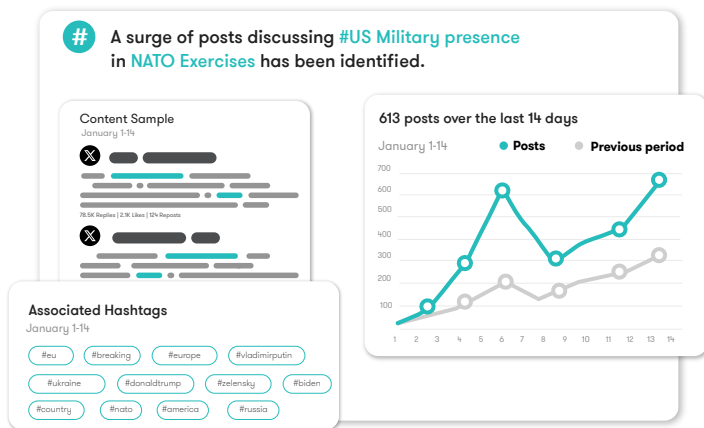


Public Sector Solutions

Harness the Information Environment with Meltwater

In an era of information abundance and digital acceleration, decision-making is increasingly influenced by narratives, reputation, and real-time conversations. The mission demands agility in navigating the speed and complexity of media to stay informed, assess risks, and engage effectively.

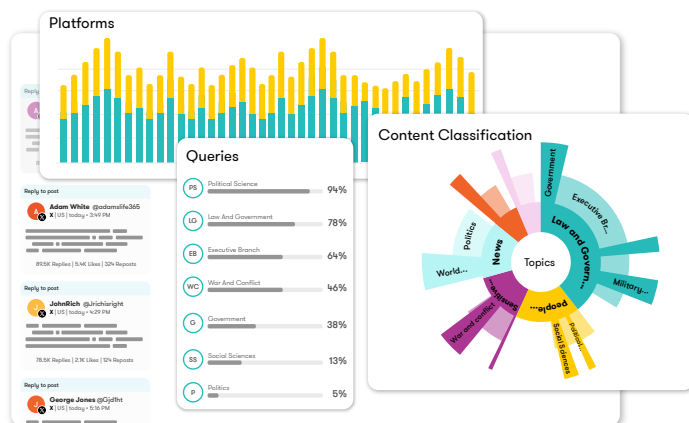
The Meltwater Media Intelligence platform empowers organizations with unparalleled access to truly global News and Social Media delivering AI-driven, curated insights to assess online narratives both historically and in real-time as they evolve.



Detect

Meltwater's global corpus of news and social PAI / CAI **spans Western and non-Western platforms** in 100+ languages, processing 1.5 billion documents daily with 170+ AI-powered metadata points.

- **Secure real-time insights** into public perception across **300,000+ news sources and 300 million+ social media**, including Reddit, Meta (Facebook + Instagram), Twitter/X, YouTube, Instagram, Twitch, Snapchat, Bluesky, Forums, Deep / Dark Web, Message Boards, Comments, Review Sites, Blogs
- Leverage **AI-driven detection and alerting systems** to surface critical narrative shifts, monitor trends, and respond swiftly.



Analyze

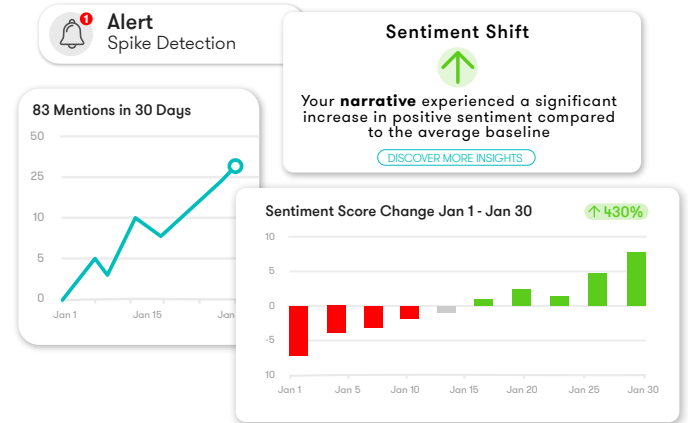
Perform **instant, ad-hoc retroactive search and analytics** on any media topic—even if it wasn't previously tracked—to analyze historical evolution and assess future impact.

- Interact with **cutting-edge conversational assistants** to dramatically cut down the time to surface and share media insights.
- Establish **baselines and context** to monitor emerging trends and measure the effectiveness of new initiatives.
- Identify **key influencers and critical media content** driving mission-relevant conversations.

Assess

Real-time **analytics and dashboards** provide **unified news and social insights**, helping understand **second and third-order conversations** in the macro-information environment.

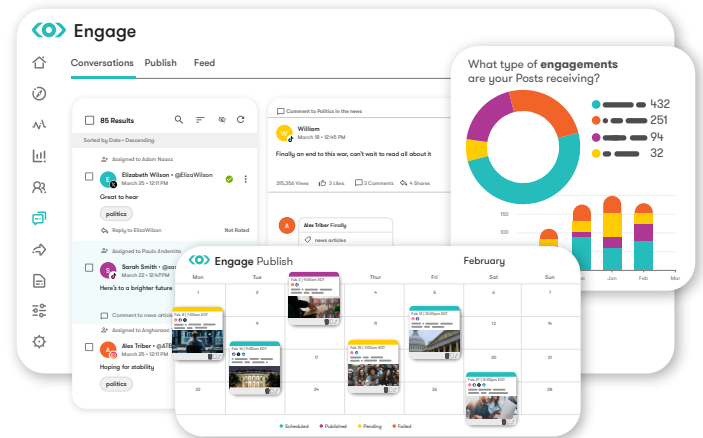
- Apply **entity-level sentiment analysis** and **best-in-class data enrichments** to assess your organization's real-time reputation and identify risk signals.
- **Identify and analyze harmful narratives** as they emerge with AI analytics and custom dashboards.
- Tap into Meltwater **data structuring services** to combine 1st & 3rd party datasets in your native tools.



Act

Manage, measure, and share the success of **initiatives, missions, and campaigns**—either individually or through **roll-up analytics**.

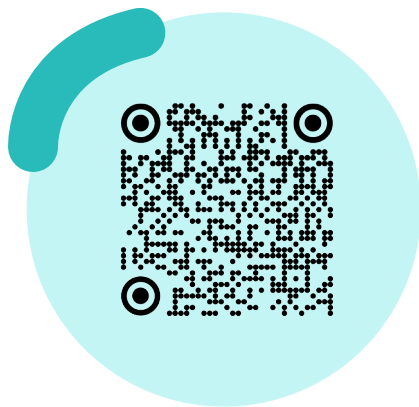
- **Manage your online reputation** with media relations and social media management tools.
- **Inform key stakeholders** by distributing news and social media insights and analytics through newsletters & recurring reports.
- Leverage **professional services and industry experts** to centralize reporting and KPIs across teams and stakeholders.



Stay ahead of online trends, identify risks, inform stakeholders, and reduce your time for awareness, insight, and action.

About Meltwater

- **Global presence in 120+ countries**, ensuring **localized insights** for a diverse customer base.
- Meltwater's mission is to **harness PAI** to measure the impact of **narratives, missions, audience cohorts, campaigns, and outbound efforts**.
- Innovative partner ecosystem
- ISO 42001 certification



The leader in **social & media intelligence**