Machine learning-powered native-language sentiment and media analytics platform.


**KEY FEATURES**

- Applies state-of-the-art machine learning and natural language processing tools (e.g., ULMFiT, BERT) to nuanced, human-curated datasets for best available analytics at mission speed and scale.
- Extract patterns from traditional media, social media, customer data, and third-party data.
- Pinpoint shifts in influence, narrative, and tone that signal emerging threats and opportunities.
- Inform operational assessments and future planning efforts via customized indicators and metrics.
- Investigate cross-channel coverage and narratives around key events, people, and organizations.
- Protect personally identifiable information (PII).
ENTITY-CENTRIC BEHAVIOR AND TREND ANALYSIS
Map entities, messaging, and sentiment in a dynamic operational environment.
**Use Case:** U.S. government customer tracks shifts in messaging behavior of influential foreign leader.

DISINFORMATION PROPAGATION AND RESONANCE ASSESSMENT
Identify and assess disinformation narratives in social and traditional media data.
**Use Case:** U.S. government customer discovers new disinformation narratives emerging in near real-time and quantifies their resonance in target audiences’ social media.

THREAT INDICATORS AND WARNINGS
Collect nascent political and security content continuously to discover emerging threats before adversaries reach critical strength.
**Use Case:** Analysis of FM radio content warns an agency of an emerging non-state armed group six months before its involvement in a major terror attack (Mali, November 2015).

GEOPOLITICAL INSIGHT AND INFLUENCE ANALYSIS
Map influence and visibility across media markets and target audiences of interest.
**Use Case:** U.S. government customer assesses reach of its messaging on NATO activities as compared to that of neutral and hostile entities.

DIGITAL MEDIA SERVICES
Novetta’s Digital Media Services enables customers to share content across satellite broadcasts, traditional media, social media, and mobile devices. Our unique tracking technology enables customers to measure content reach, quantify viewership, and analyze audience demographics. These metrics help customers refine campaigns to amplify reach and identify messaging best practices.