Weekly Earned Media Value (EMV) Report Template

This formula moves you from vanity metrics to business outcomes. You can finally show proof that your brand is generating millions in auditable market value that your old social listening tools were simply unable to track.

Use our Gemini Gem to calculate your EMV, or use our template below to build your own:

Date Range: [_____] – [_____]
DATE   DATE

Converged Team: PR, Marketing, & Social

1. Executive Summary:

- **Total Weekly EMV:** $[_____] — A [_____]% increase vs. previous week.
  AMOUNT   PERCENTAGE
- **Hidden Value Unlocked:** $[_____] of this value (roughly _____%) was captured from non-text sources, including video transcripts, audio podcasts, and visual logo detection.
  AMOUNT   X
- **Efficiency Gain:** By using automated multimodal AI, we saved [_____] analyst hours compared to manual "column-inch" reporting.
  NUMBER

2. Multi-Platform Value Breakdown

This section calculates the ROI of organic mentions across the audience's preferred video-first channels.

Platform	Total Mentions	Estimated Impressions	Engagement Rate	Calculated EMV
TikTok	[_____] NUMBER	[_____] NUMBER	[_____] PERCENTAGE	$[_____] AMOUNT
YouTube (Shorts/Long)	[_____] NUMBER	[_____] NUMBER	[_____] PERCENTAGE	$[_____] AMOUNT
Instagram Reels	[_____] NUMBER	[_____] NUMBER	[_____] PERCENTAGE	$[_____] AMOUNT
Podcasts (Audio)	[_____] NUMBER	[_____] NUMBER	N/A	$[_____] AMOUNT
Fringe/Niche Channels	[_____] NUMBER	[_____] NUMBER	[_____] PERCENTAGE	$[_____] AMOUNT

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3. The Invisible Impact

- **Spoken Brand Mentions (ASR):** $[_____] in value, e.g., derived from conversations halfway through vlogs
  AMOUNT
  and podcasts where the brand was not tagged in the description.

- **Visual Brand Exposure (OCR/Logo):** $[_____] in value, e.g., from logo appearances in the background of
  AMOUNT
  viral videos and user-generated screenshots.

- **Dark Social Estimations:** High-intent traffic arriving via niche channels, representing an estimated

  $[_____] in trusted peer-to-peer value.
  AMOUNT

4. Competitive Share of Narrative

- **Our EMV vs. Competitor A:** We outpaced [_____] by [_____] in
  COMPETITOR NAME   PERCENTAGE
  [_____] across [_____].
  E.G. SPOKEN SENTIMENT   CHANNEL

- **Narrative Dominance:** Our brand led the conversation on [_____] among

  [_____] on [_____]
                                                                      KEY INDUSTRY TREND

  E.G. 18–34-YEAR-OLDS   E.G. REELS

5. Risk Mitigation & Cost Savings

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6. Strategic Mandates for Next Week

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