

REPORT



# State of Media Intelligence





# Introduction


We surveyed nearly 300 professionals across communications, marketing, and adjacent stakeholder groups to better understand how media intelligence is created, shared, and consumed—and how AI is redefining each stage of that process. The findings reveal how teams are operating today while offering a clear benchmark for organizations looking to modernize their media intelligence workflows. From identifying the AI capabilities delivering the greatest efficiency gains to uncovering qualitative insights that enhance the value of briefings, the report provides practical guidance for teams aiming to elevate their impact with stakeholders.

Key Findings:

## Effort vs. Consumption


**68%** of **respondents** spend over an hour preparing a typical media briefing, yet 


**52%** of **stakeholders** report spending 10 minutes or less reading them, and 

**7%** do not read them at all. 


## Top Challenges


**28%** separating noise from critical information 

**26%** time-consuming nature of preparing briefings 


**13%** difficulty customizing for different stakeholders 


## AI Adoption

**53%** of respondents are currently leveraging AI within their media intelligence workflow 

**15%** are actively testing or piloting AI tools 

## AI-Generated Insights

**38%** of respondents already use AI-generated insights to support decisions 

**32%** indicated they would definitely or most likely use them in the future 



# Methodology

To understand how media intelligence is shared and consumed across the communications ecosystem, Agility conducted two companion online surveys from December 2025 to January 2026:

## 2026 State of Media Intelligence Survey

Targeted at PR and communications practitioners



## 2026 Media Intelligence Consumer Survey

Targeted at the internal stakeholders who receive and rely on media briefings

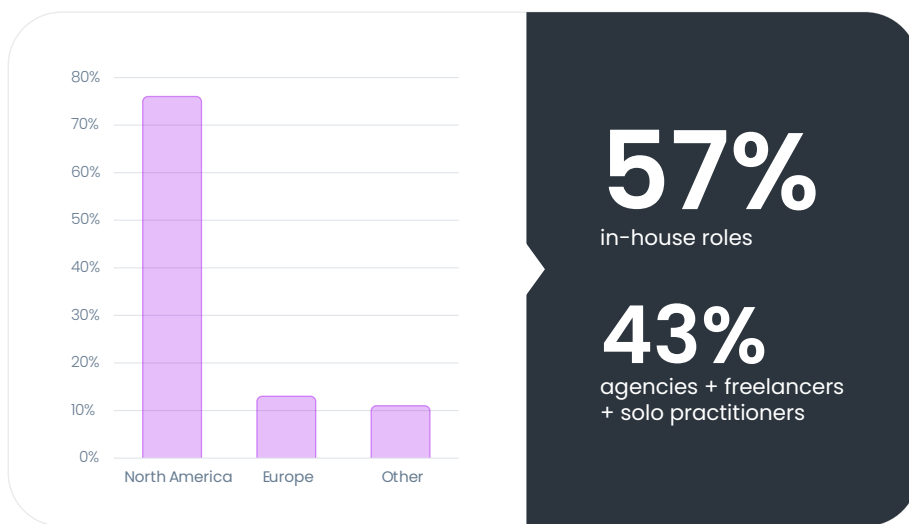
Both surveys were administered using an online survey tool, and responses were collected primarily through email outreach to relevant professional audiences. In total, 288 responses were gathered across the two surveys. The questions focused on workflows, preferences, consumption patterns, and the evolving role of AI in media intelligence dissemination.

The insights presented in this report reflect the aggregated trends emerging from these responses, offering benchmarking data for PR and communications teams aiming to refine their media intelligence strategies.



# Respondent Snapshot

The 288 respondents were primarily based in North America (76%), followed by Europe (13%), with the remaining participants located in Latin America, Asia-Pacific, the Middle East, and Africa. Respondents represented organizations across a broad range of annual revenues, from less than \$10 million to over \$1 billion.



Among PR respondents, 57.2% worked in in-house roles, while the remainder were employed at agencies, or worked as solo practitioners or freelancers.

Non-PR stakeholder respondents represented diverse functions, including Executive Leadership, Finance and Investor Relations, Technology/IT, Operations/Strategy, Marketing, Human Resources, Legal, Product, Customer Support, and Risk/Compliance.



## Part I

# How PR & Communications Teams Create Media Intelligence

## Sharing Frequency & Workload

Media intelligence has become a frequent and time-sensitive deliverable for most teams:

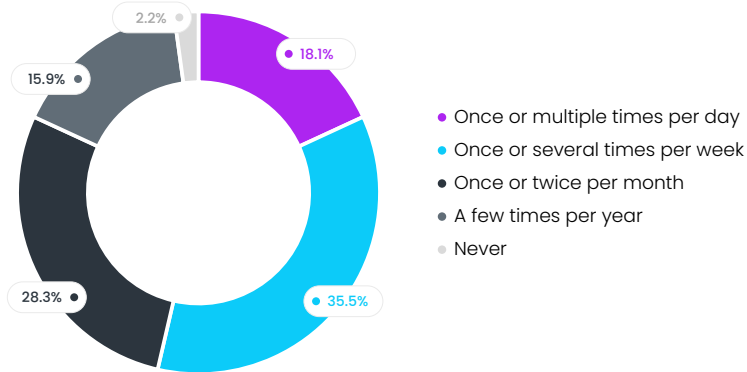
**53%** share intelligence at least once per week



**18%** deliver updates daily or multiple times per day

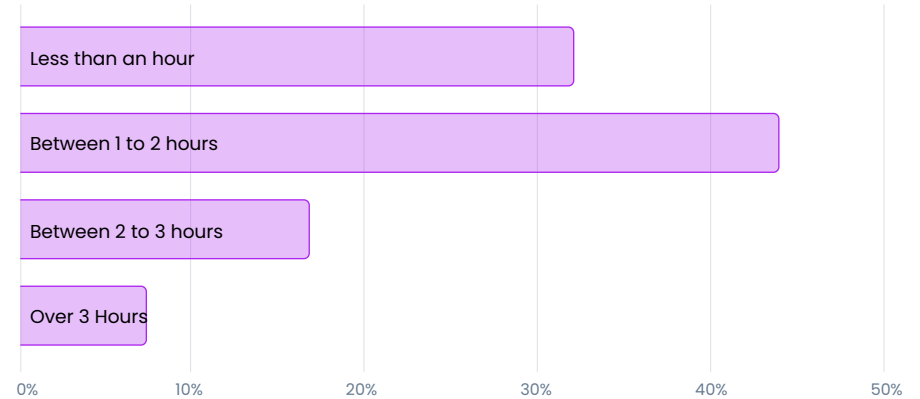


How often do you or your team share media intelligence with stakeholders?



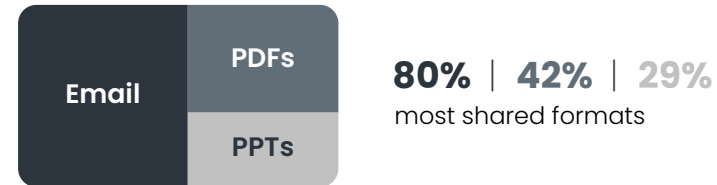
This level of cadence places considerable pressure on PR teams, especially given the time required to prepare each briefing. Nearly **68% spend over an hour** on a typical media briefing, with many investing multiple hours per report.

On average, how long does it take to prepare a typical media briefing?



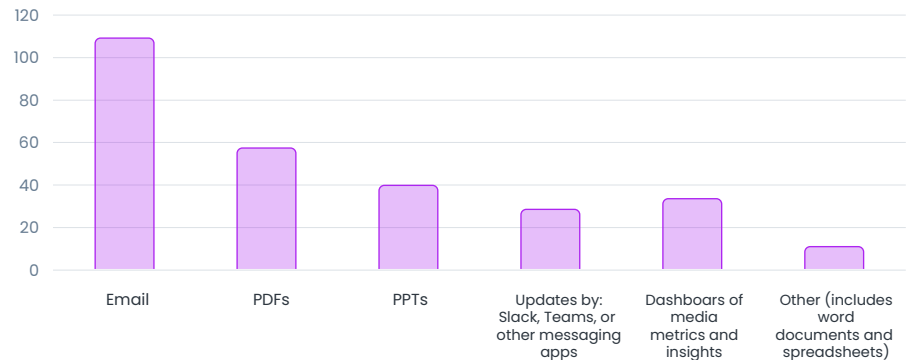
## Formats & Distribution Channels

Email overwhelmingly remains the dominant format for distributing media intelligence:



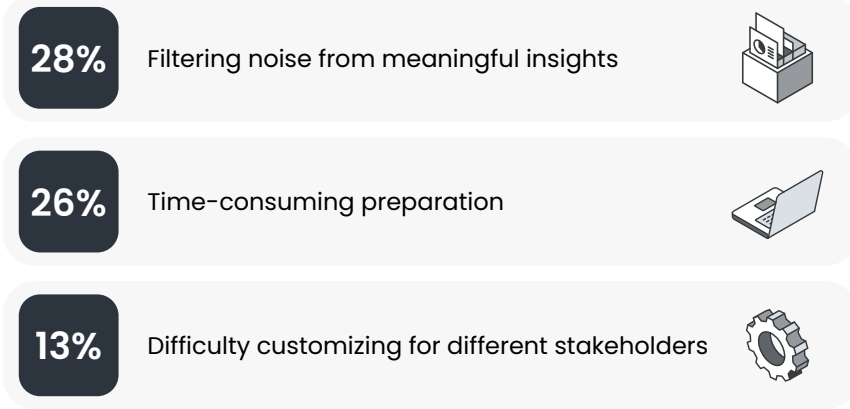
Respondents also pointed to dashboards, messaging apps, Word documents, and spreadsheets as secondary channels—reflecting an increasingly multi-format environment depending on audience needs.

In what formats do you typically share media intelligence?

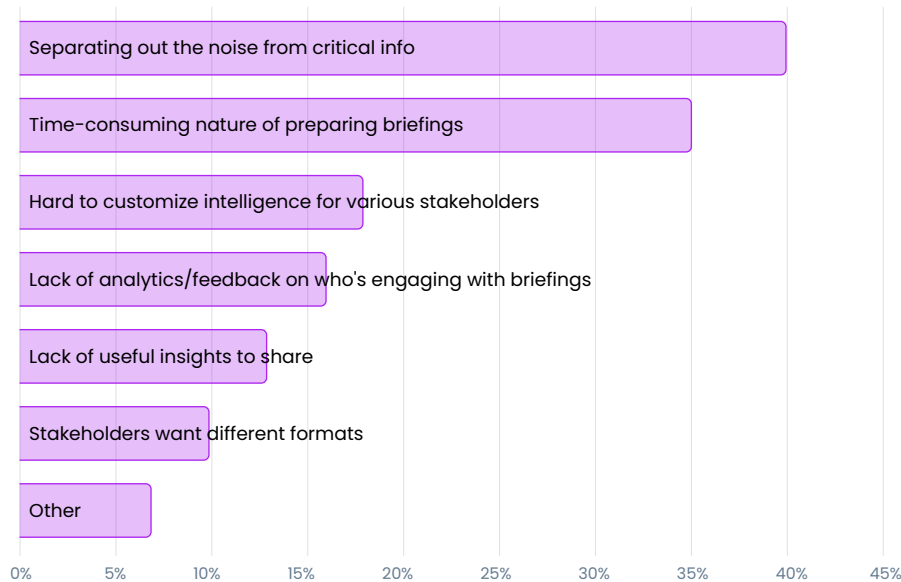


## Top Challenges

PR teams cited obstacles that consistently slow down or complicate their media intelligence workflows, with 3 challenges leading the pack:



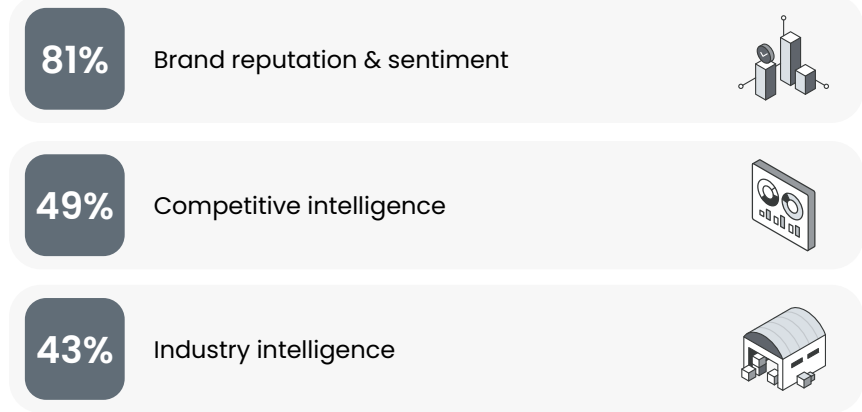
What is your biggest challenge in sharing media intelligence?



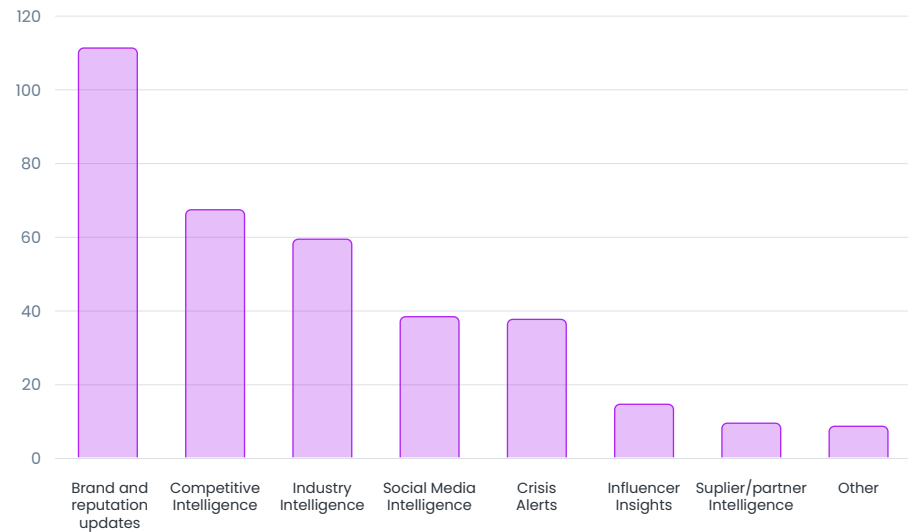
These challenges align closely with the increasing volume of content teams must track—and the growing expectation for stakeholder-tailored updates.

## Types of Insights Shared Most Often

Across the industry, teams most commonly provide updates on:



Which type of insights are you normally sharing in media intelligence updates?



This reinforces the value of media intelligence as not just a monitoring function but a strategic input across leadership, product, brand, and market planning.



## Part II

# How Internal Stakeholders Consume Media Intelligence

## Reading Habits

Media intelligence consumers are highly time-sensitive:

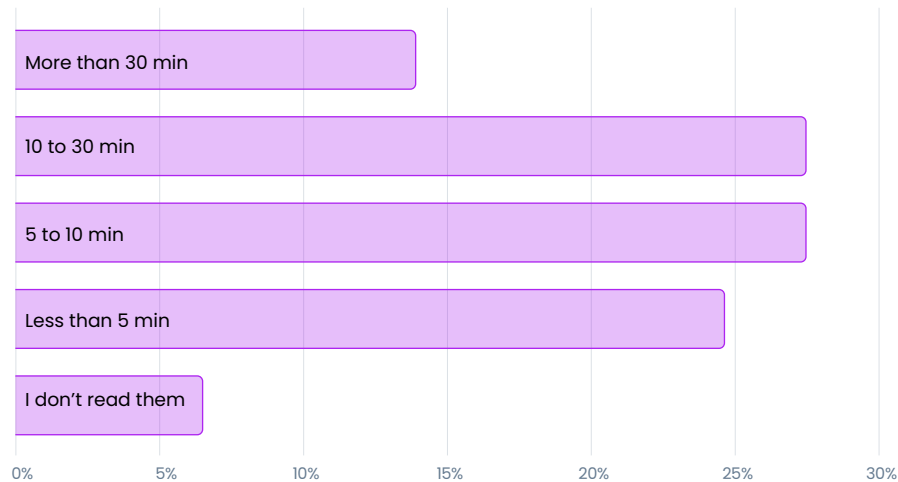
**52%** spend 10 minutes or less reading a briefing



**7%** don't read them at all



On average, how long do you spend reading a typical media briefing?



This data underscores the importance of clarity, brevity, and well-structured insights—especially for senior leaders.

## Preferred Formats

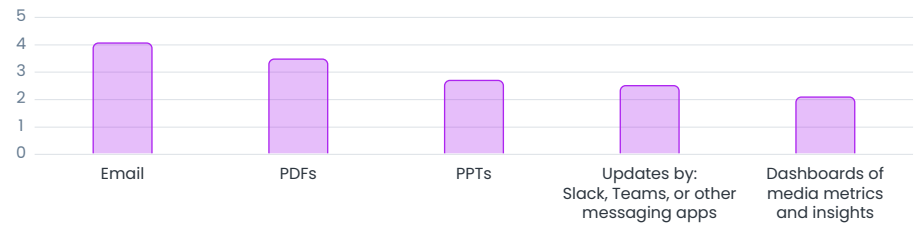
Stakeholders ranked the usefulness of formats in nearly the same order as PR teams deliver them:

Email

PDFs

PPTs

Rank the following formats for sharing media intelligence by usefulness



However, qualitative feedback suggests growing appetite for infographics, visuals, real-time dashboards, and even short video explainers.

## What Stakeholders Value Most

The top insight categories that stakeholders find most helpful mirror the PR team's output:

**62%** Brand reputation & sentiment



**55%** Industry intelligence



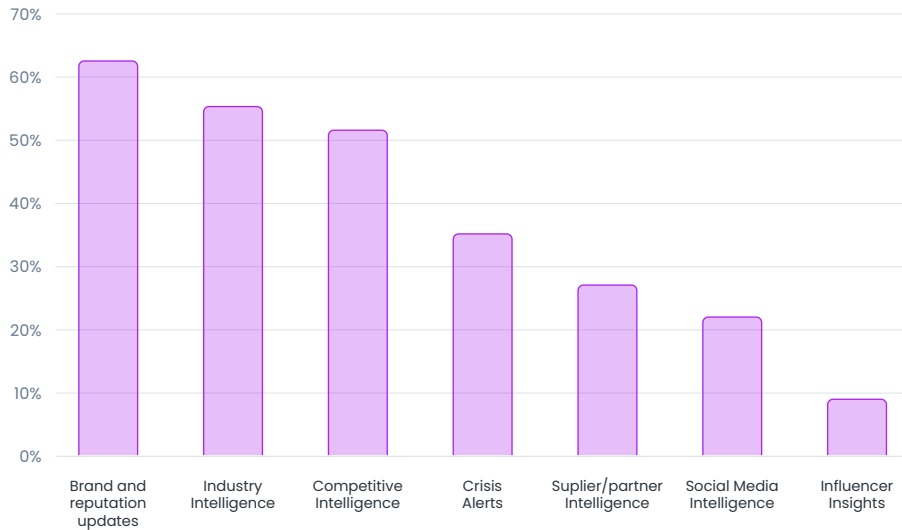
**51%** Competitive intelligence



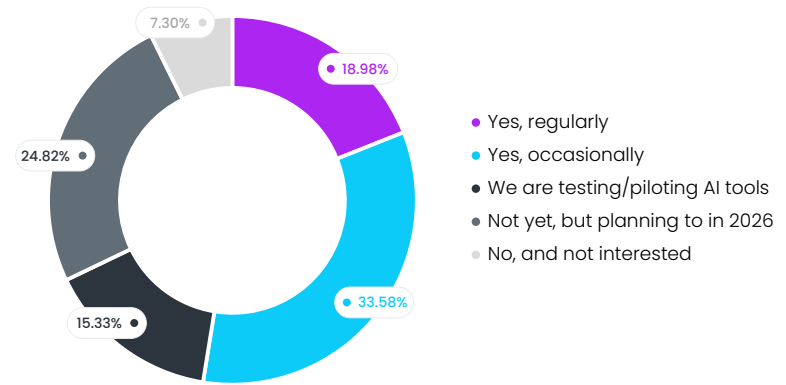
This alignment indicates that PR teams are generally meeting stakeholder expectations, though qualitative feedback suggests there is still significant opportunity to enhance personalization.



Which type of insights from media intelligence reports are most useful?



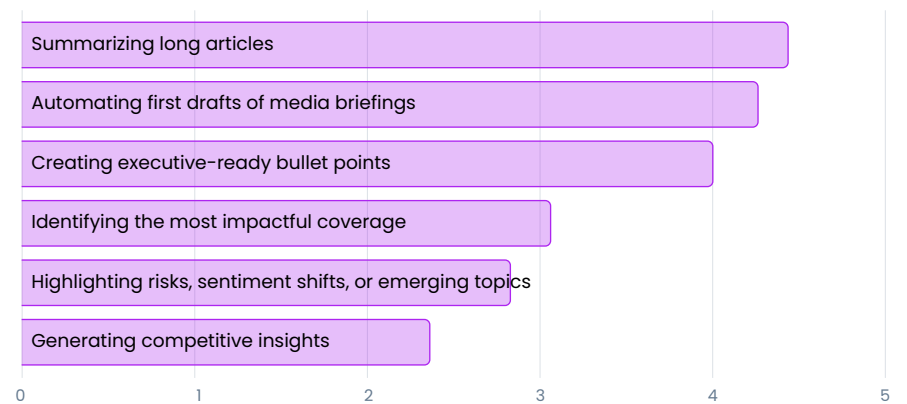
Are you currently using AI in your media intelligence workflow?



### Most Valued AI Capabilities

Respondents ranked the usefulness of AI features for media intelligence. The top three are:

- Summarizing long articles
- Automating first drafts of briefings
- Creating executive-ready bullet points



Viewing AI as a time-saver for manual, time-consuming tasks was a consistent theme.

## Part III

### The Expanding Role of AI in Media Intelligence

#### AI Adoption Is Rising

Among PR respondents:

53%

already use AI in their media intelligence workflows



15%

are piloting AI tools



## Real-World Impact: Frontline Feedback on AI Capabilities

Practitioners highlighted several positive shifts:

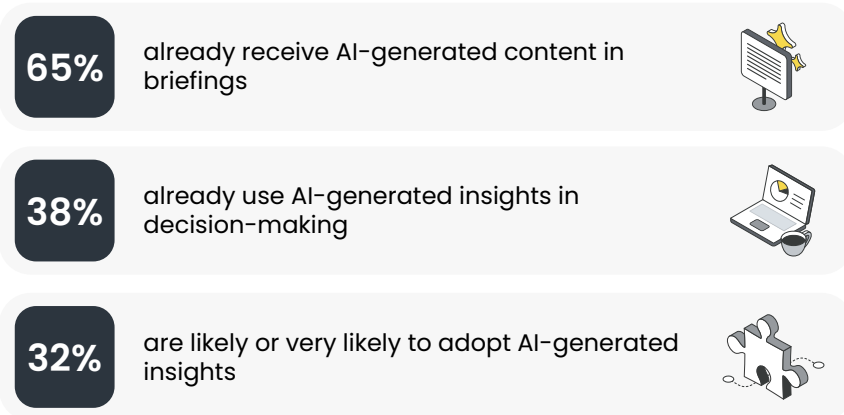
- + Faster summarization and drafting
- + Greater capacity for strategic thinking
- + Improved ability to anticipate issues

However, they also cited limitations:

- AI cannot yet fully replicate human editorial judgment
- Teams still bear responsibility for accuracy and interpretation

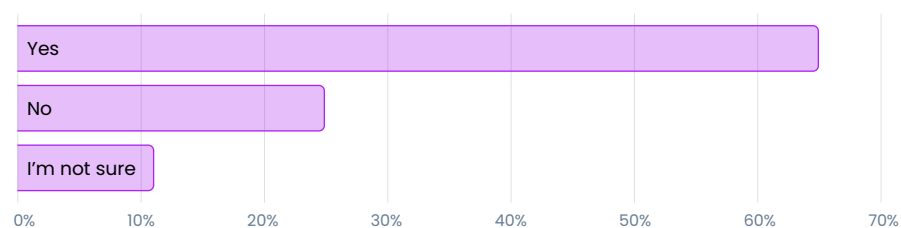
## Stakeholders' Openness to AI-Generated Insights

Media intelligence consumers show similar receptiveness:

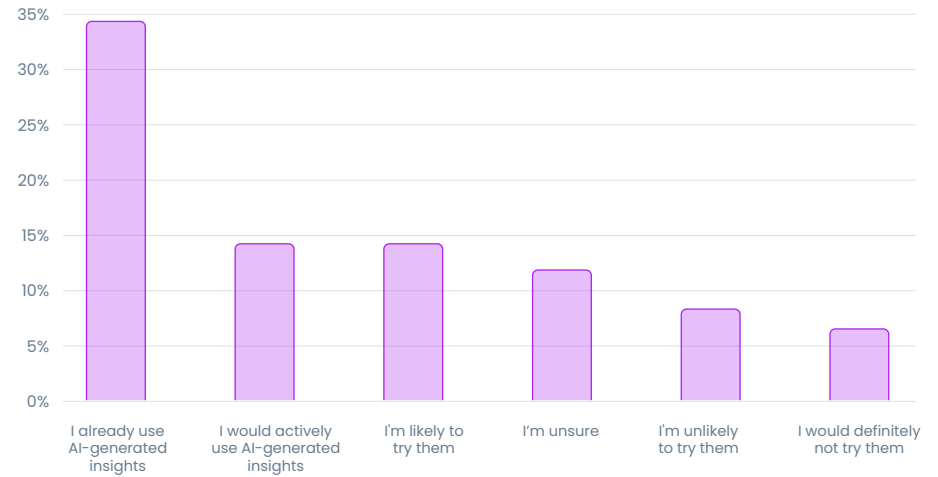


This suggests readiness for advanced, AI-supported intelligence, provided it remains reliable and well-curated by PR professionals.

Do you currently receive AI-generated components in your media briefings?



How open are you to using AI-generated insights to support decisions or situational awareness?



## Part IV

### Opportunities for PR Teams in 2026

Survey participants highlighted several changes that would make media intelligence more actionable:

- + More concise insights
- + Clearer messages
- + Next-step recommendations
- + Real-time, or near real-time, data
- + Tailored content by department or role

These themes point toward a broader industry shift: **from reporting to strategic advising**. As one respondent noted, AI is helping turn media intelligence “from a reporting function into a strategic advisory capability.”



# Conclusion

The 2026 State of Media Intelligence findings reveal a function that is evolving quickly:

**Stakeholders need faster, clearer, more visual updates**

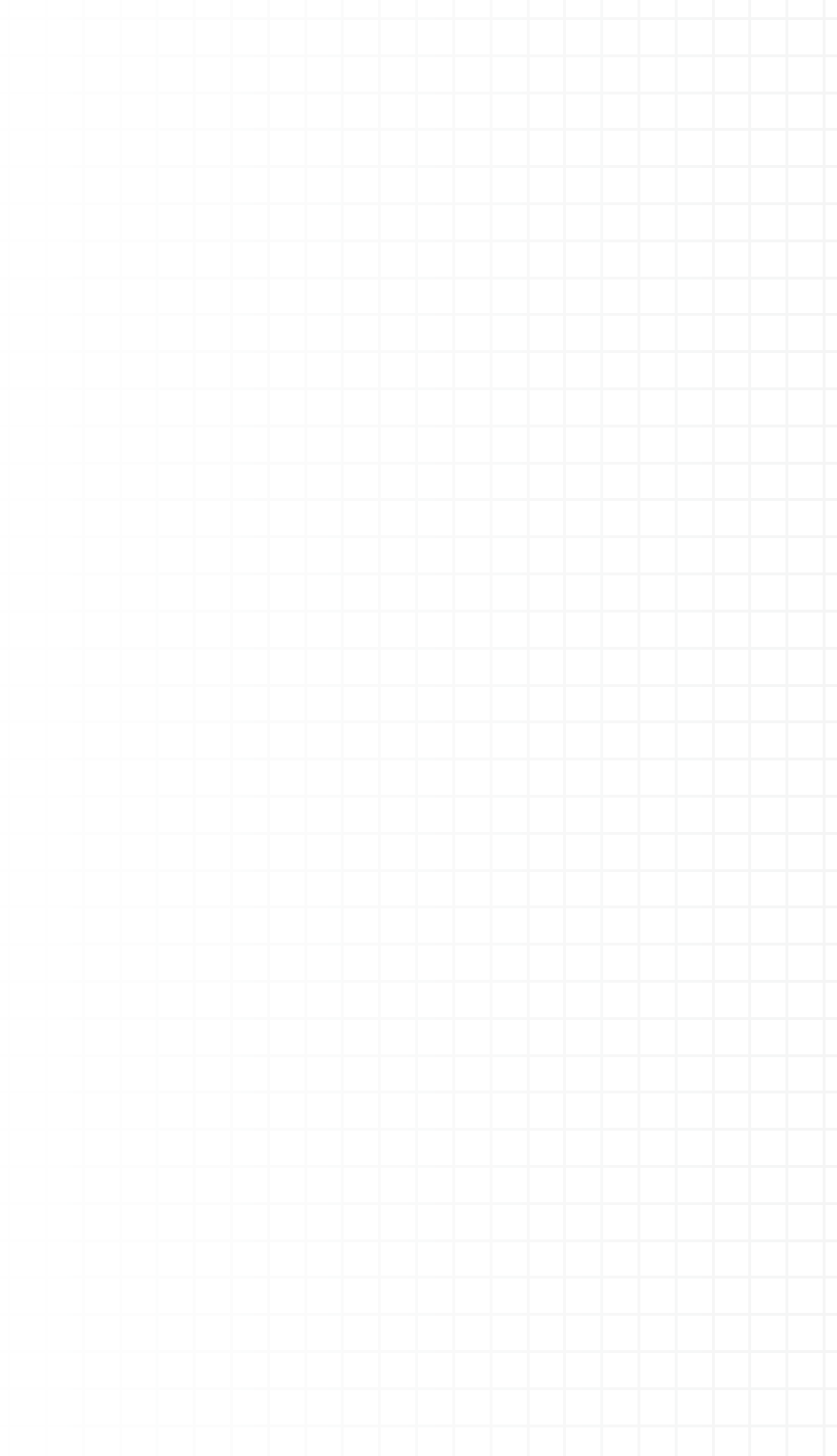
**Output frequency is increasing**

**Teams face growing pressure to customize insights**

**AI is accelerating workflows and expanding capabilities**

For PR and communications leaders, the message is clear: Media intelligence is becoming more strategic, more cross-functional, and more integrated into real-time decision-making.

Teams that embrace AI, streamline the way they communicate insights, and tailor intelligence to stakeholder needs will be best positioned to lead in this new era.



## About Agility PR Solutions

Agility PR Solutions offers a top-rated, AI-powered PR platform designed to streamline media monitoring, outreach, and analysis - helping teams work more efficiently and deliver stronger outcomes. Recognized across the industry for its ease of use, measurable ROI, and innovation, Agility equips agencies and brands with the tools they need to generate meaningful coverage, prove impact, and guide decision-making.

To learn more about PR CoPilot, Agility's suite of AI-powered features visit

[agilitypr.com/prcopilot](https://agilitypr.com/prcopilot)

