment, English language titles find their way to the top of the search pages:

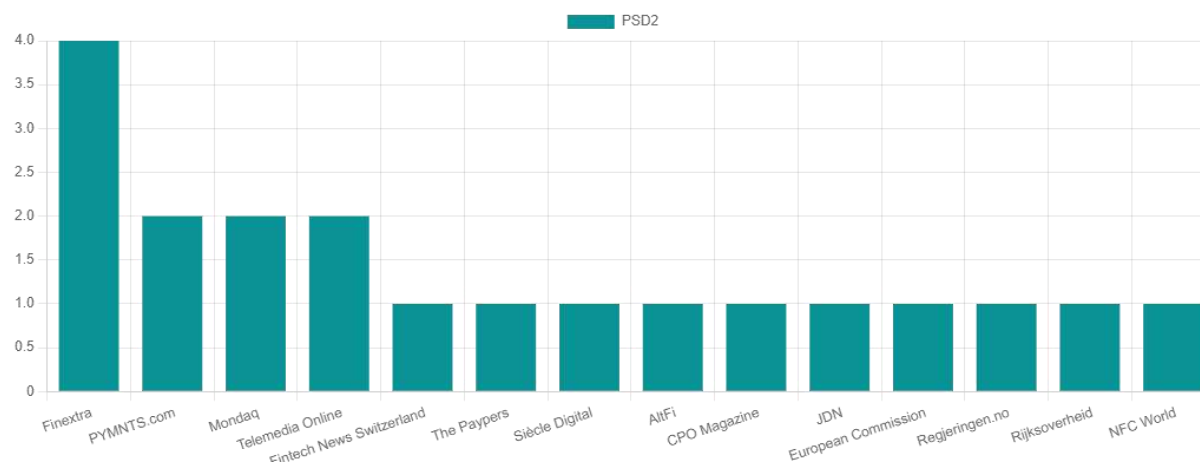


Figure 8 - Top 20 ranking article in France, 'PSD2'

If you are thinking that, for many companies, it's possible to run a very successful European campaign from the UK you would be right and it's a common model, particularly for those companies breaking into the market with restricted budgets.

Of course, it isn't right for every company and there can certainly be value in having on the ground support in more than market. In the cybersecurity sector for instance, unless you operate in a particular niche, you're unlikely to get significant traction in multiple European markets without directly investing in them. But we've also seen companies over provision their PR support. Taking on staff or agency support in a country that has few media titles focusing on your particular sector will produce very little return no matter how hard you push. It could be a waste of time and financial resources.

Our advice is always to carefully examine the media environment in the markets of interest. Look at which titles are likely to influence your audience, take note of where they are located and in what language they write. The right approach isn't always obvious, mistakes are easy to make and they impact both your budget and your competitive position.

In this whitepaper, we've looked solely at the European market but the same principles apply worldwide. If you are interest in talking to Babel about provisioning and prioritising your communications efforts let us know via enquiries@babelpr.com or call us on +44 (0)20 7434 5550.

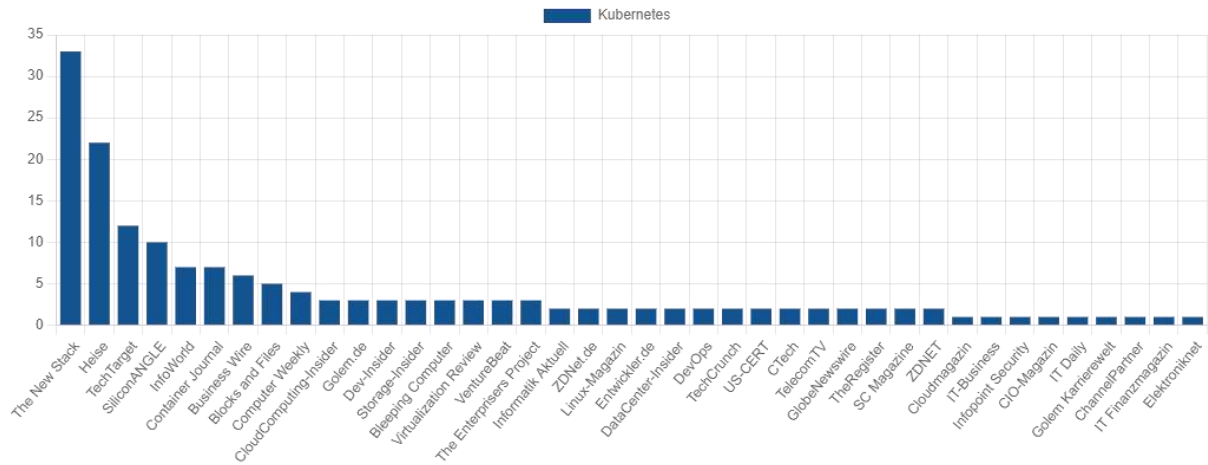
Appendix

The following pages list all charts developed for the analysis including those referred to directly in the report.

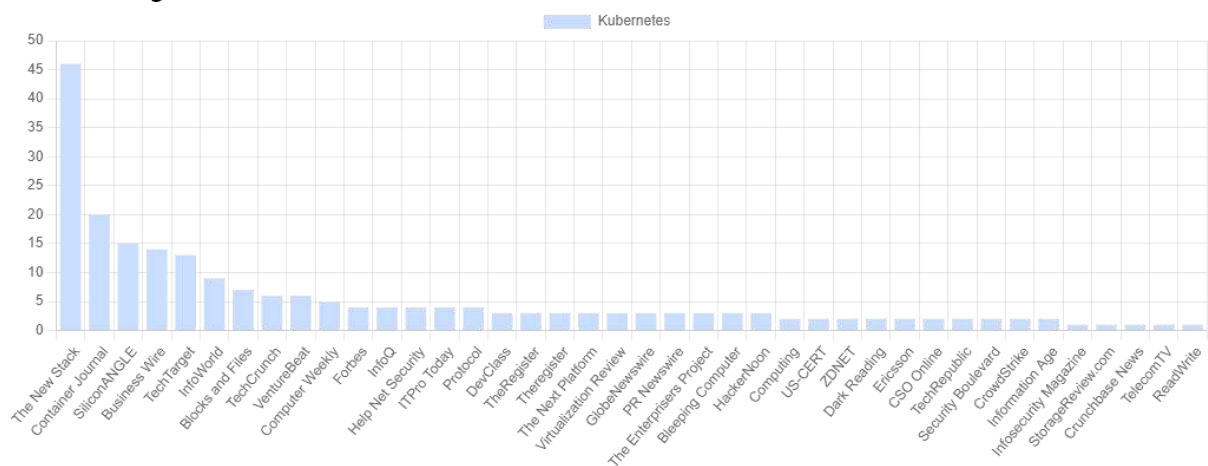
Kubernetes search data

Articles per title (all search results)

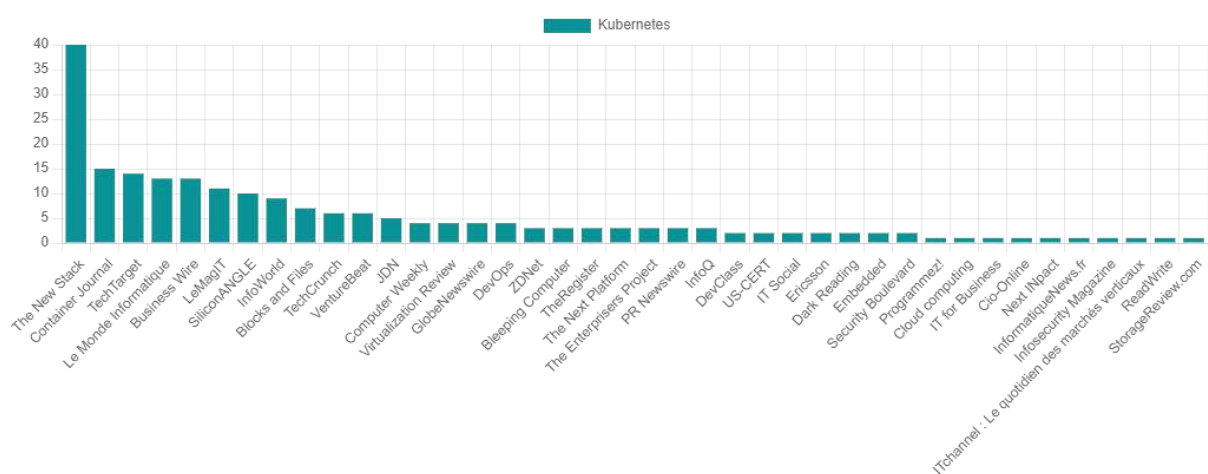
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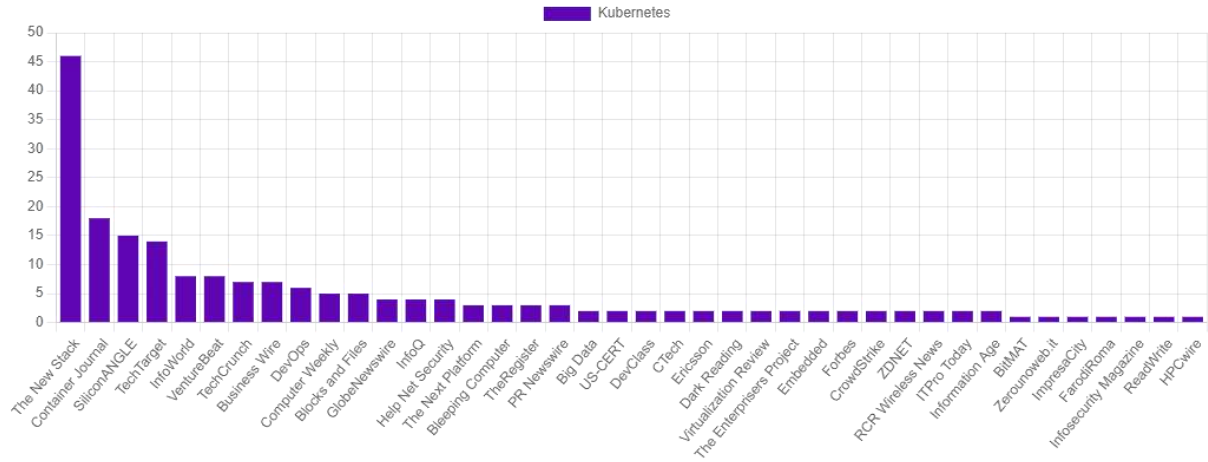
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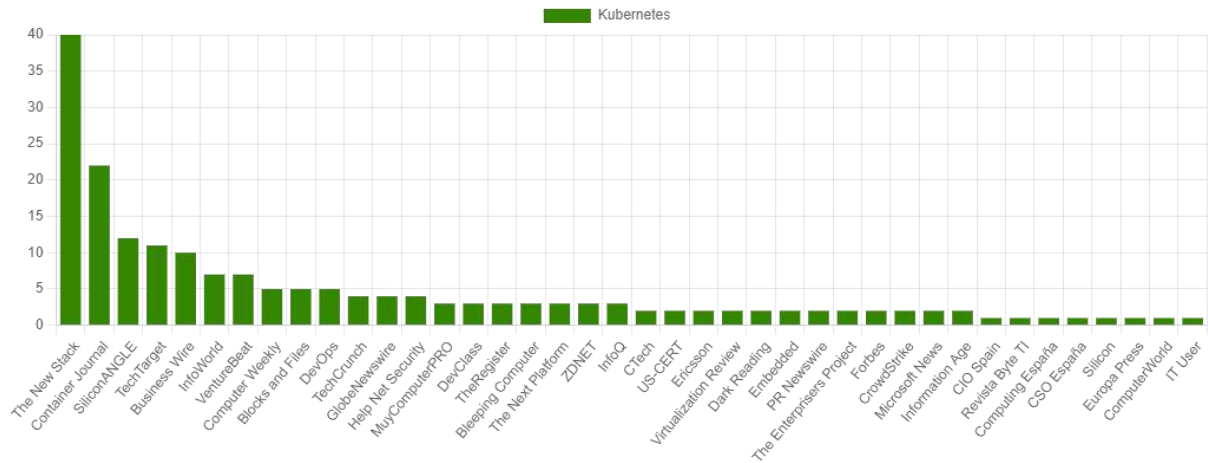
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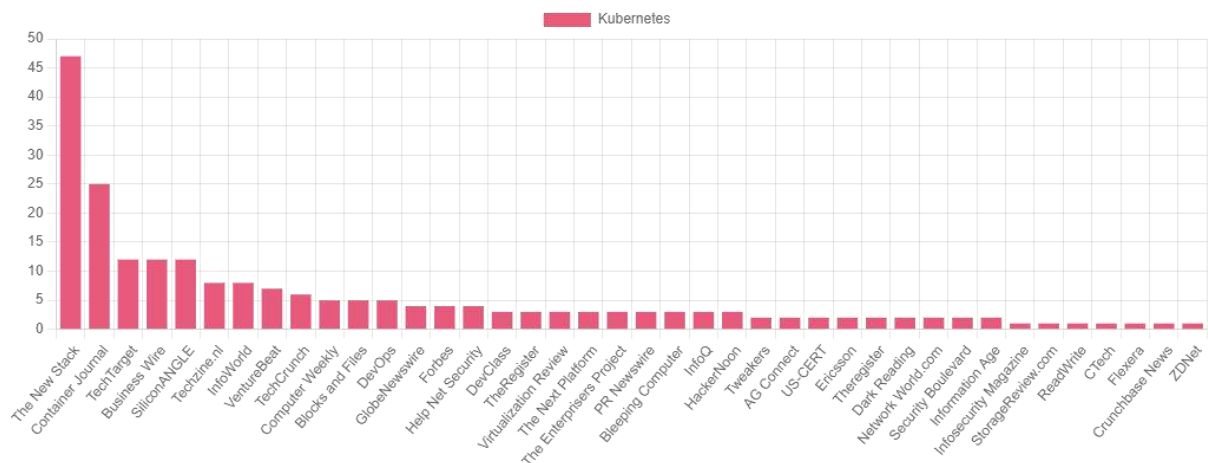
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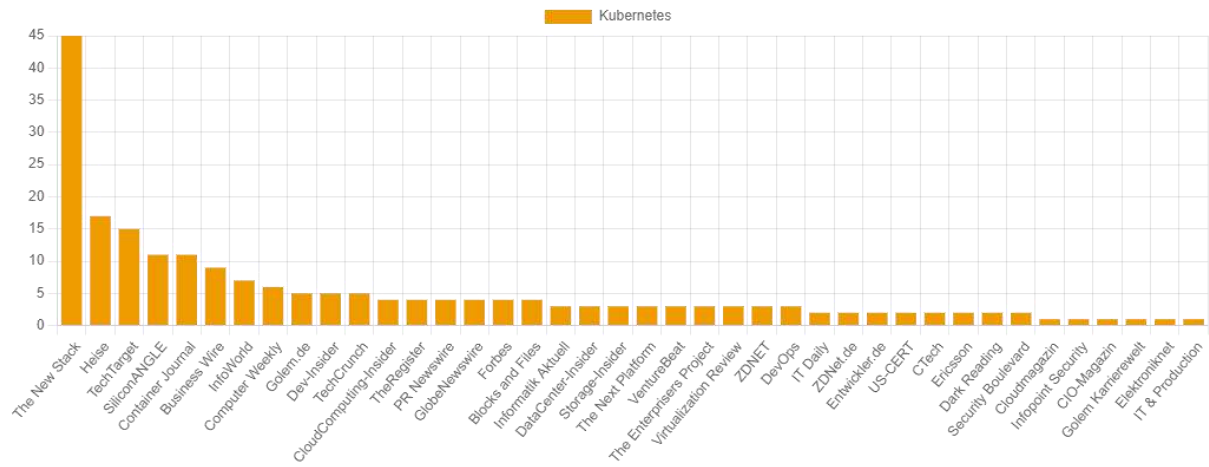
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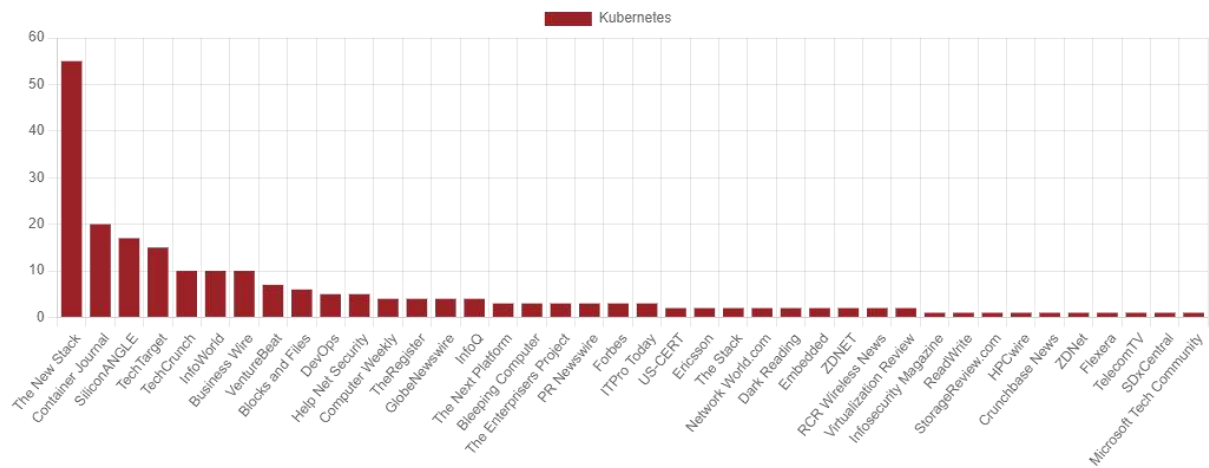
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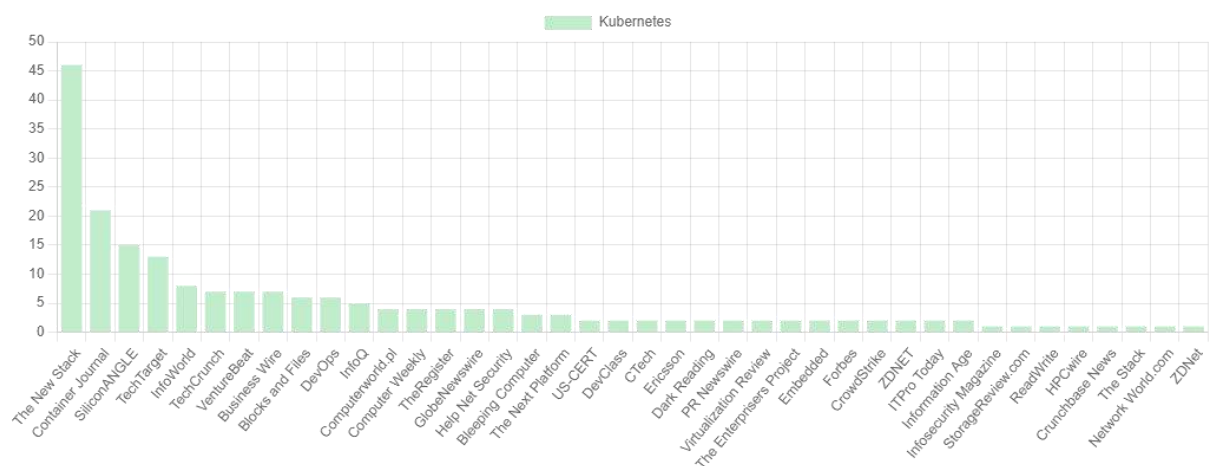
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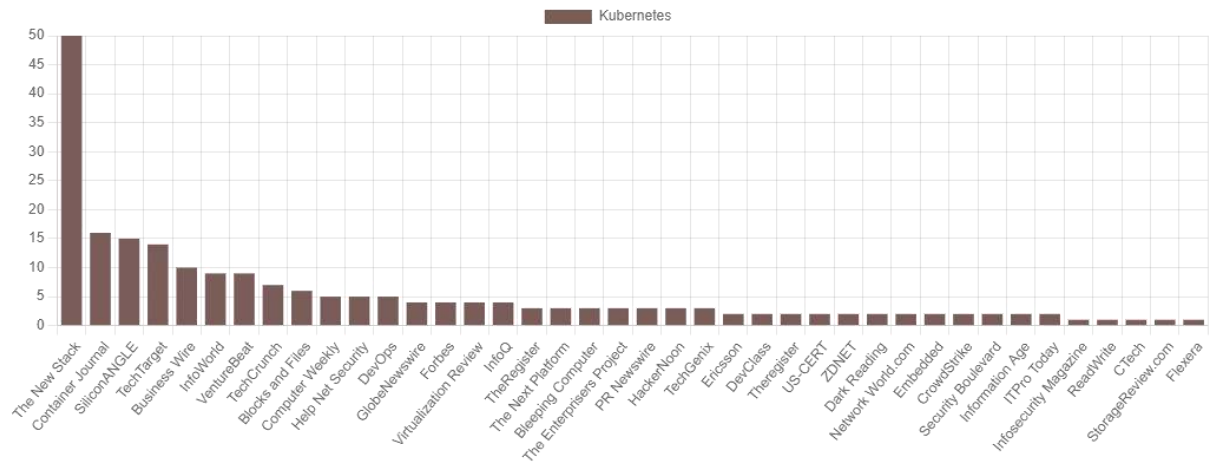
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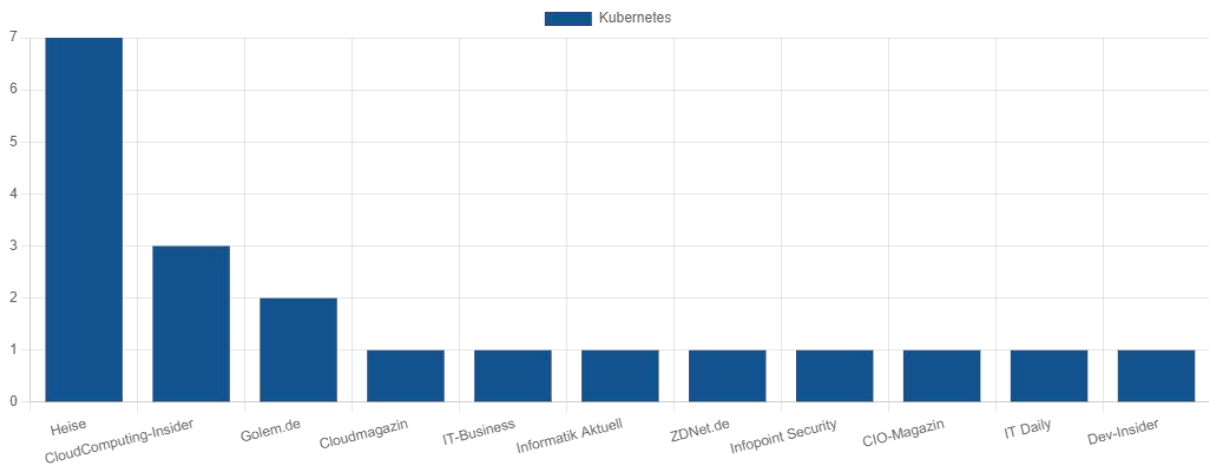


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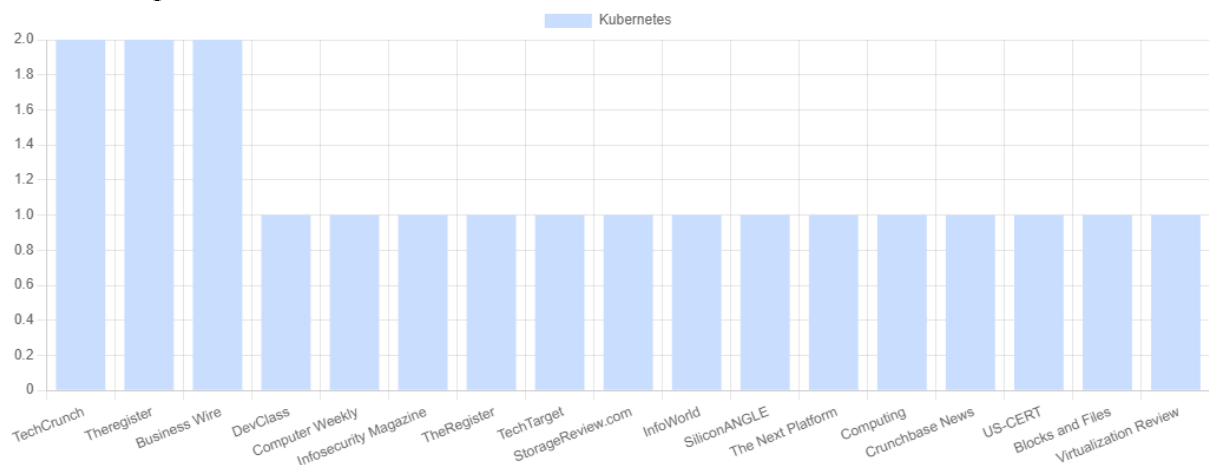


Articles per title (top 20 ranking search results)

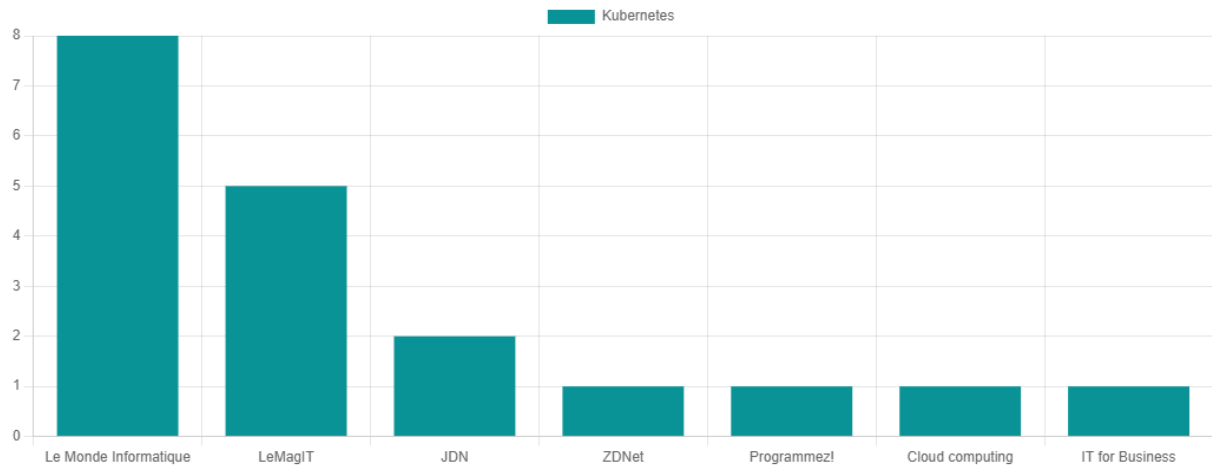
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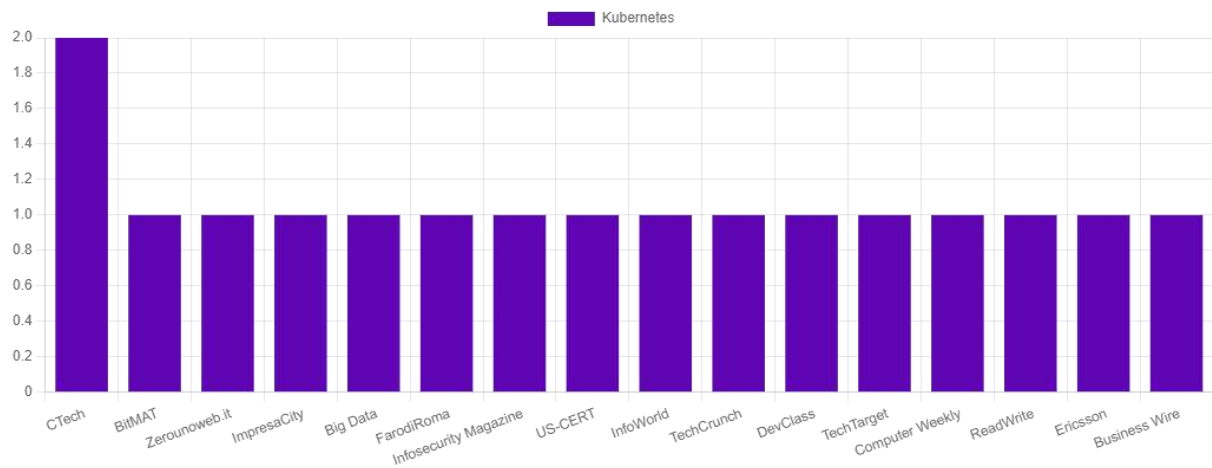
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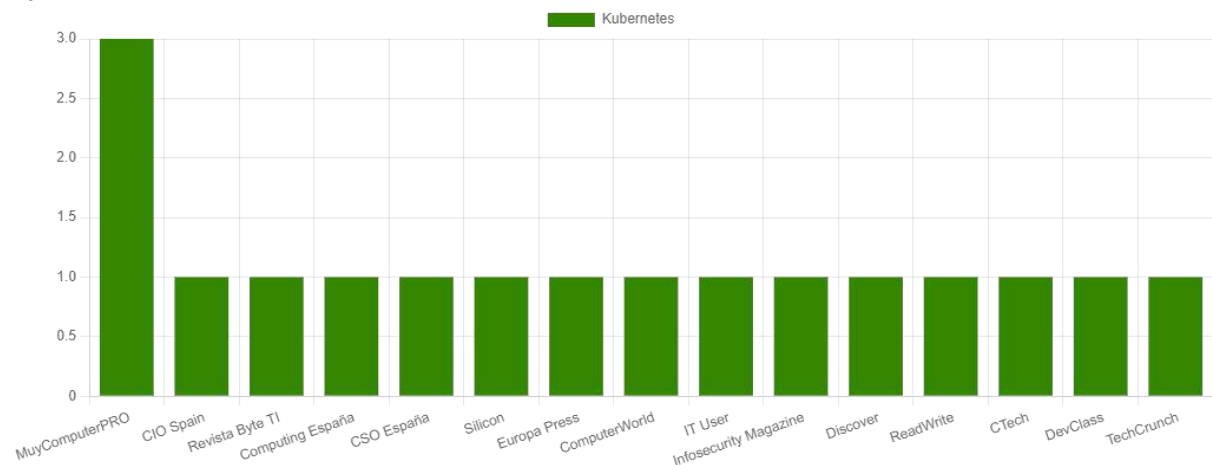
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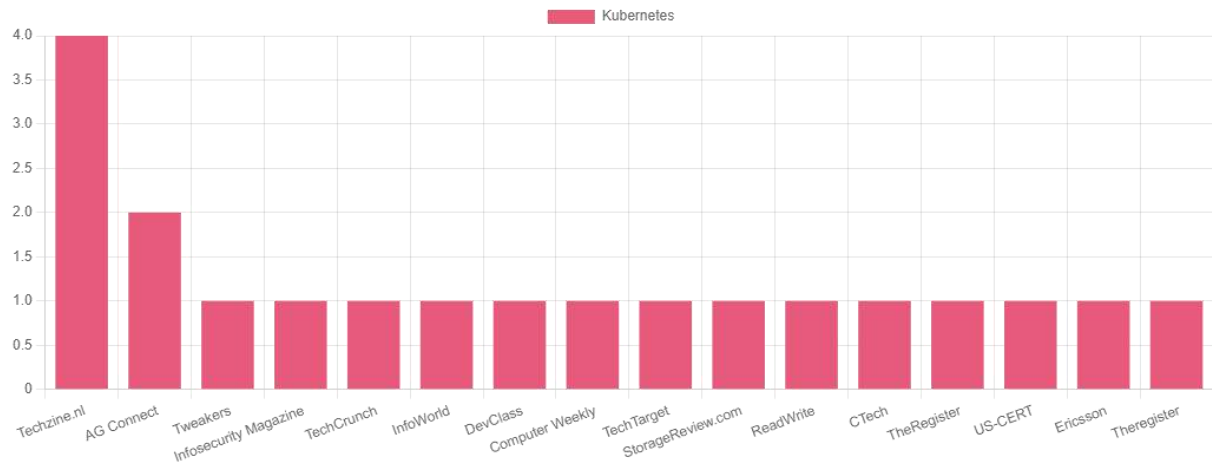
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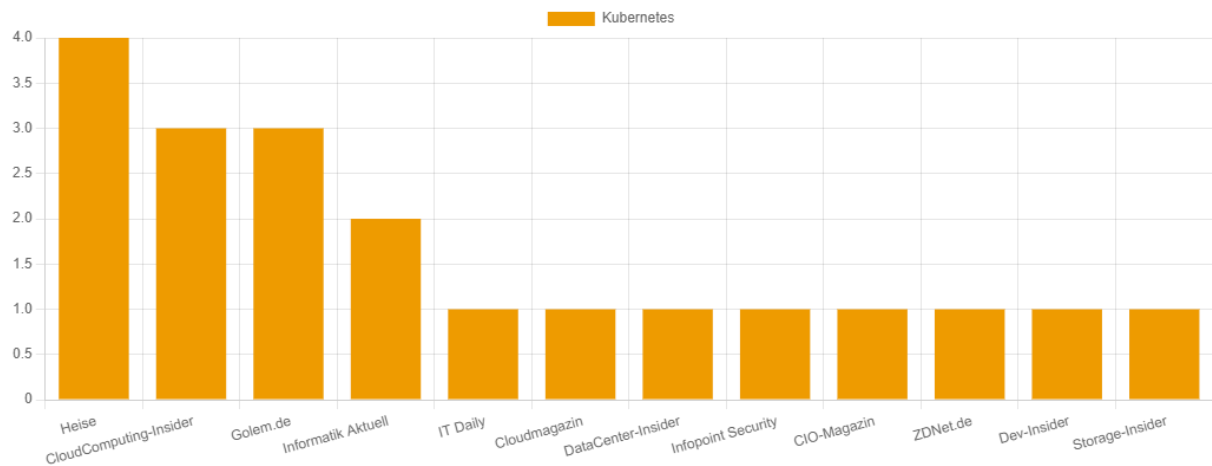
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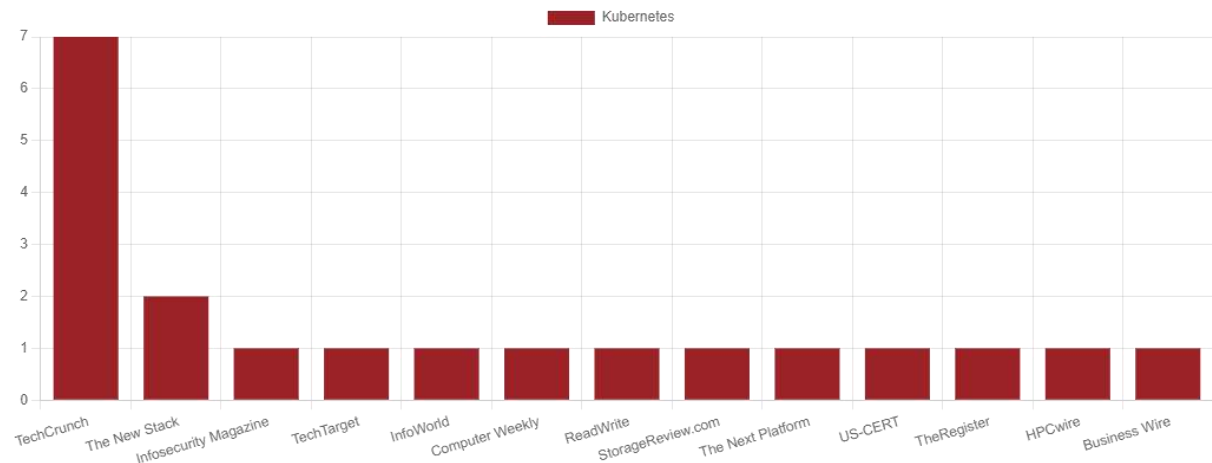
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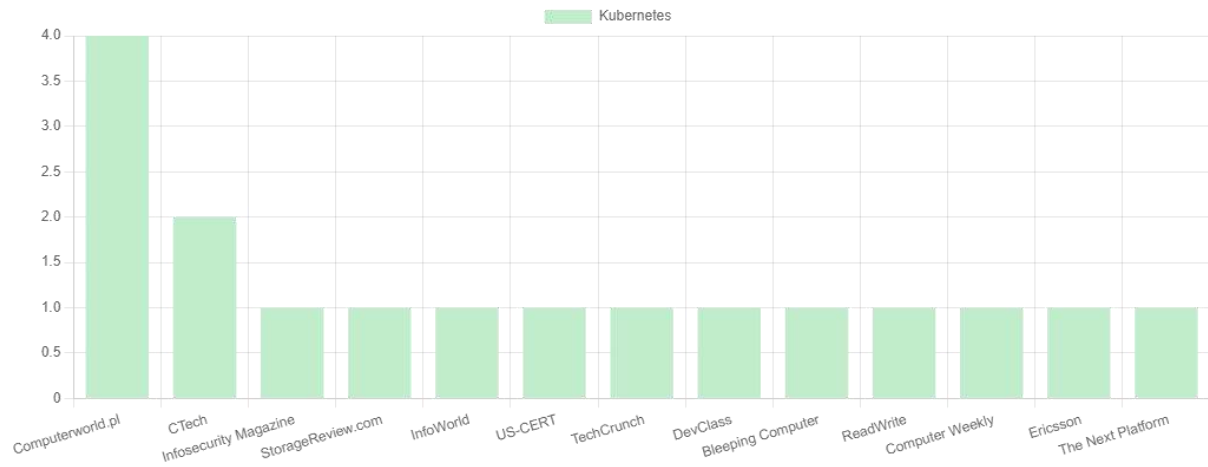
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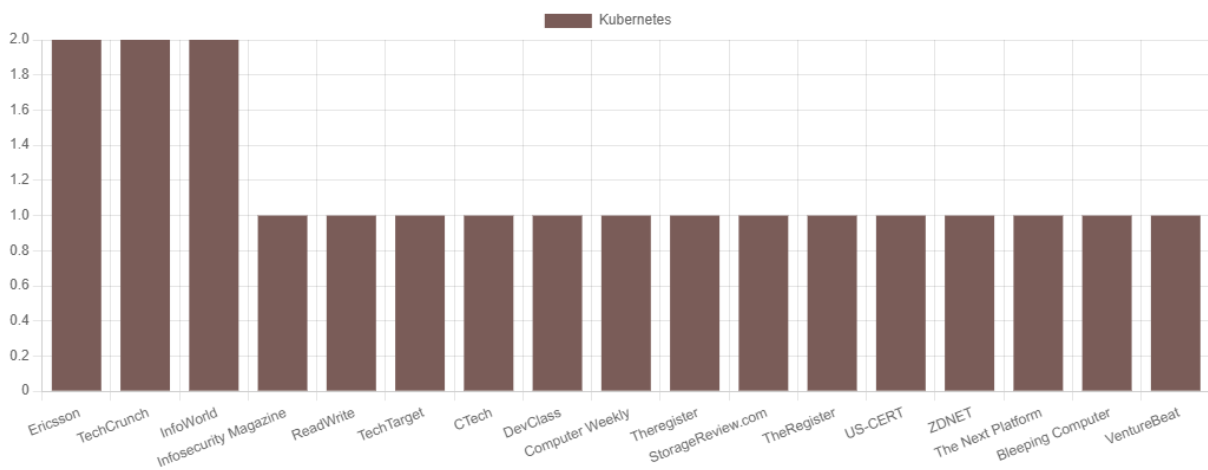
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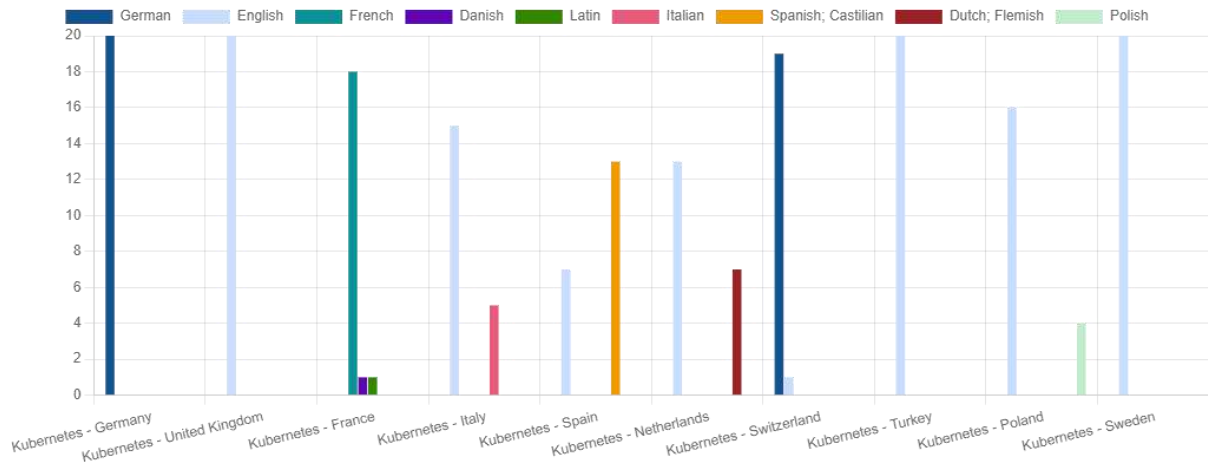
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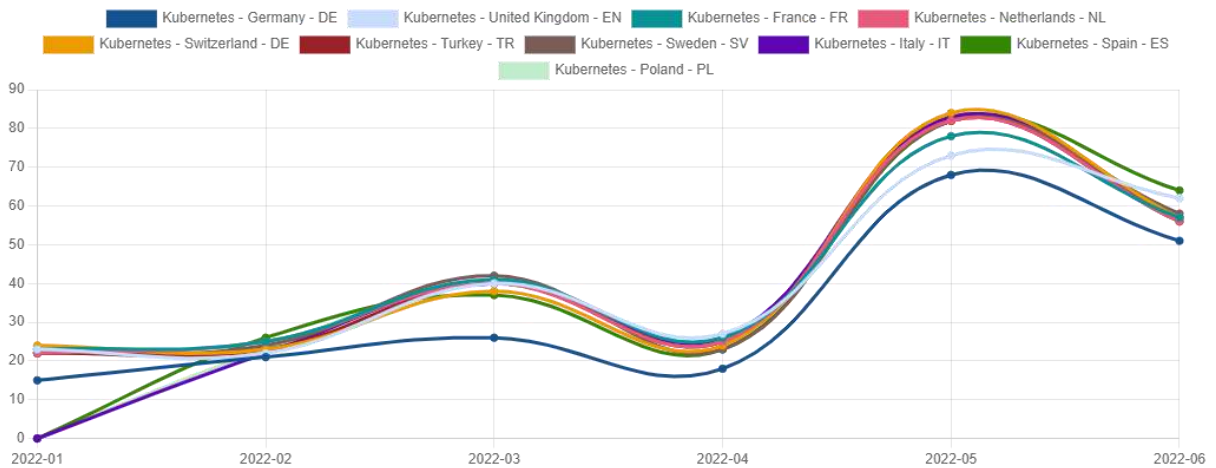
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Language analysis (top 20 ranking search results)



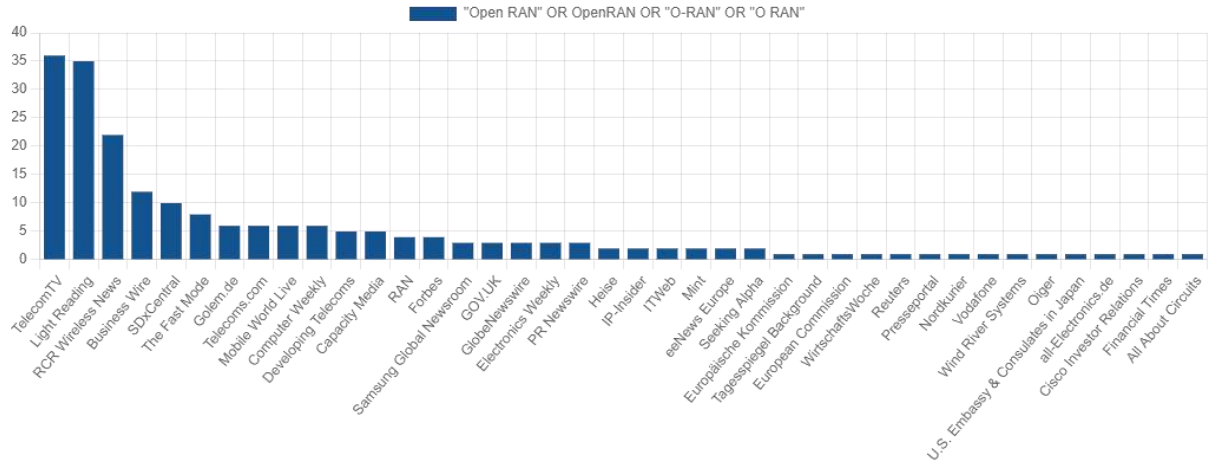
Date analysis (all search results)



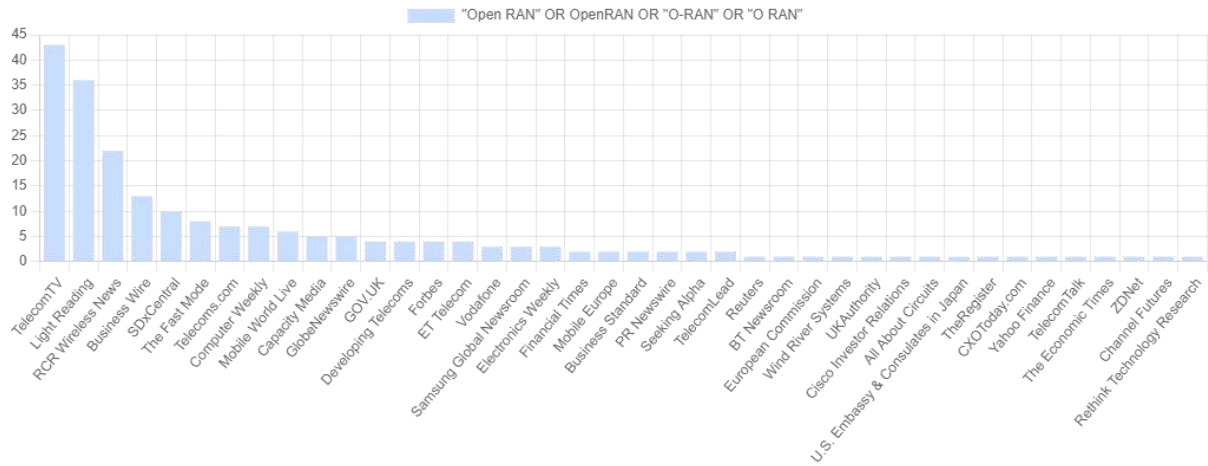
Open RAN search data

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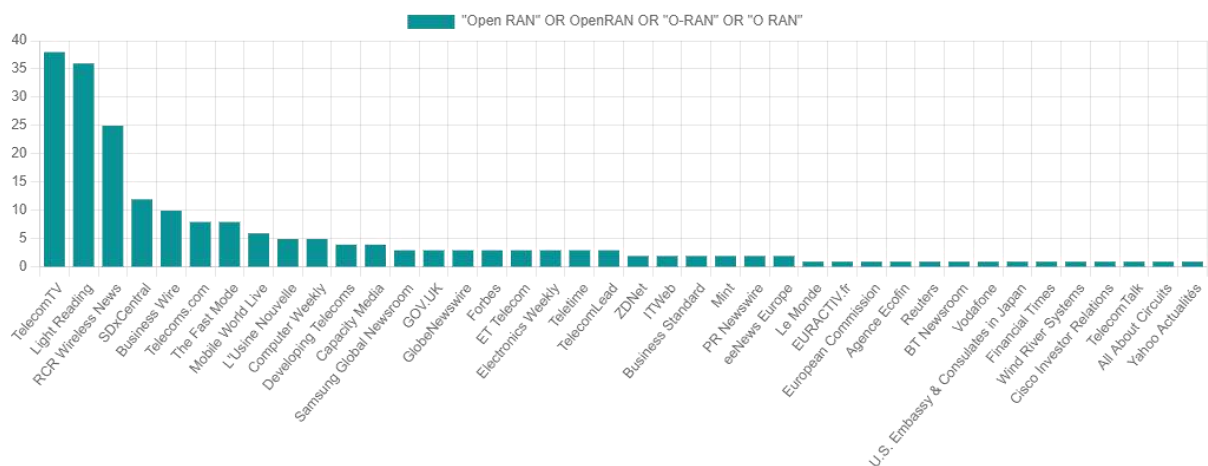
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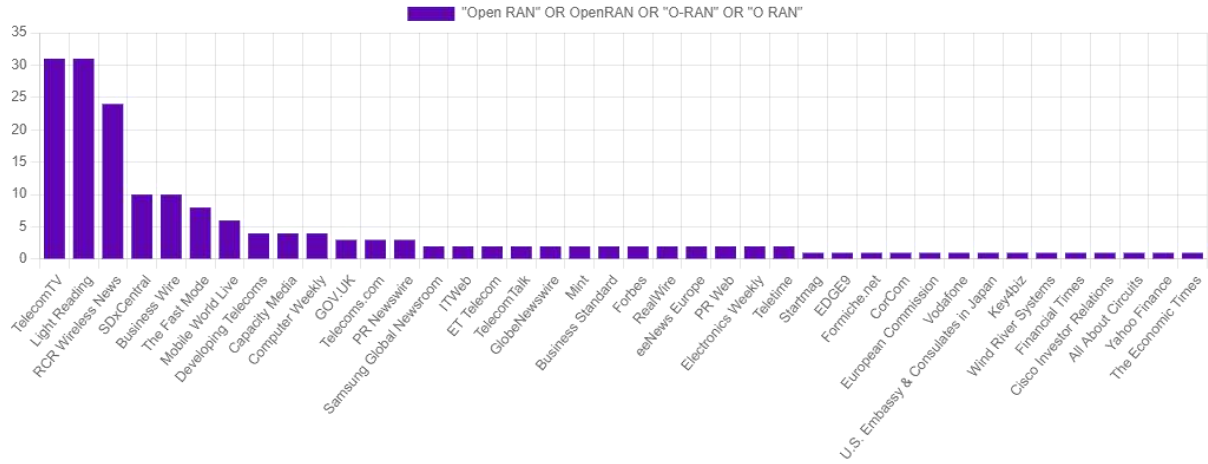
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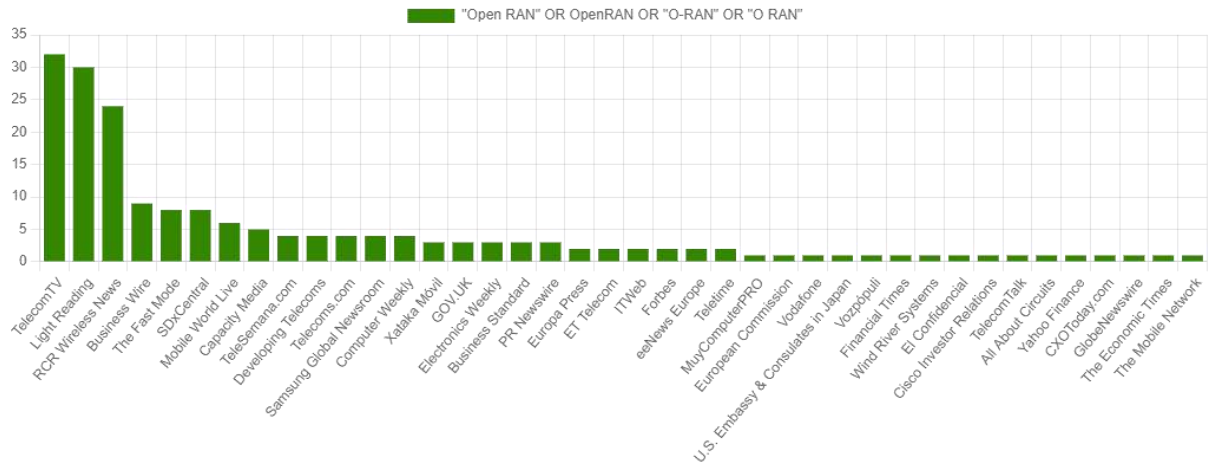
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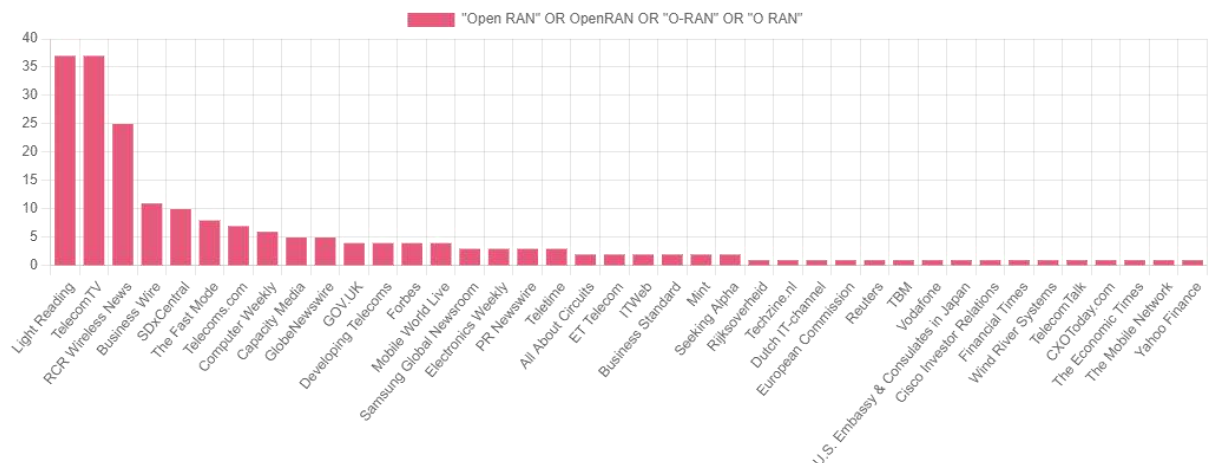
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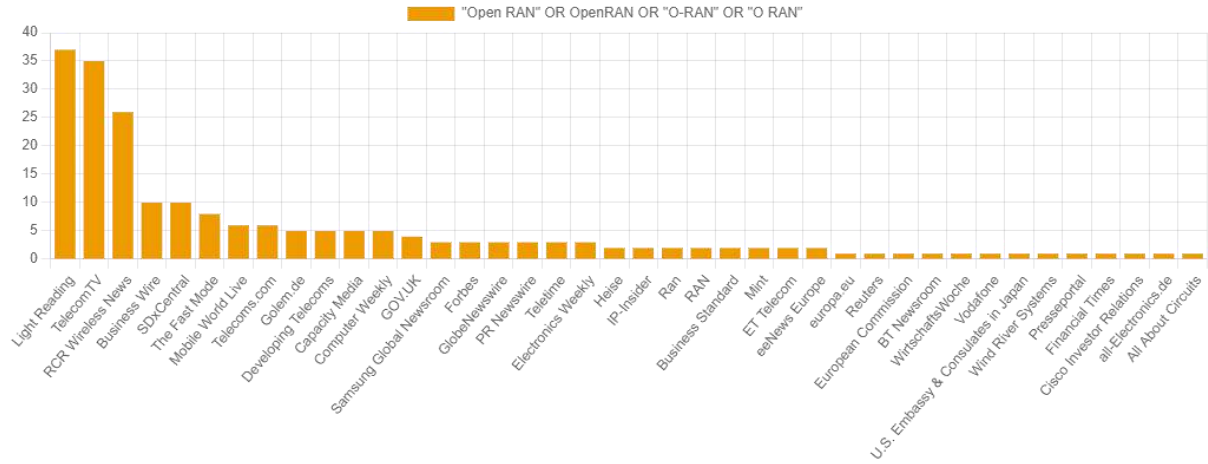
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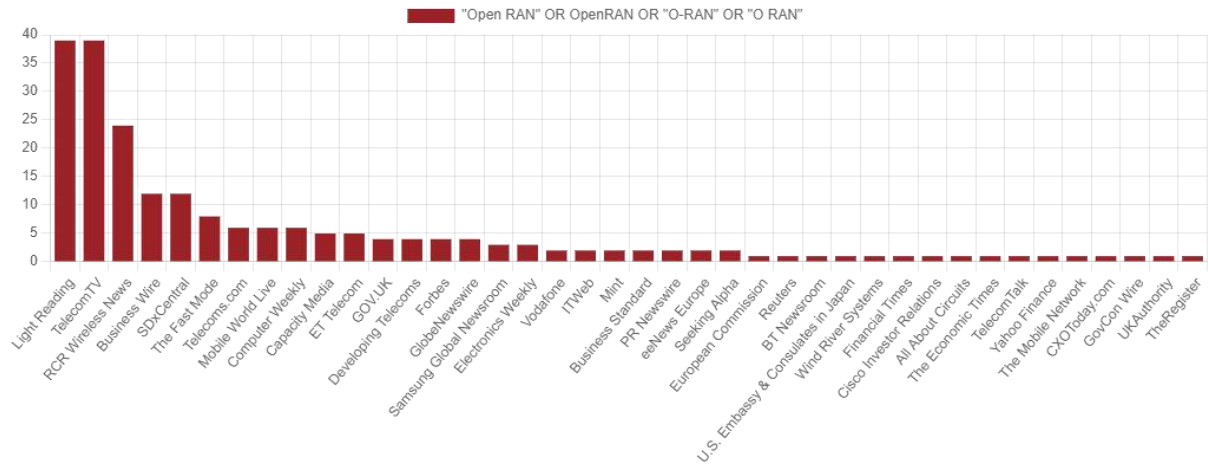
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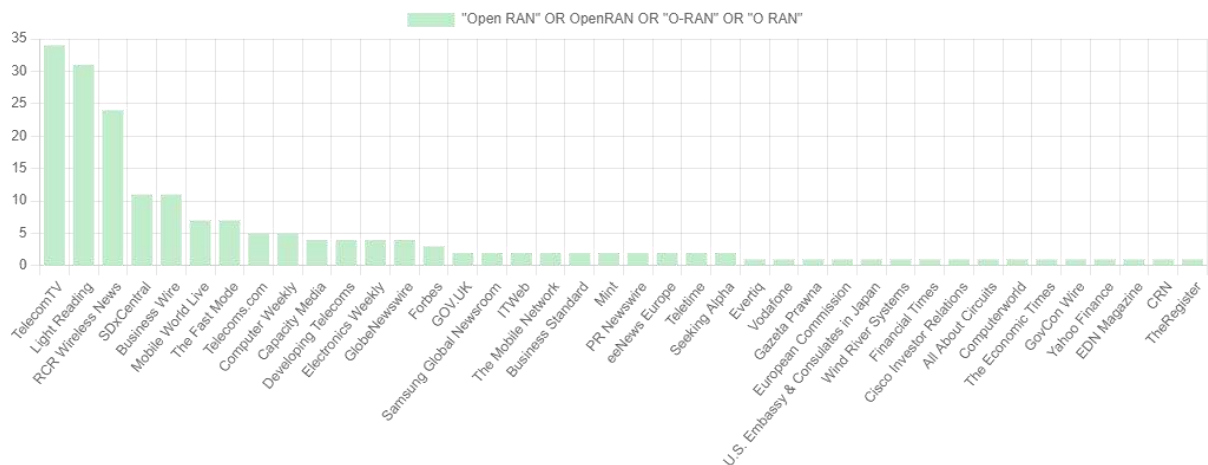
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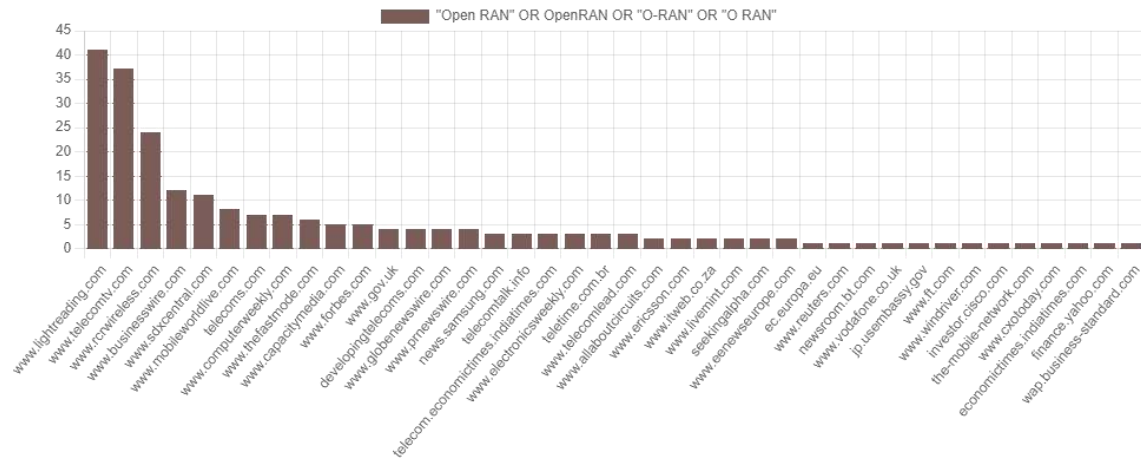
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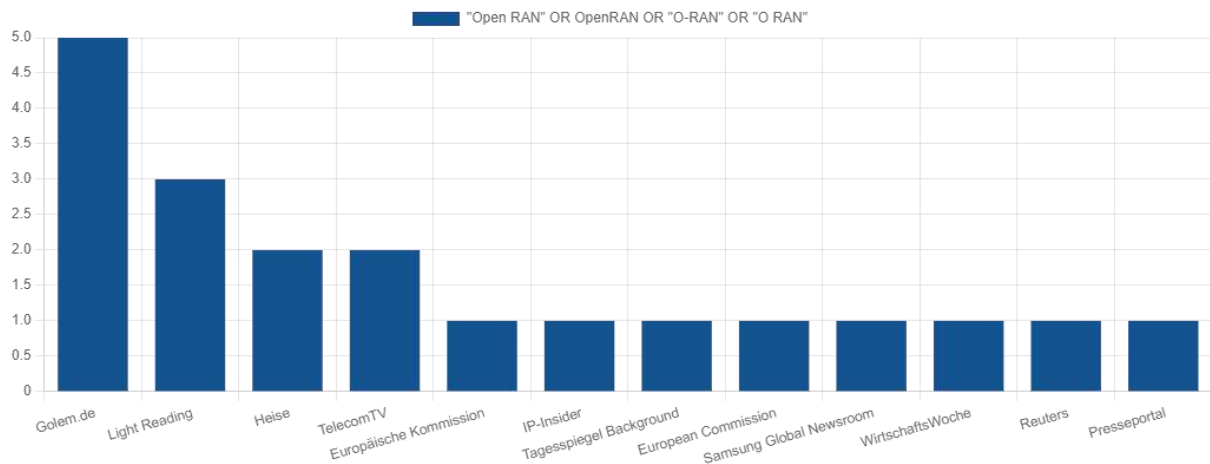


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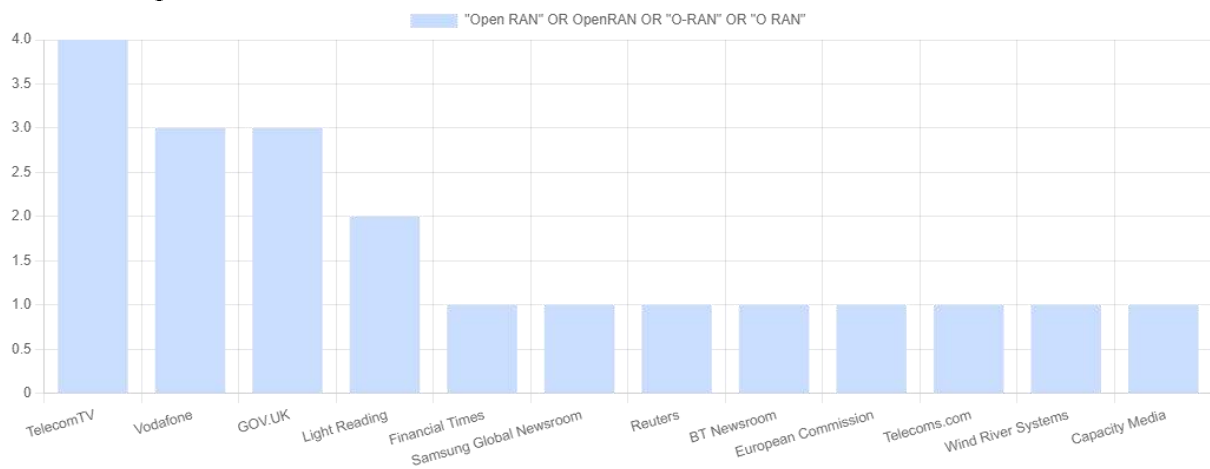


Articles per title (top 20 ranking search results)

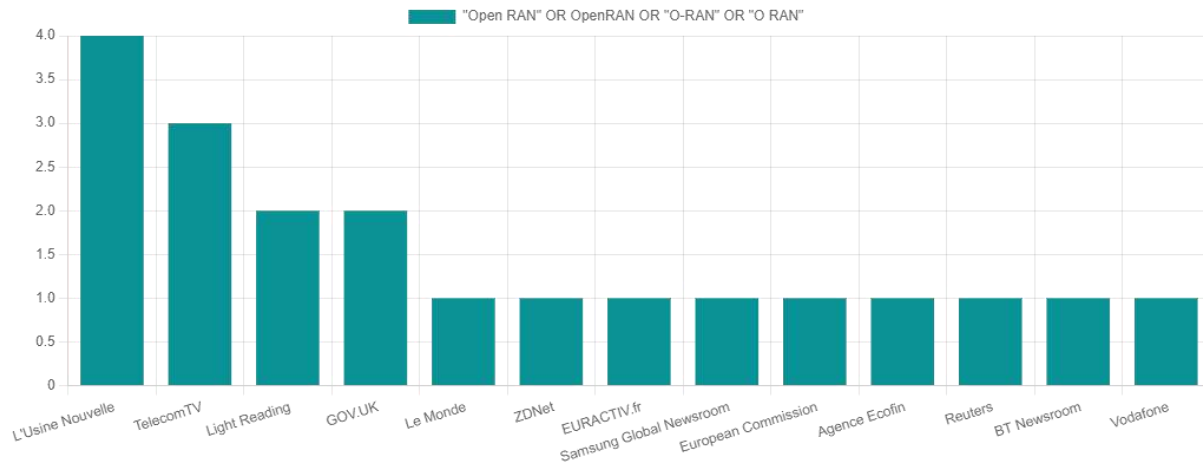
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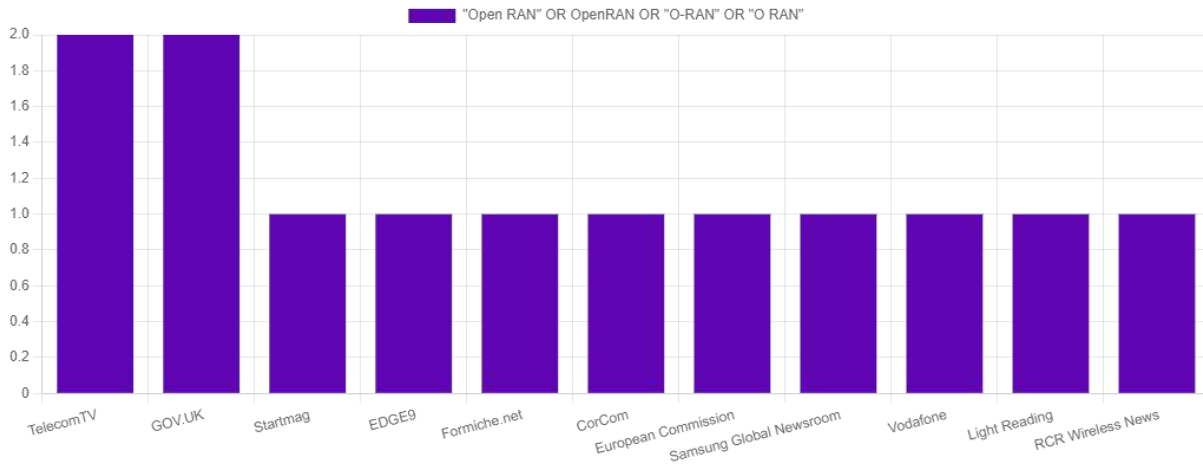
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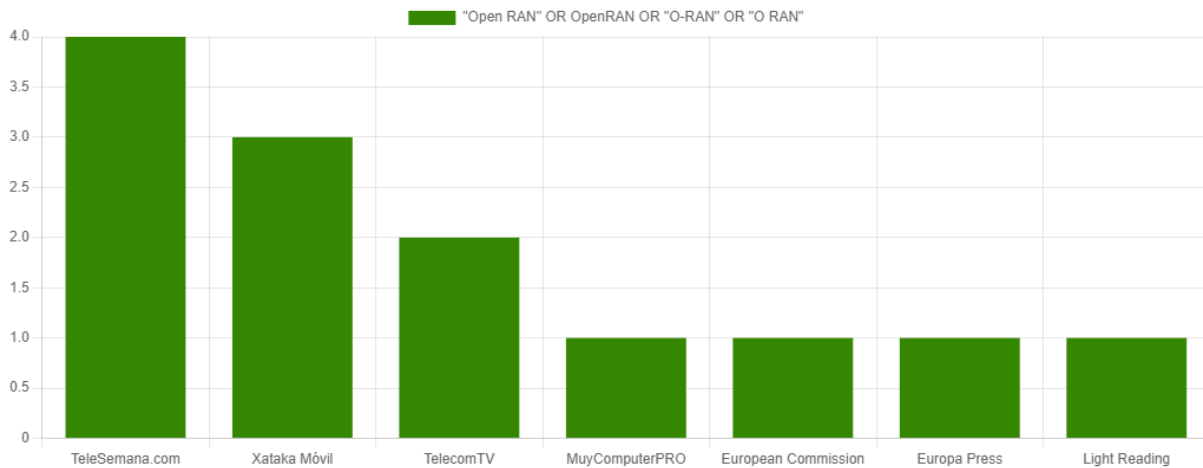
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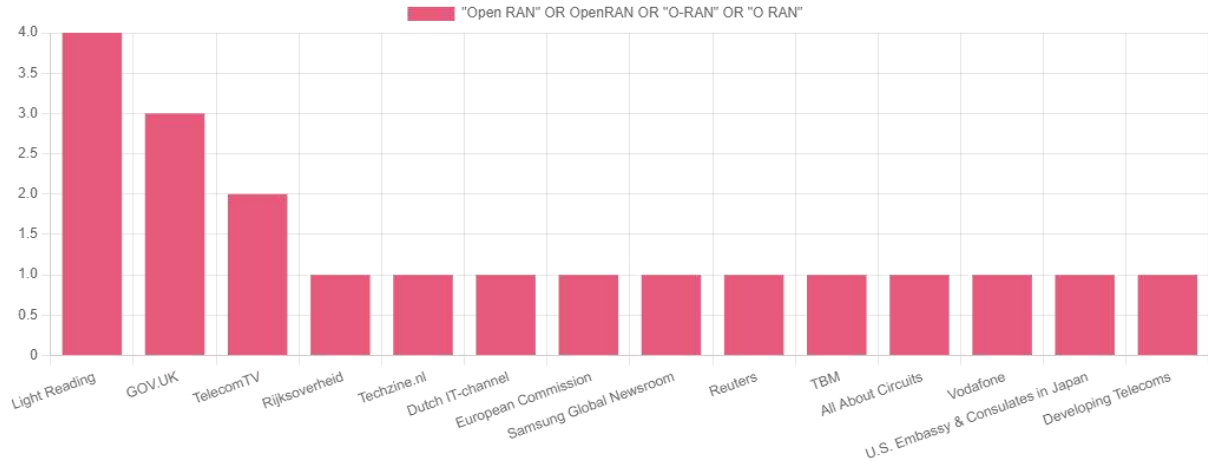
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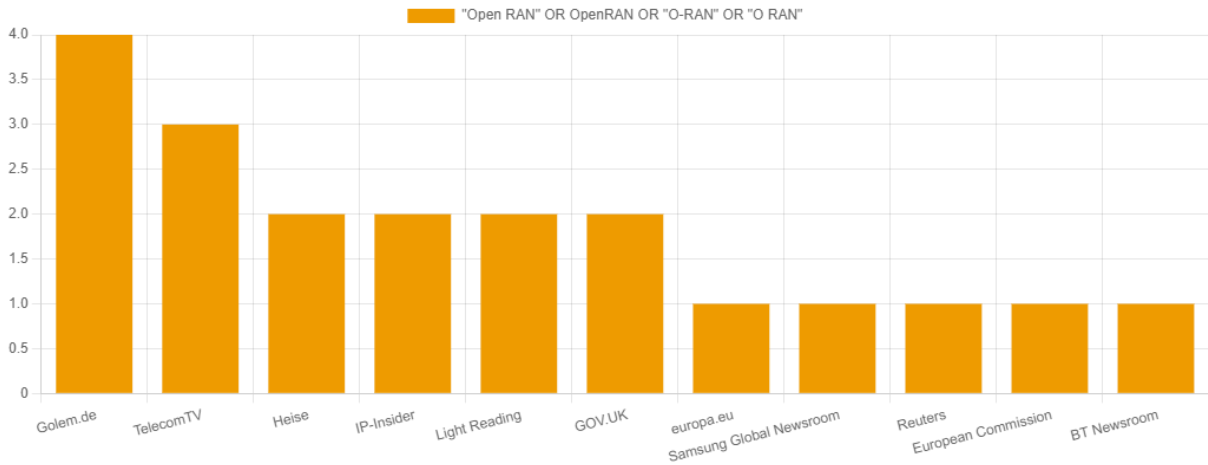
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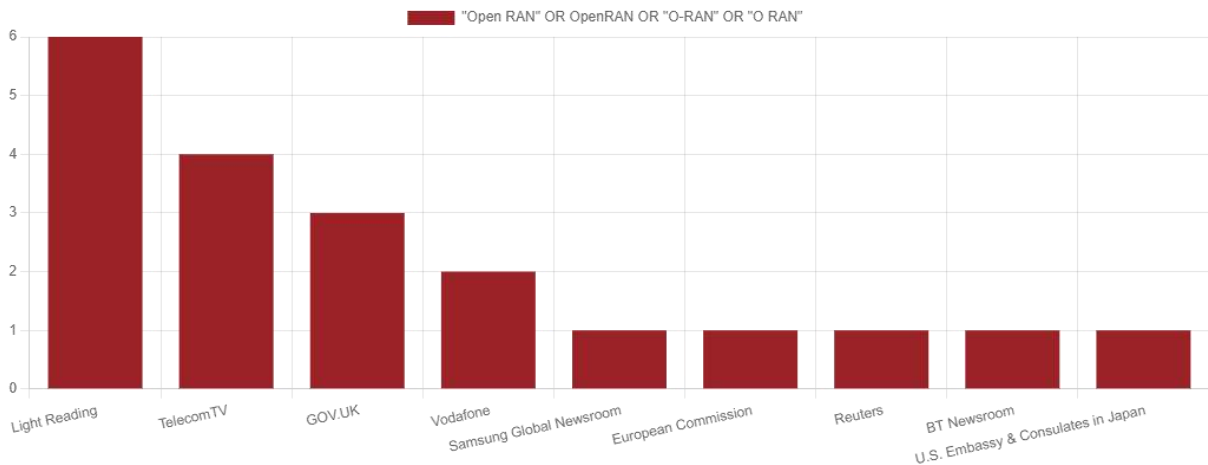
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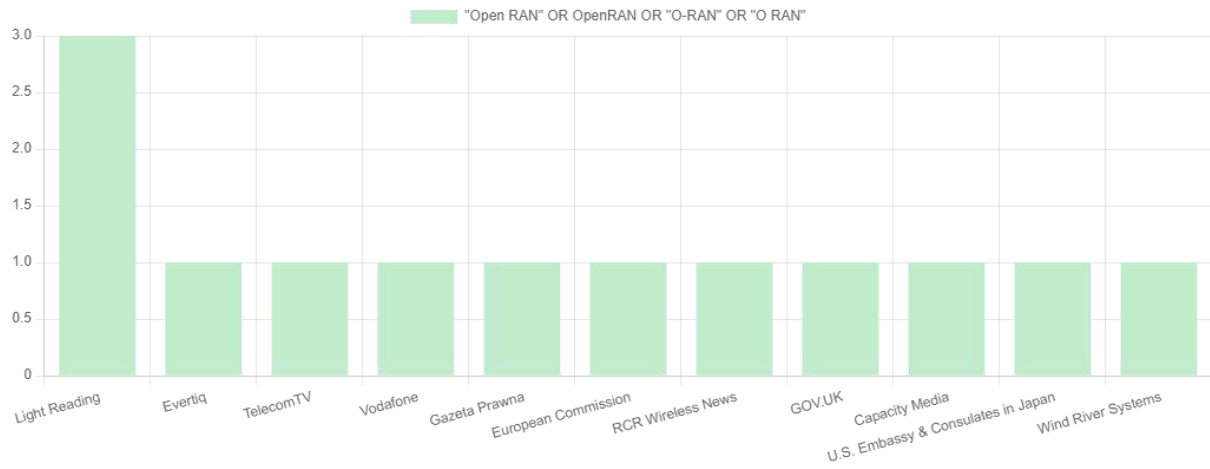
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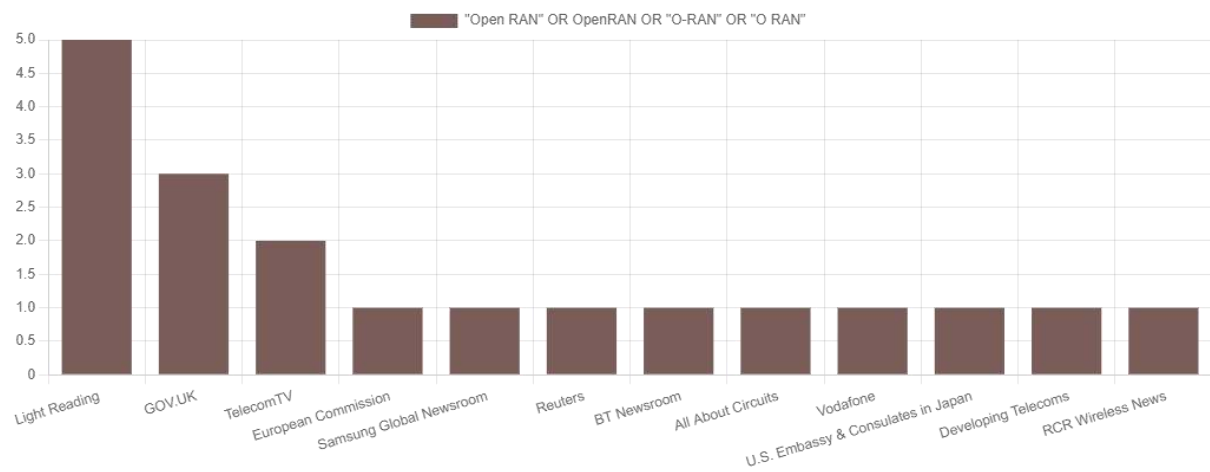
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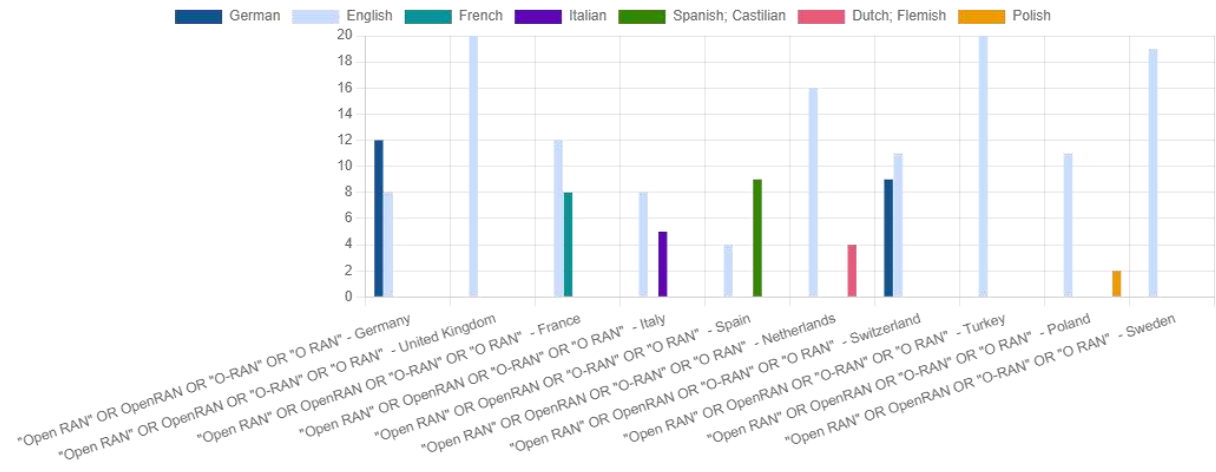
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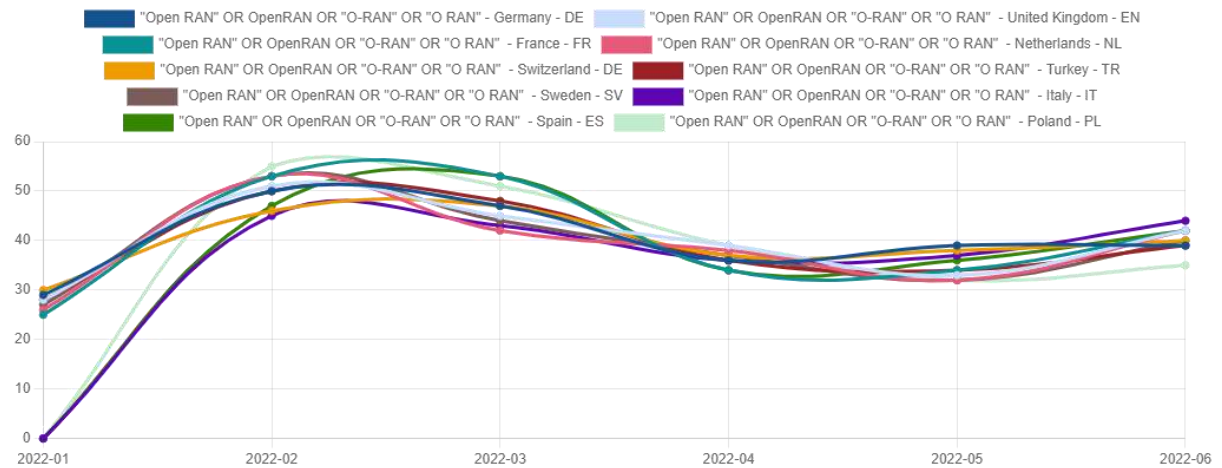
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Language analysis (top 20 ranking search results)



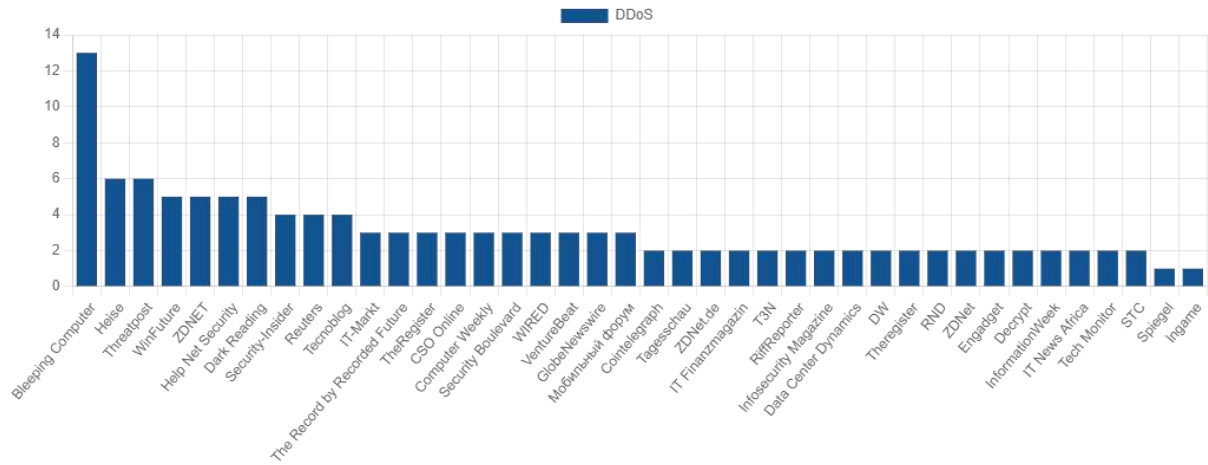
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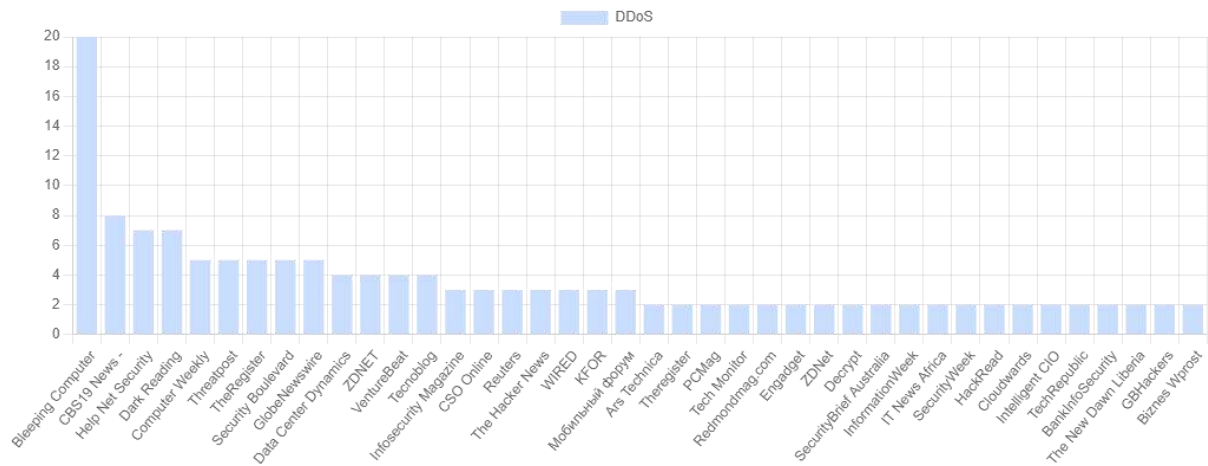
DDoS search data

Articles per title (all search results)

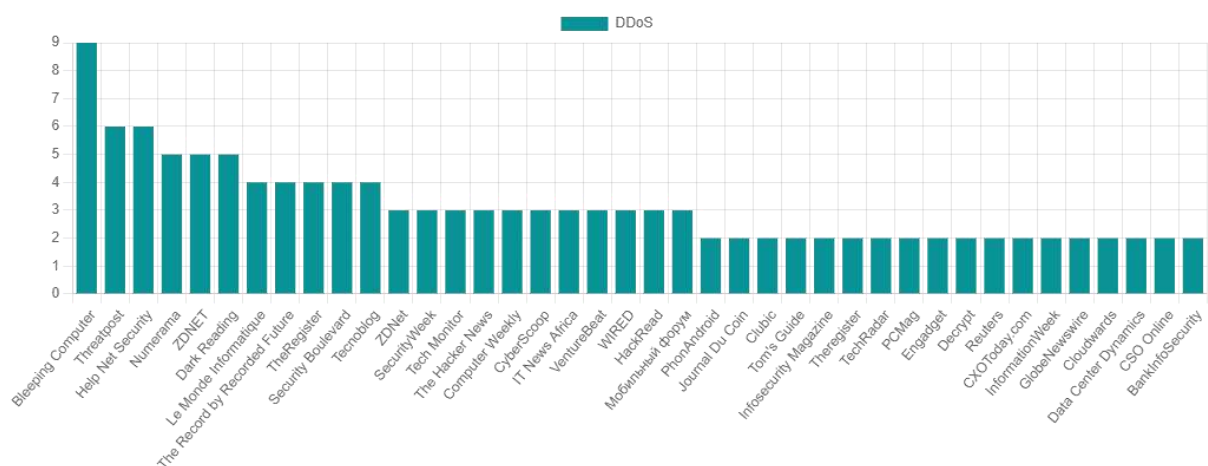
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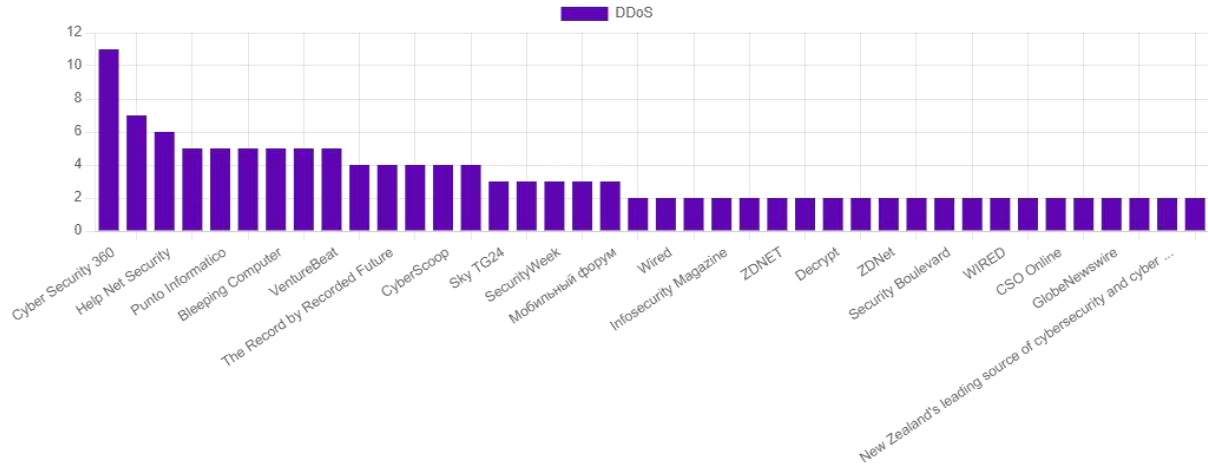
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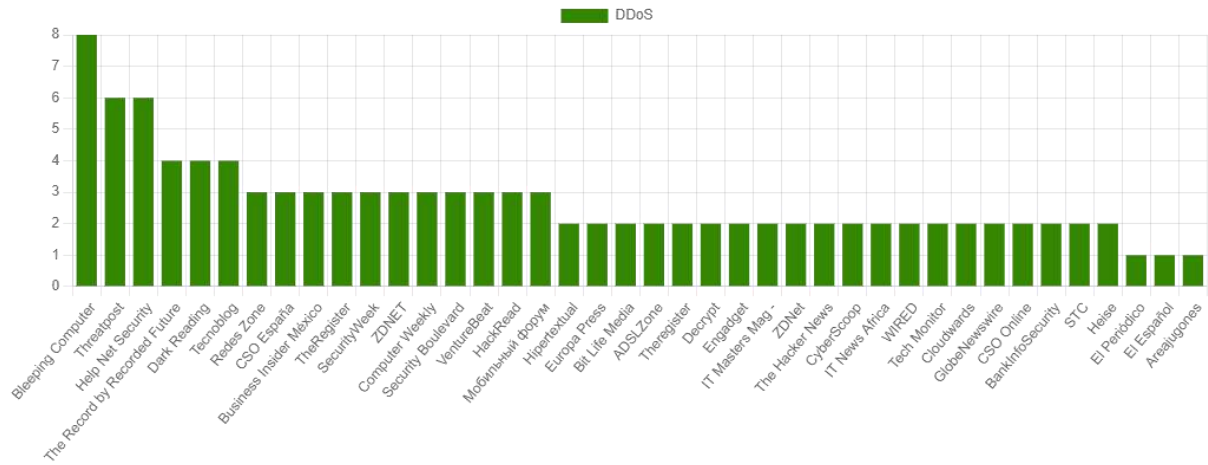
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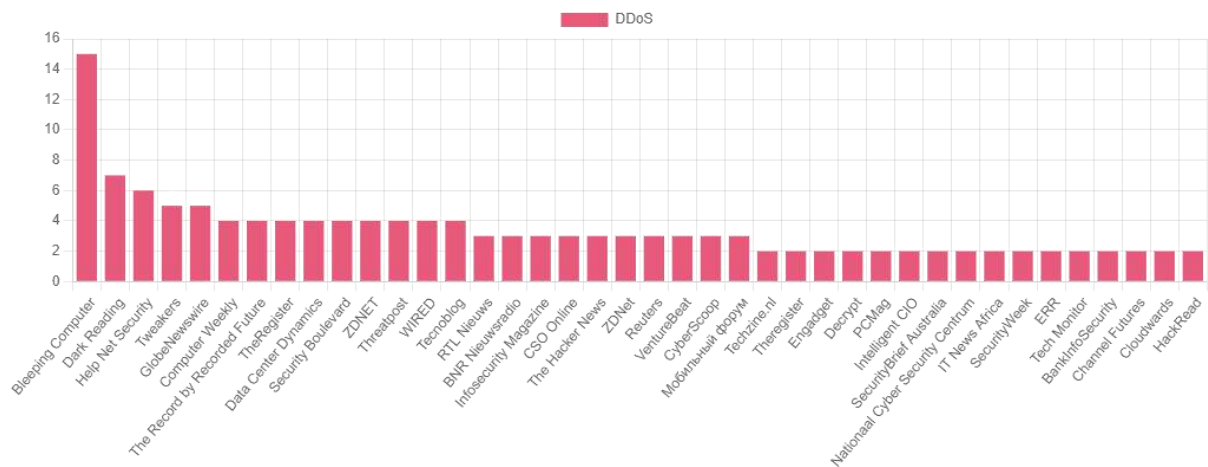
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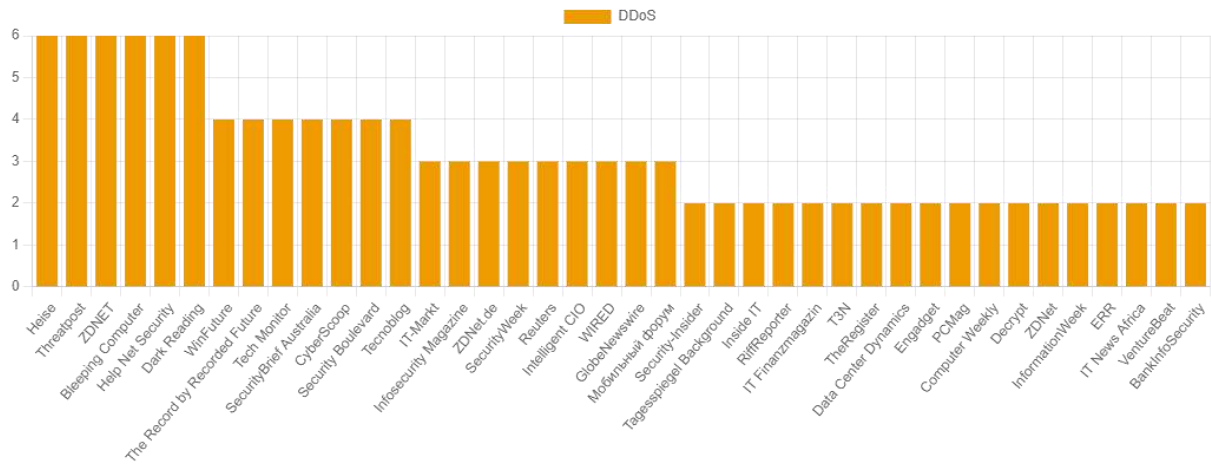
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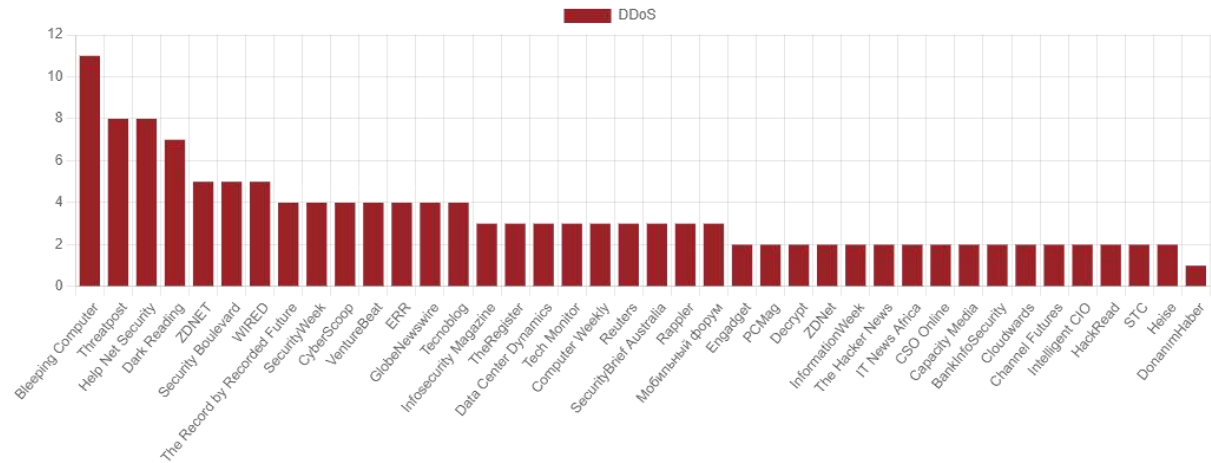
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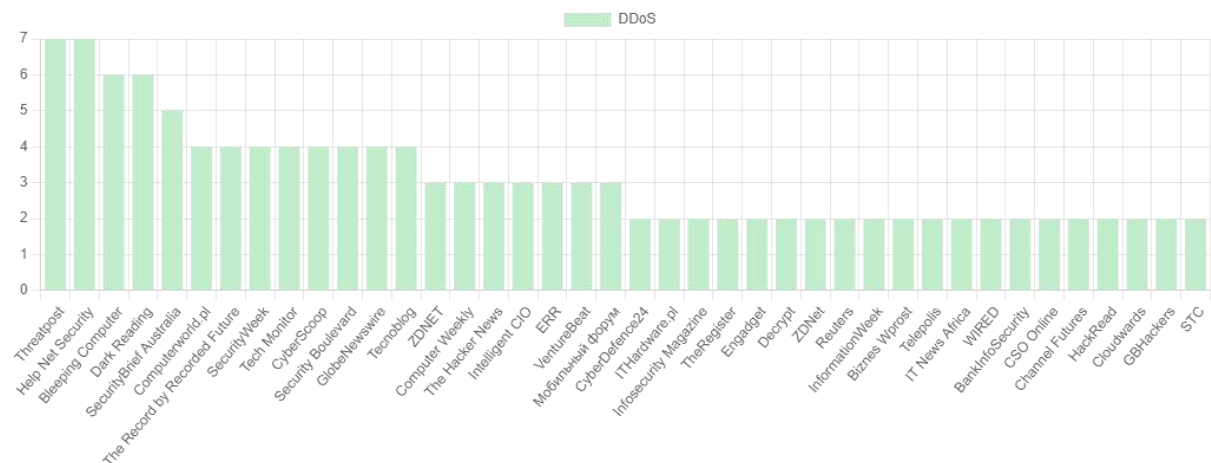
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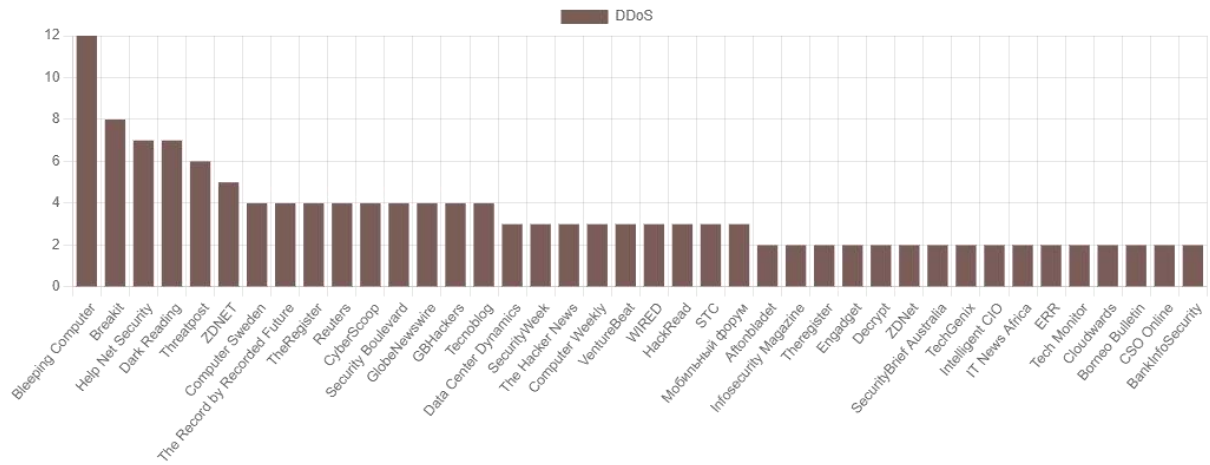
Turkey



Poland

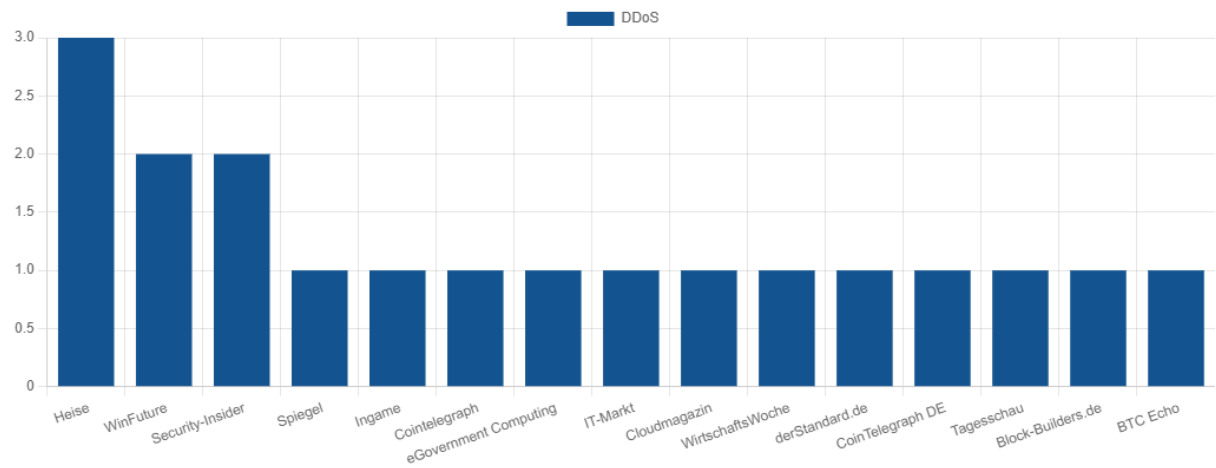


Sweden

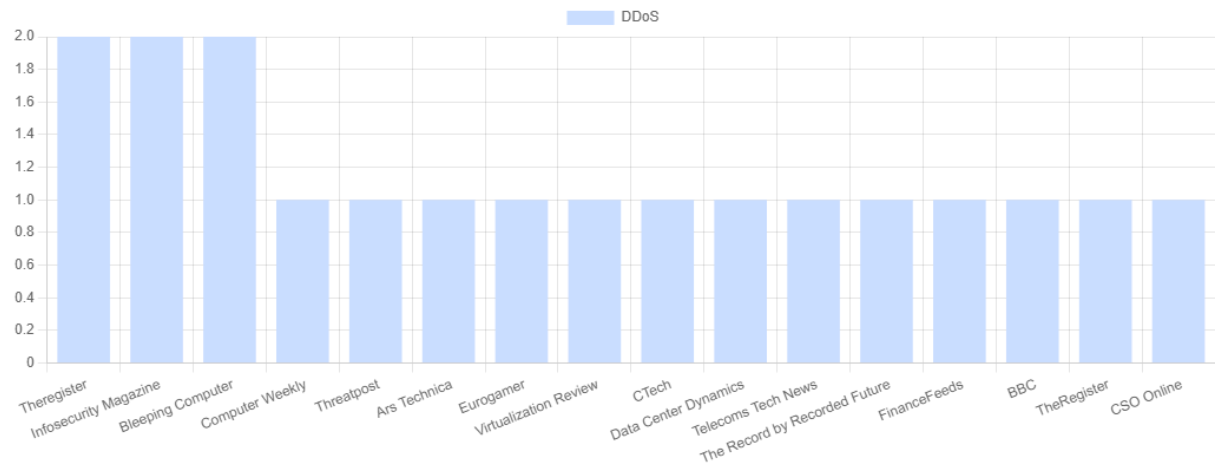


Articles per title (top 20 ranking search results)

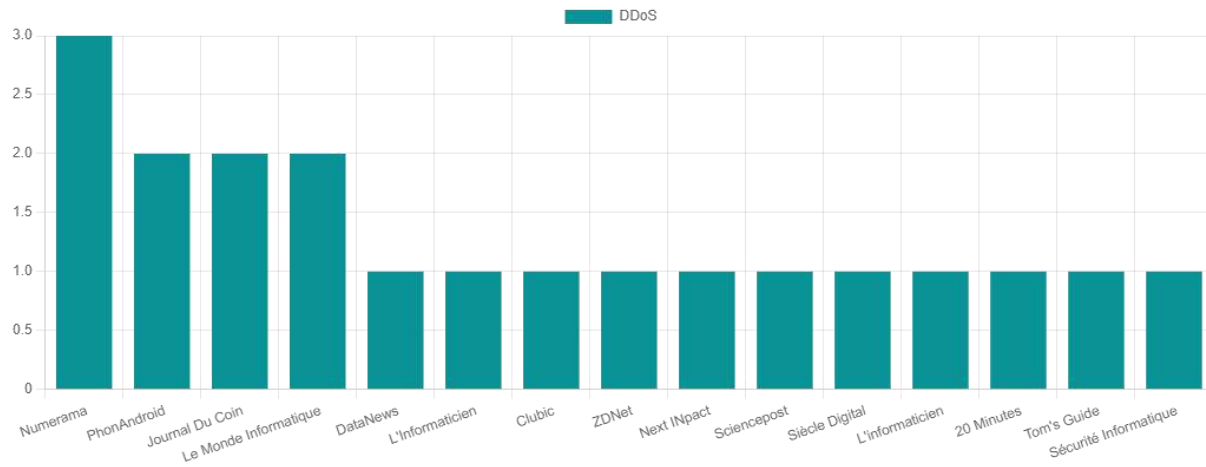
Germany



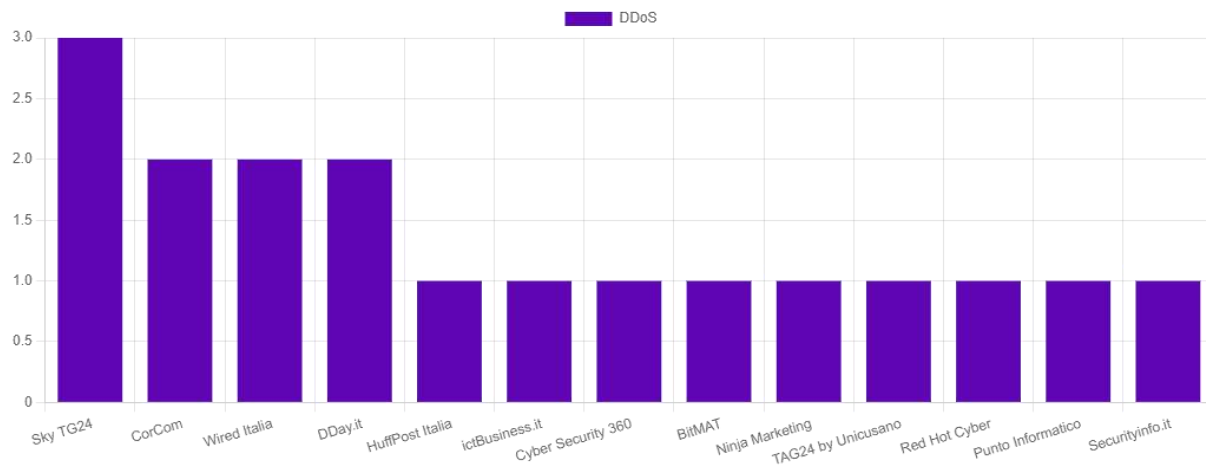
United Kingdom



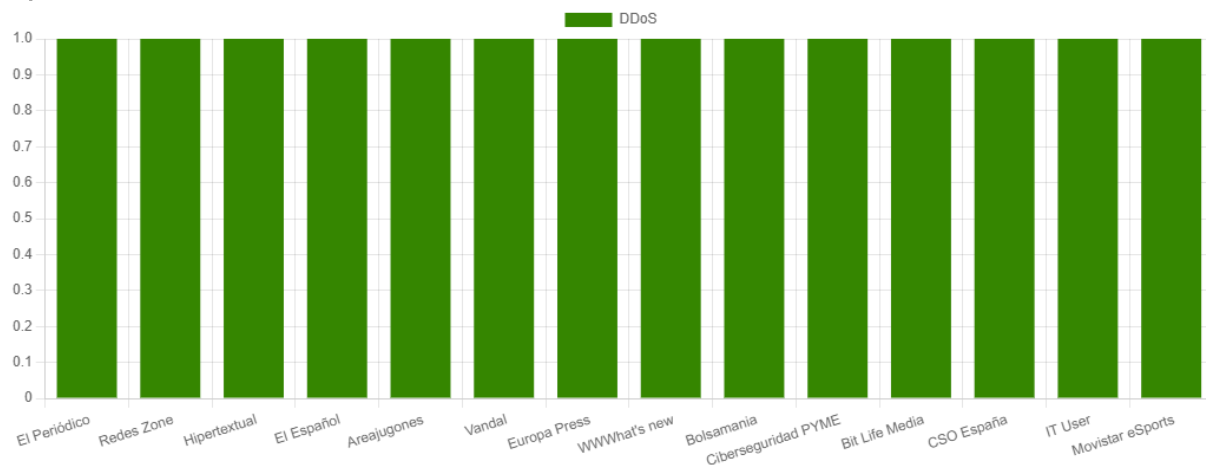
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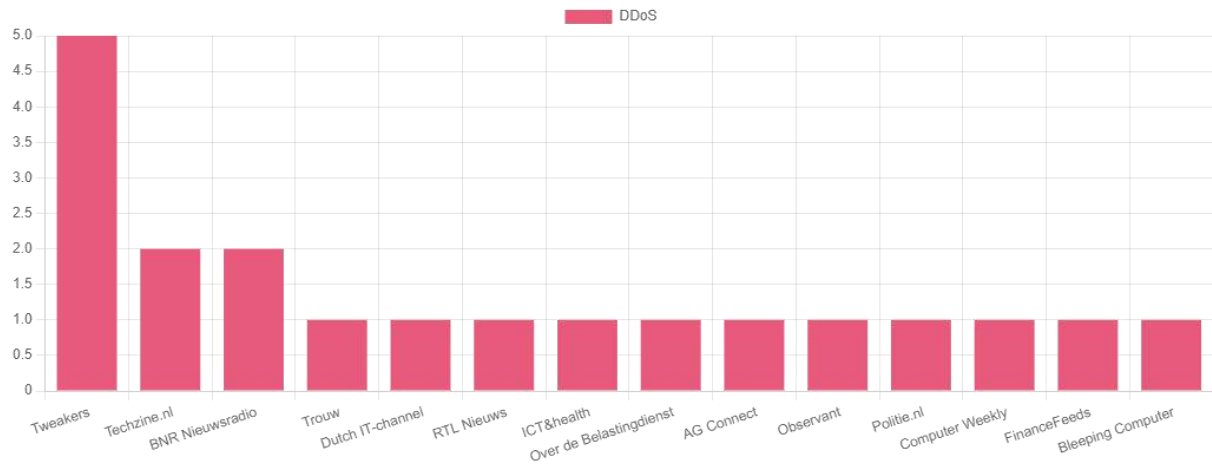
Italy



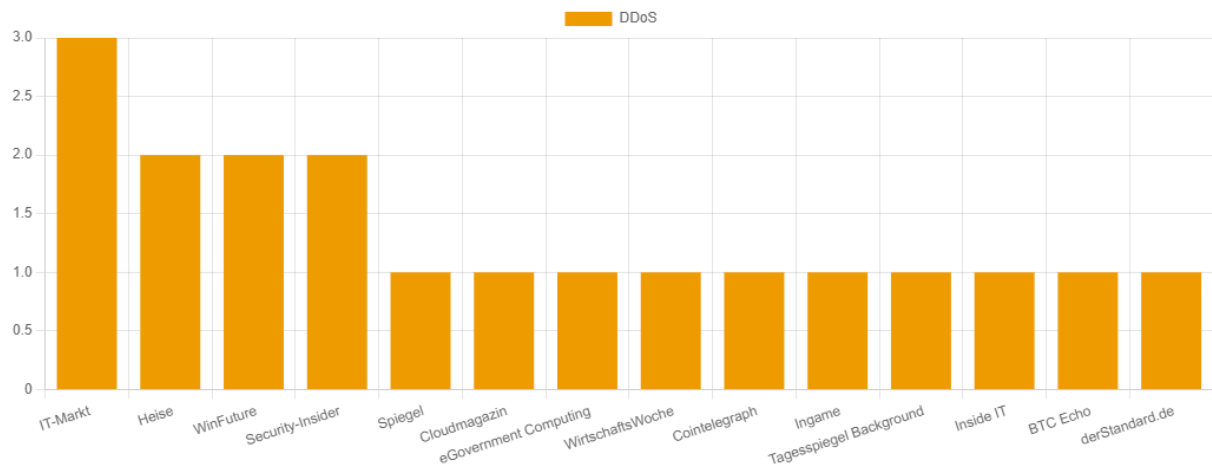
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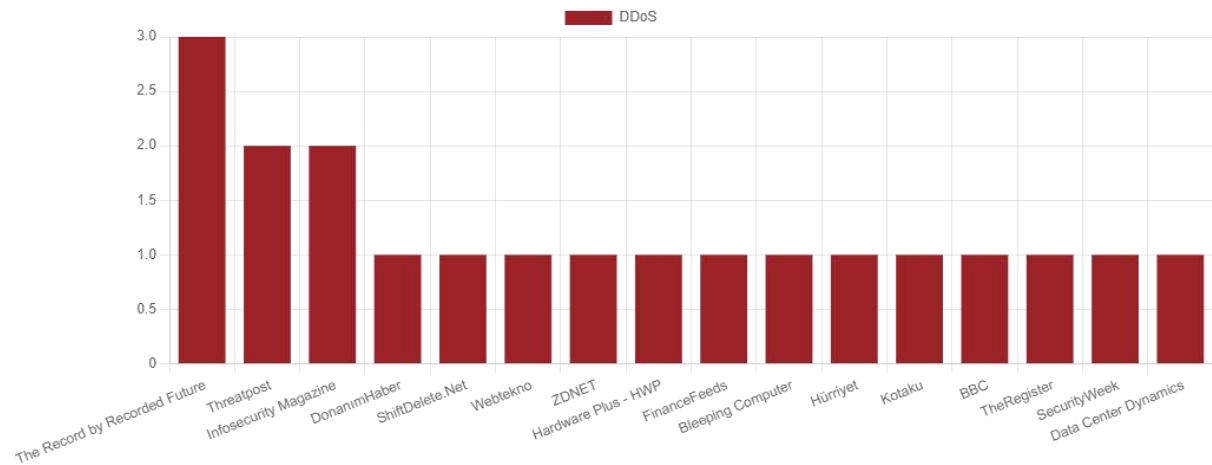
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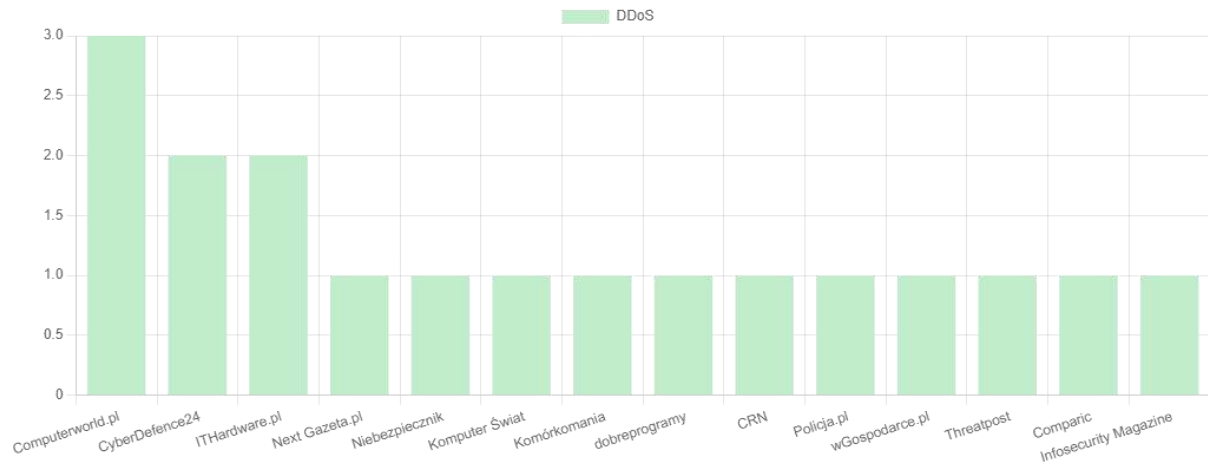
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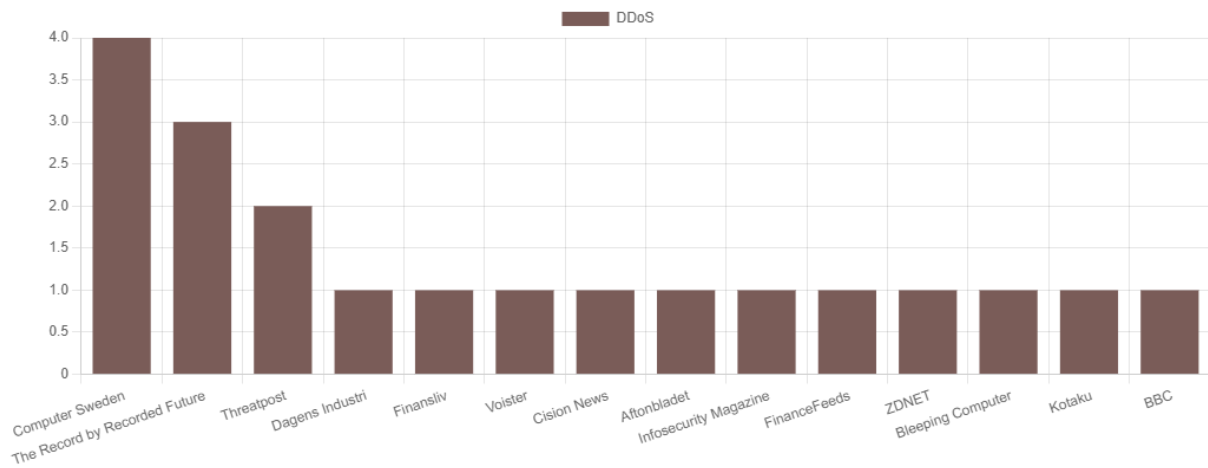
Turkey



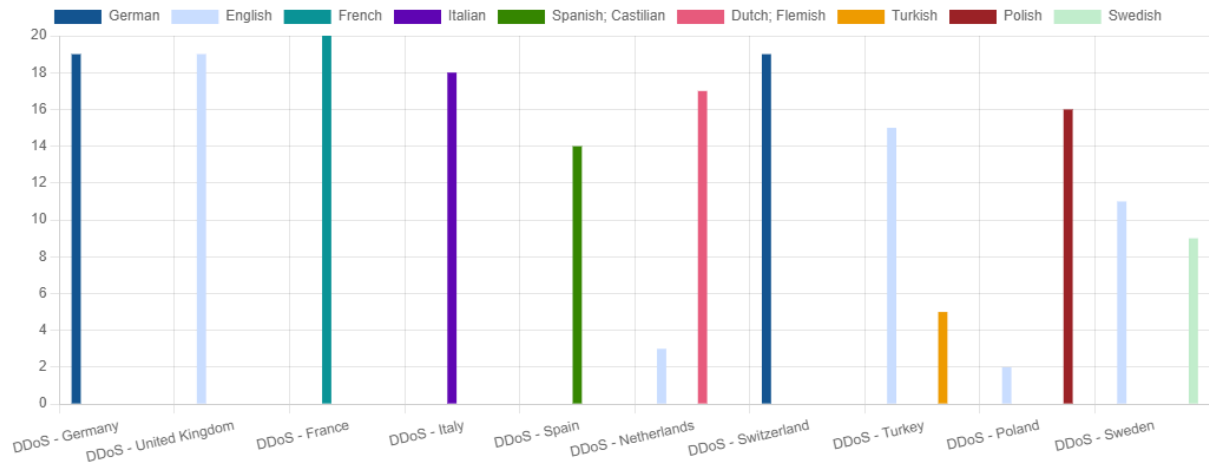
Poland



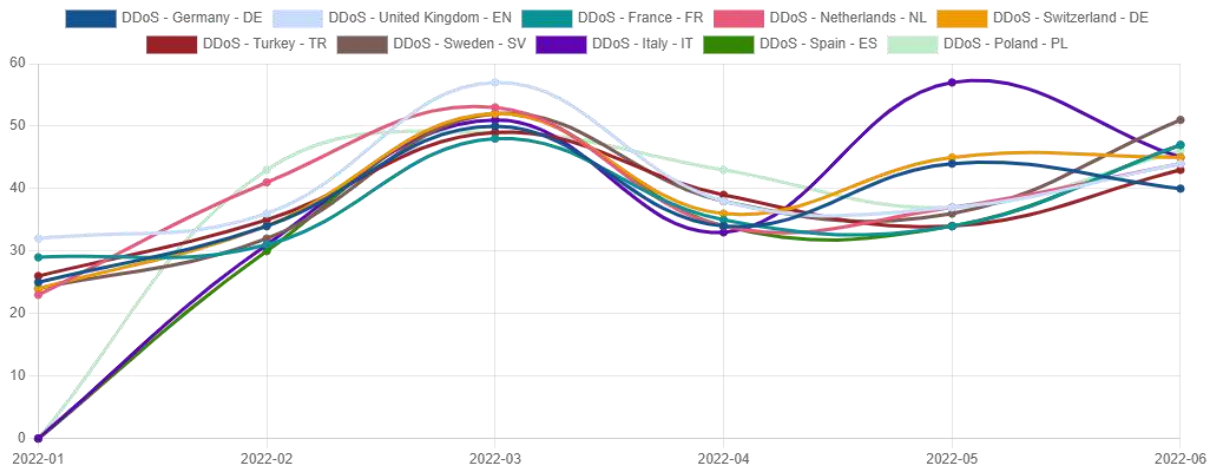
Sweden



Language analysis (top 20 ranking search results)



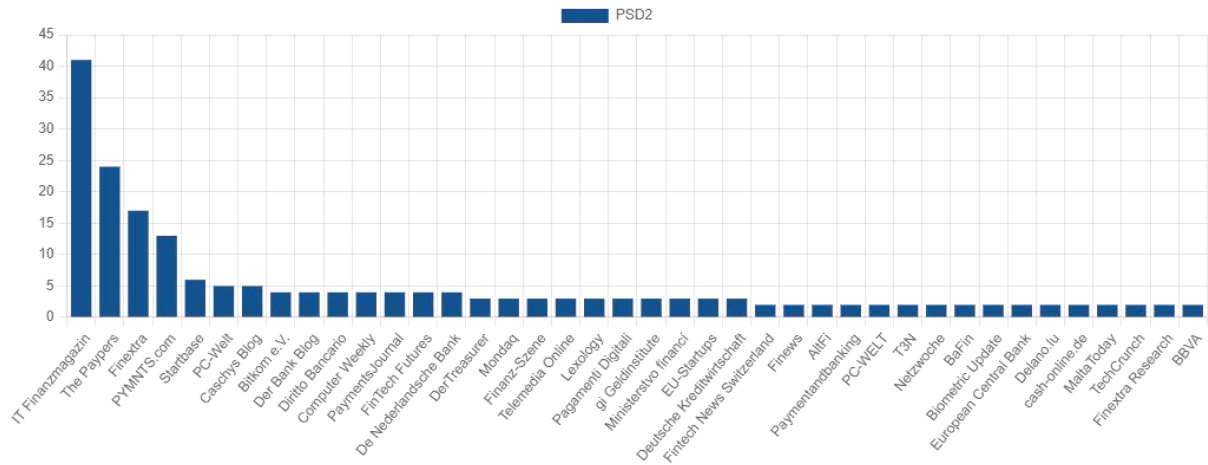
Date analysis (all search results)



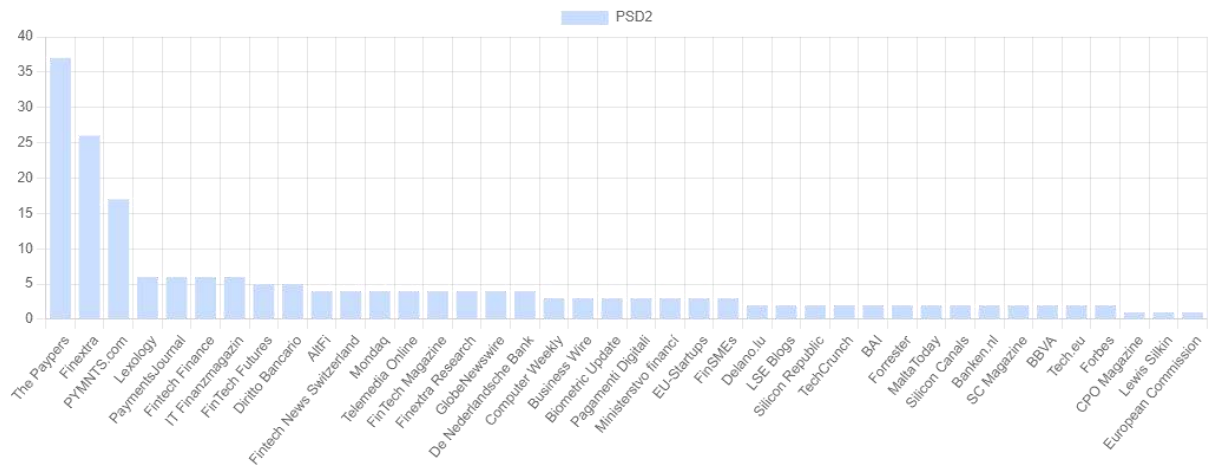
PSD2 search data

Articles per title (all search results)

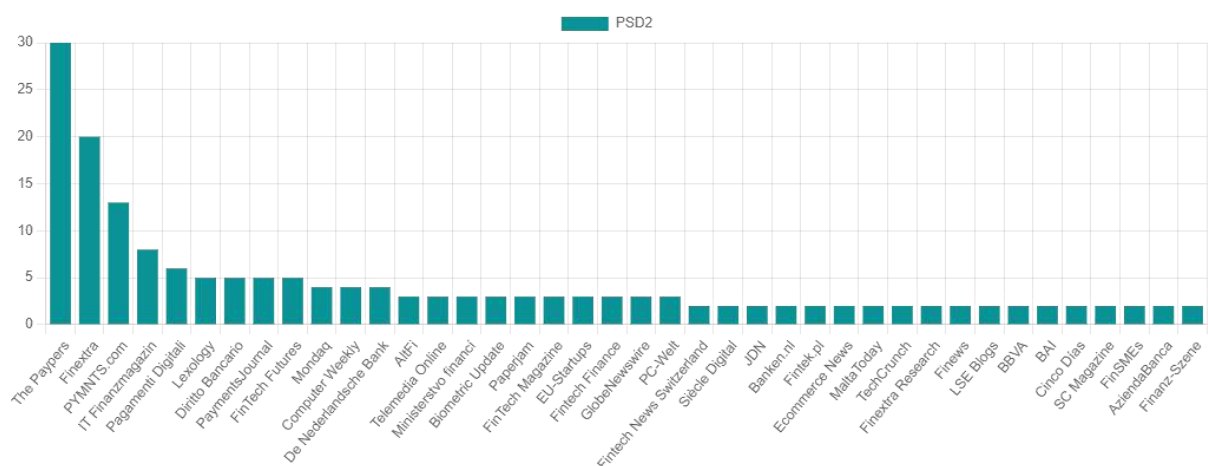
Germany



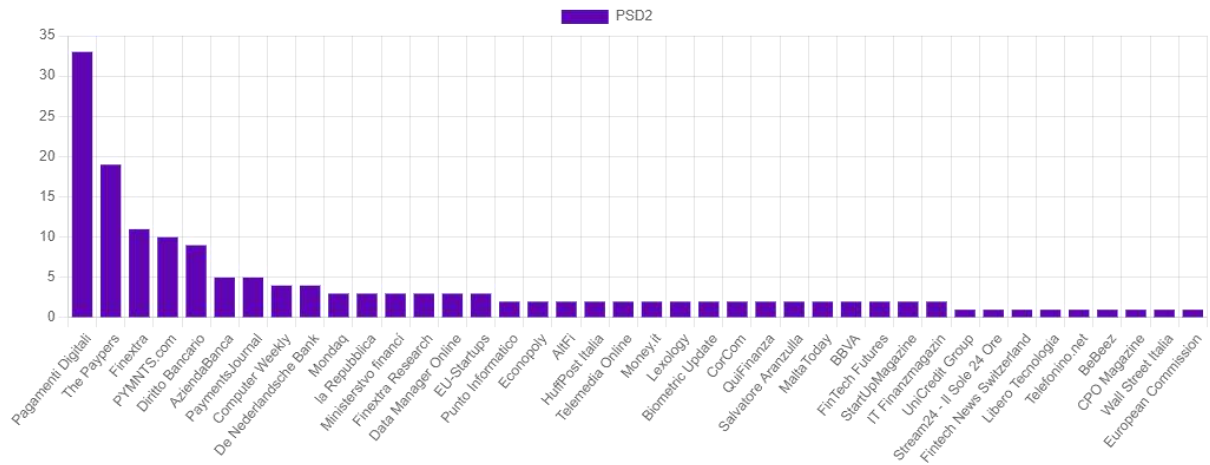
United Kingdom



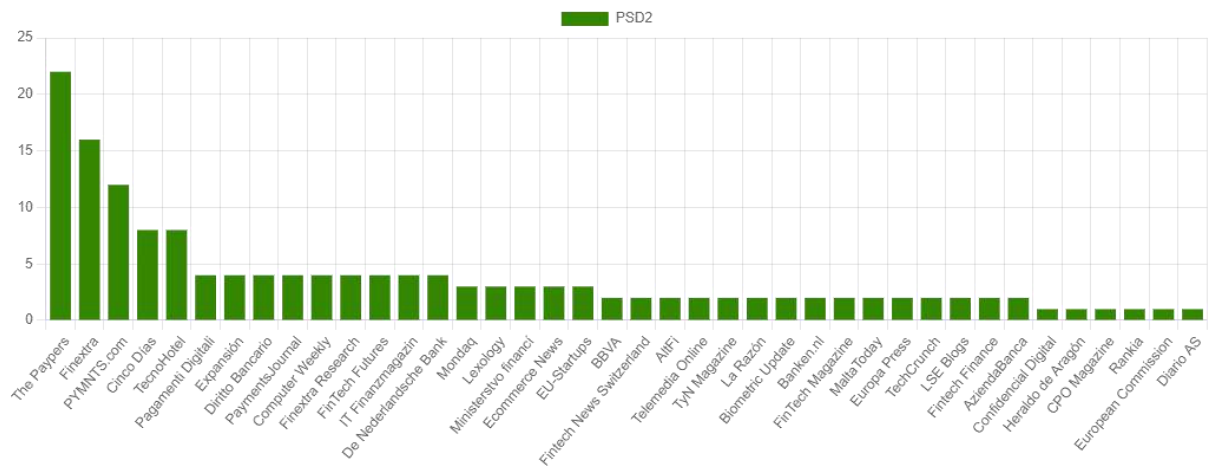
France



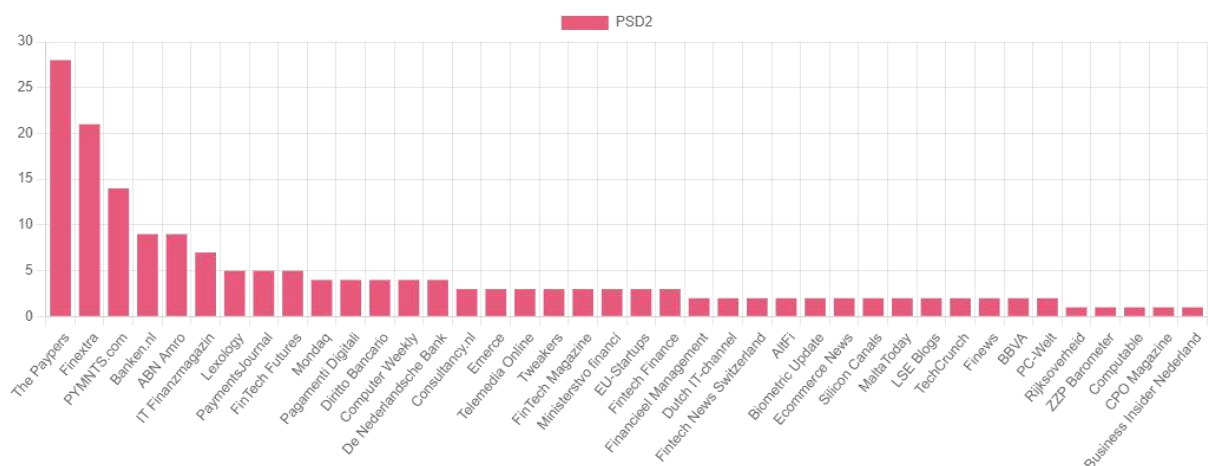
Italy



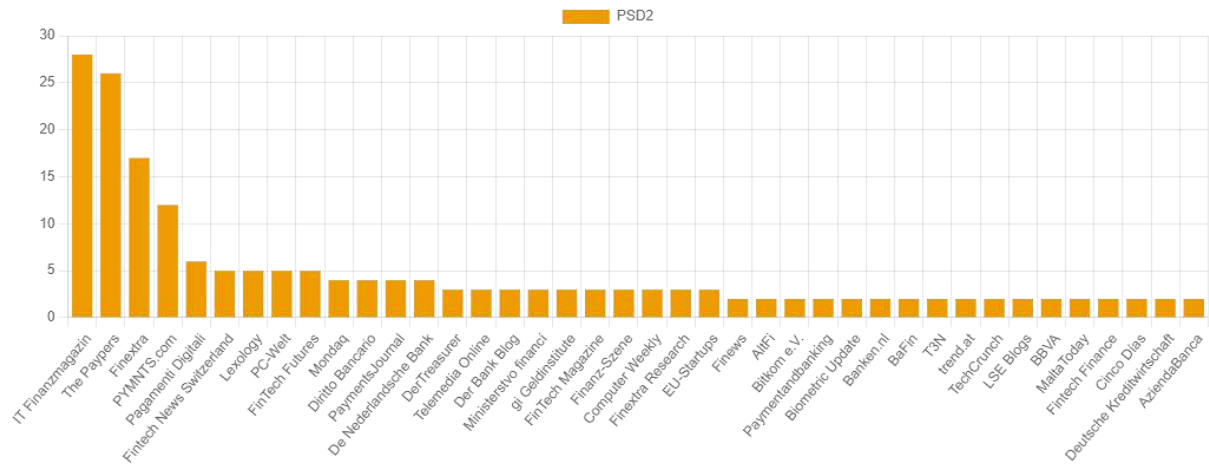
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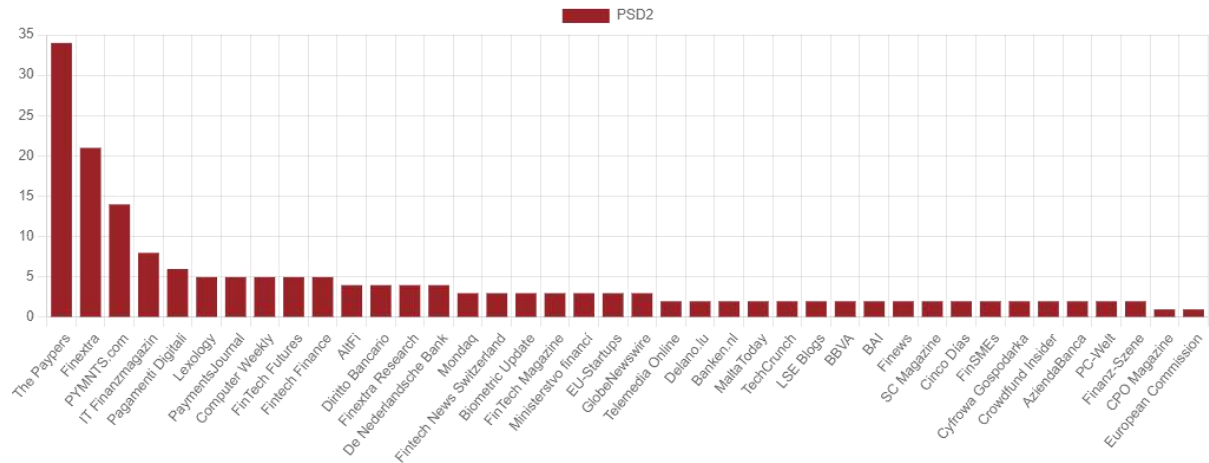
Netherlands



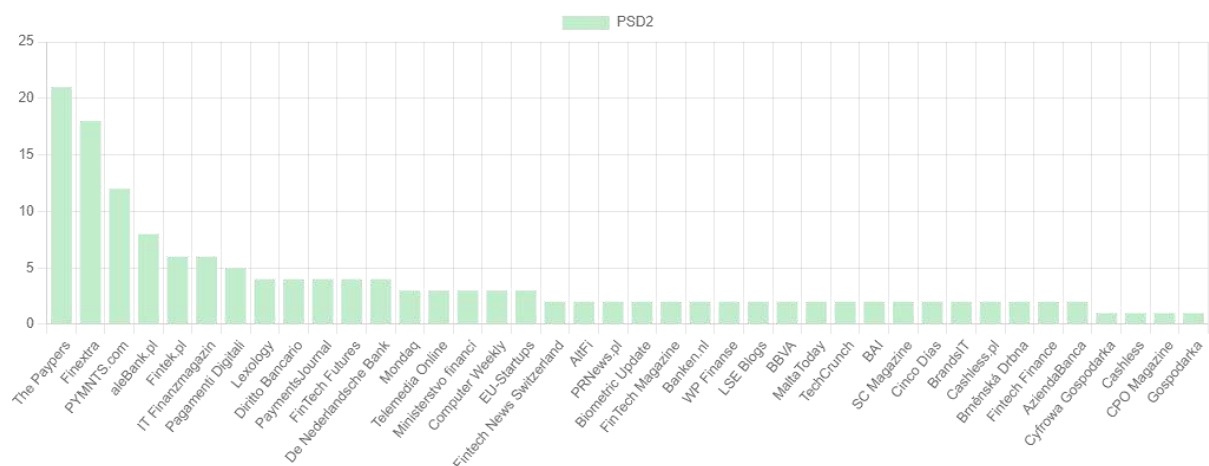
Switzerland



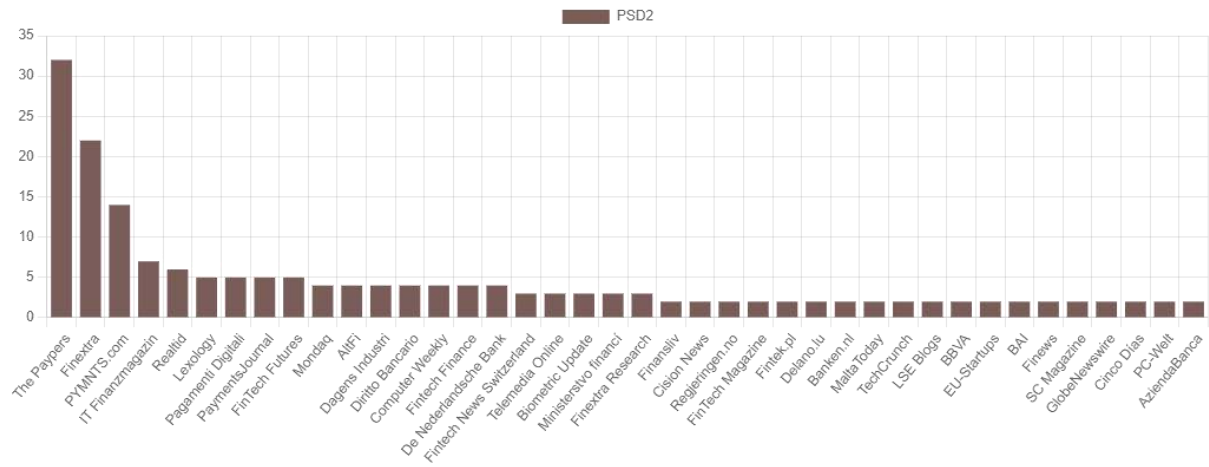
Turkey



Poland

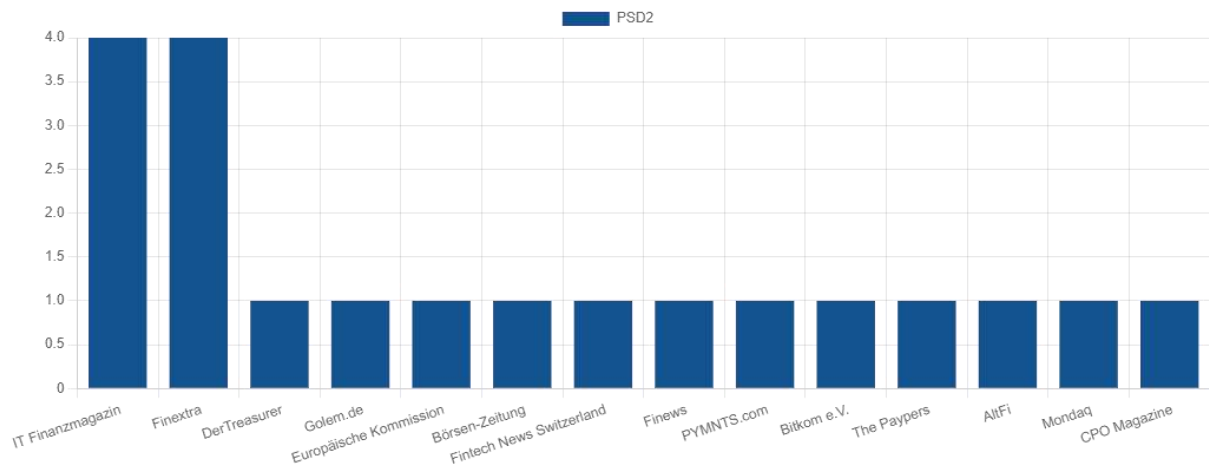


Sweden



Articles per title (top 20 ranking search results)

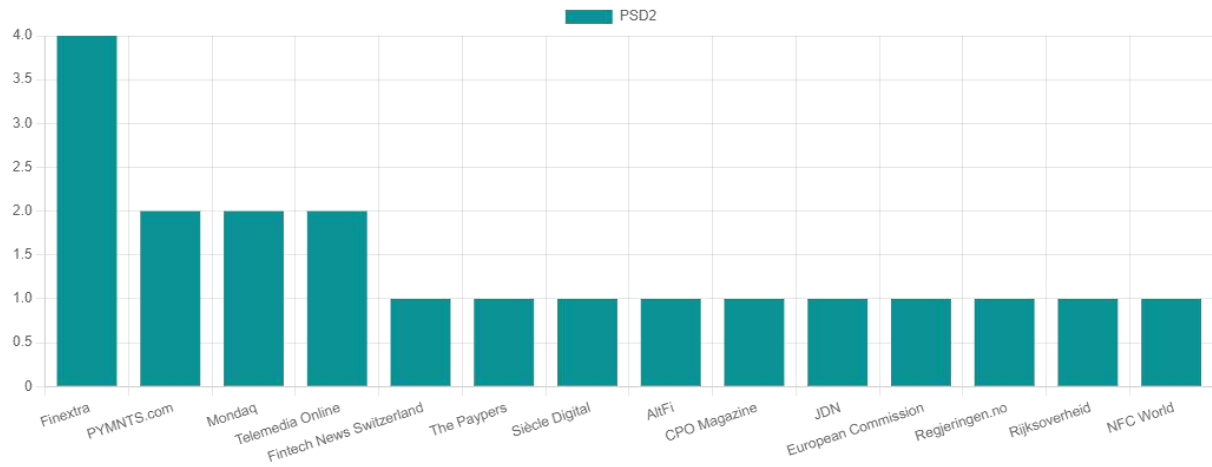
Germany



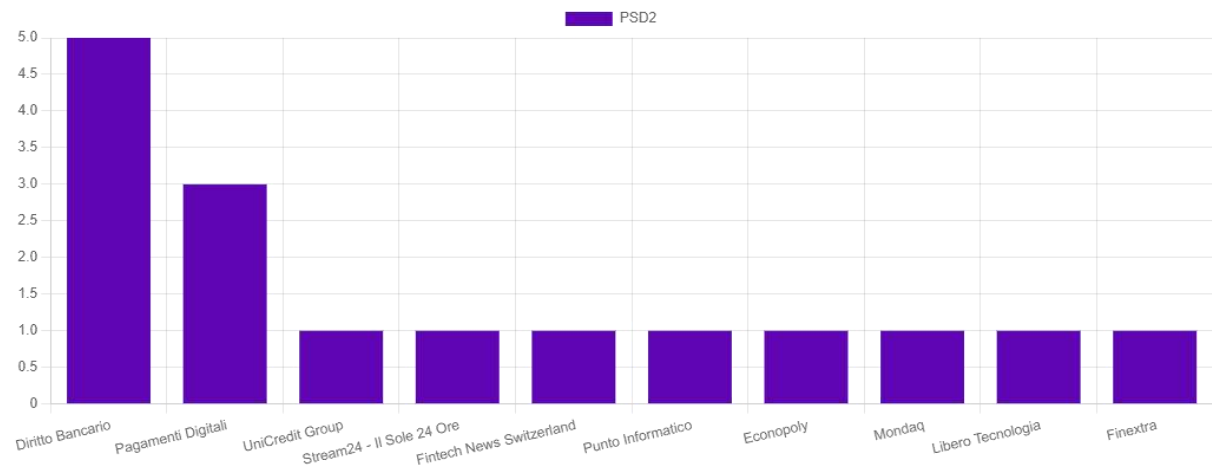
United Kingdom



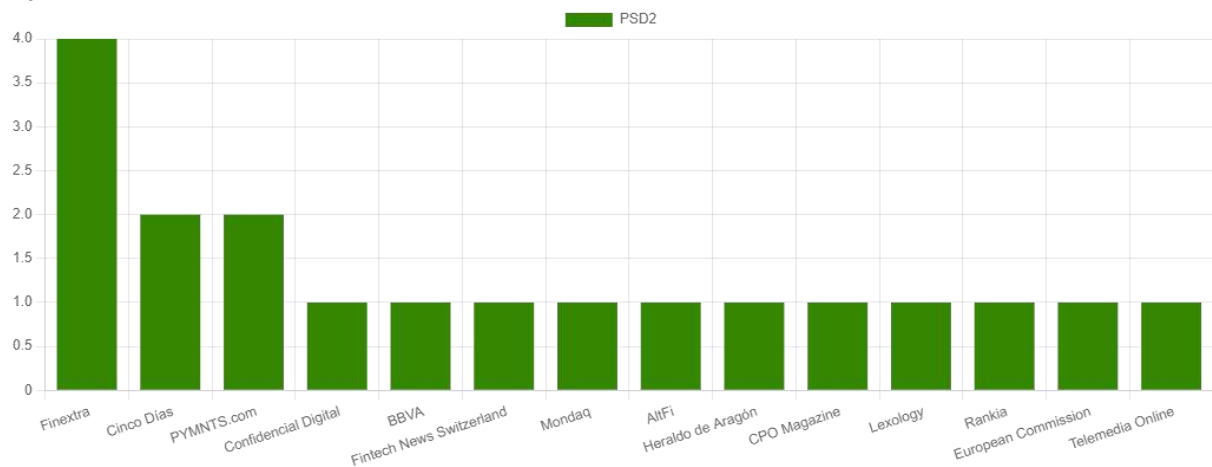
France



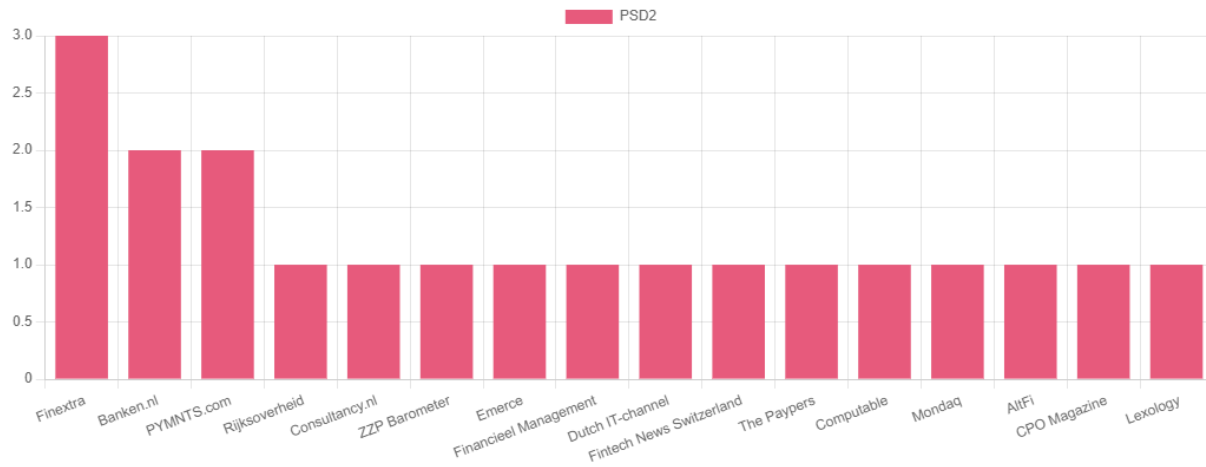
Italy



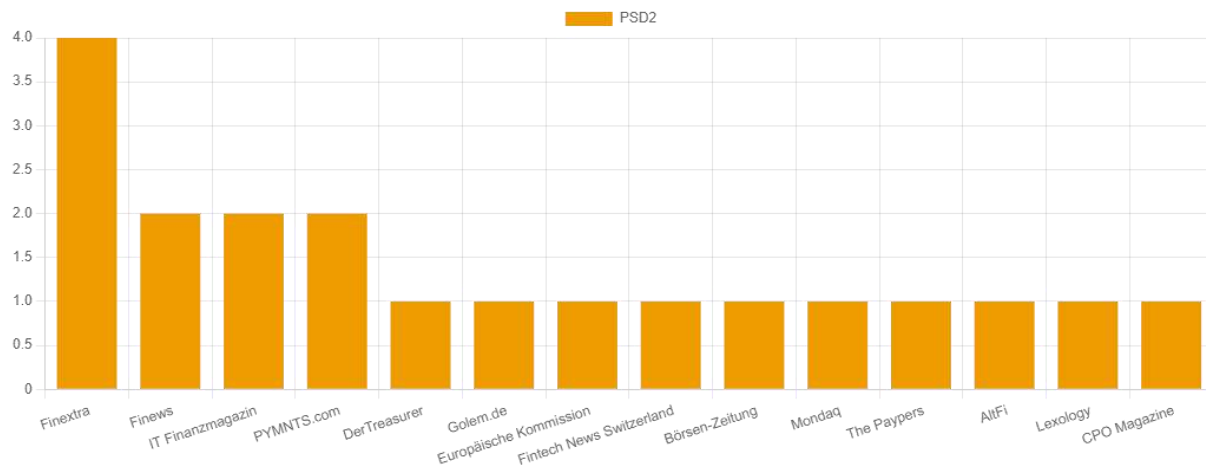
Spain



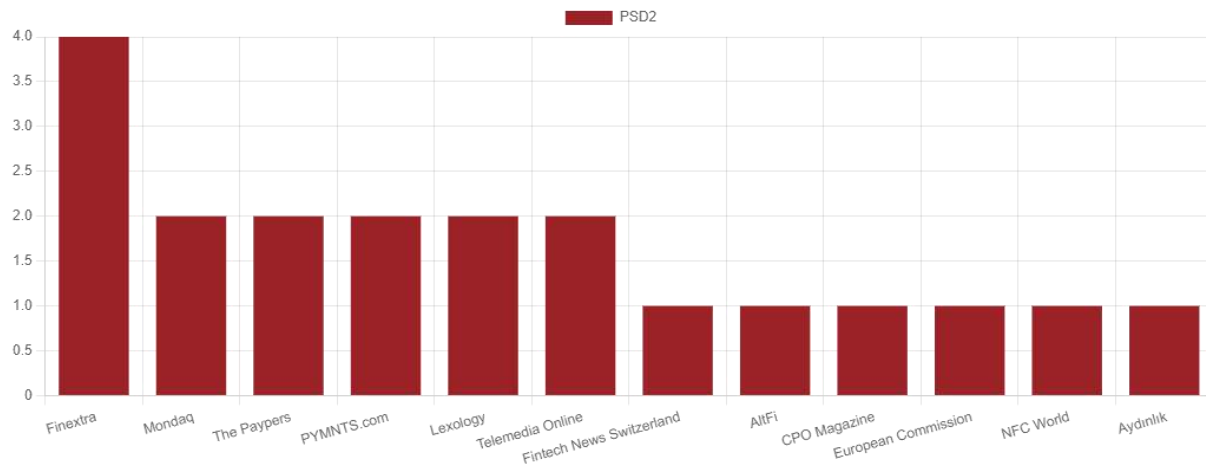
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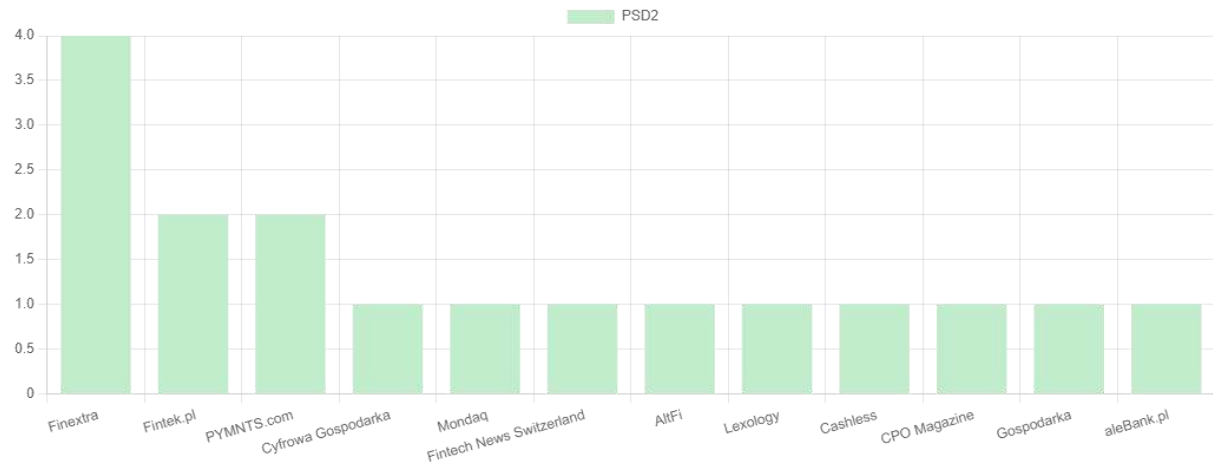
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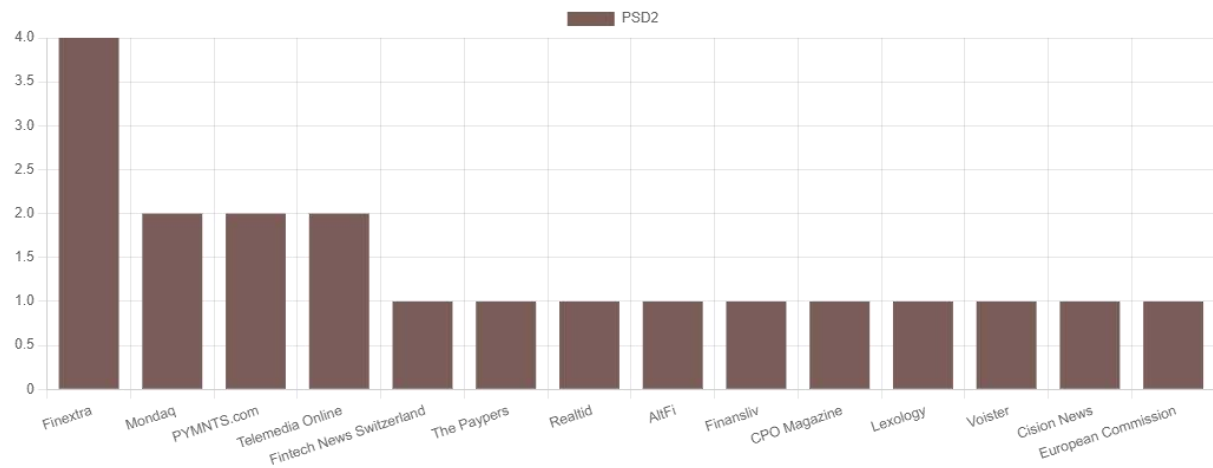
Turkey



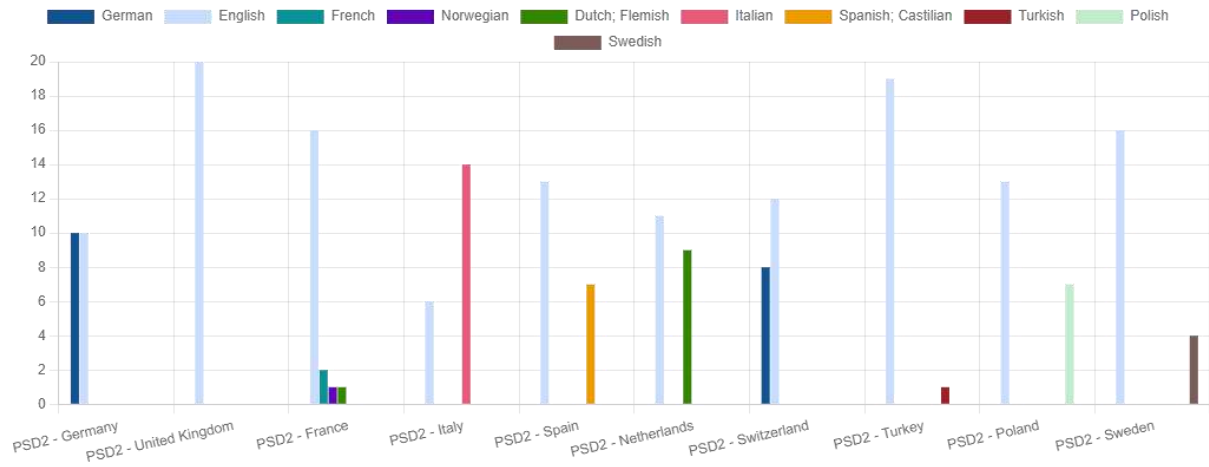
Poland



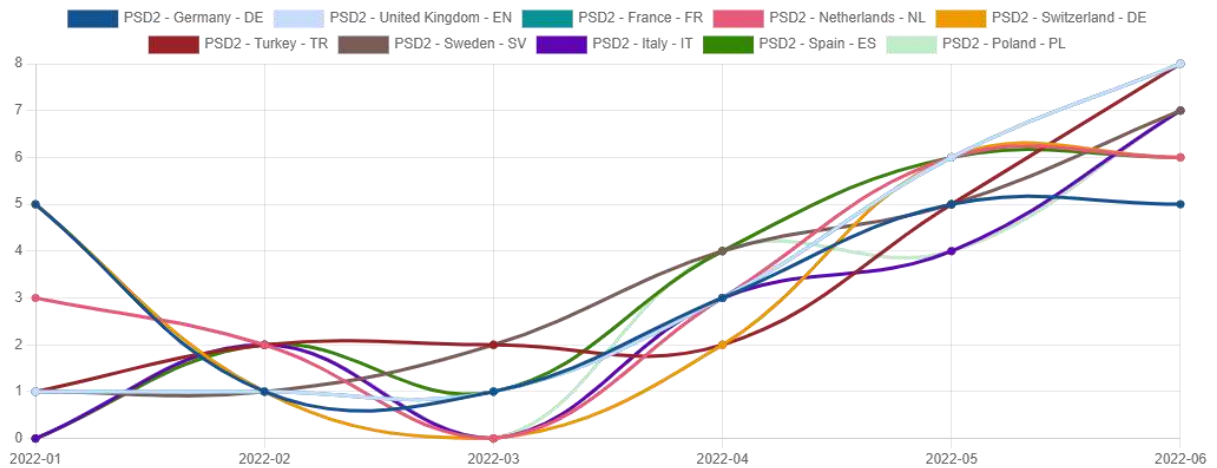
Sweden



Language analysis (top 20 ranking search results)



Date analysis (all search results)



UNDERSTAND

CREATE

DELIVER

BABEL