Meltwater

Assessing the Information Environment with AI



How Meltwater's global listening platform and AI assistant Mira help government teams move faster in a complex information environment.

THE CHALLENGE

The information environment does not wait

Public sector organizations have always had to track what is being said, by whom, and where. What has changed is the scale and speed. Global news cycles, social media platforms, and AI-generated content have created an information landscape that moves faster than any analyst team can process manually. A narrative that starts on an obscure forum in one language can surface as coordinated messaging across a dozen platforms within hours.

The tools and workflows most teams rely on have not kept pace. Analysts spend significant time writing and maintaining complex queries, stitching results from disconnected dashboards, and translating findings into something decision-ready. That time should be spent on analysis, not on data management.

There is also a newer problem that most monitoring tools have not addressed: generative AI platforms like ChatGPT, Claude, Gemini, and Grok are increasingly where the public, journalists, and policymakers go first for information. What those models say about your agency, your policies, or an issue under your purview shapes perception whether you are tracking it or not.

> "Narratives now propagate across news, social, and AI platforms simultaneously. Tracking one channel while missing the others means working with an incomplete picture."

MELTWATER'S APPROACH

One platform. The full picture

Model	#1 Domain	#2 Domain	#3 Domain
ChatGPT	Wikipedia	Forbes	National Library of Medicine
Claude	Statista	National Library of Medicine	Wikipedia
Gemini	YouTube	Reddit	Wikipedia
Grok	X	Reddit	YouTube
Google AI Mode	Reddit	Yahoo Finance	YouTube
Copilot	Statista	Forbes	LinkedIn
Google AI Overviews	YouTube	Reddit	Yahoo Finance

Meltwater's omnichannel global listening and analytics platform was built around a simple idea: analysts should spend their time understanding what they are seeing, not wrestling with the tools they use to see it. That means persistent, broad coverage across every relevant channel, paired with AI that surfaces answers rather than more data.

The platform monitors global news, broadcast, and social media across 200-plus languages, including both Western and non-Western platforms, across all markets globally. Coverage is continuous and active, so teams are not dependent on someone remembering to run a search. When something new starts moving, the platform detects it.

MIRA

Ask a question. Get an answer.

Mira is Meltwater's AI assistant and the fastest path from question to insight. Rather than building complex queries and waiting for results, analysts can ask Mira directly in plain language. 'What narratives are gaining traction around this policy?' 'Who is amplifying this story and on which platforms?' 'How has coverage of this issue shifted over the past 30 days?' Mira works across the full platform and returns synthesized, sourced answers in seconds.

This matters because the alternative is expensive. Configuring precise queries across multiple platforms, re-tuning them as narratives evolve, and manually synthesizing results can consume hours per cycle. Mira compresses that into seconds and continues working in the background as the landscape shifts. Analysts focus on what the data means, not on how to retrieve it.

Plain-language querying

Ask questions across the full information environment without Boolean expertise or query maintenance.

Global coverage

News, broadcast,and social across 200-plus languages and platforms in all markets globally.

Narrative detection

Detect emerging narratives and coordinated messaging early, before they reach peak velocity.

Source identification

Identify key amplifiers,influential accounts, and the platforms driving a conversation forward.

Real-time visualization

Visualize narrative spread across platforms and audiences as it happens, not after the fact.

Historical analysis

Query historical data to understand how a narrative developed and which actors shaped it.

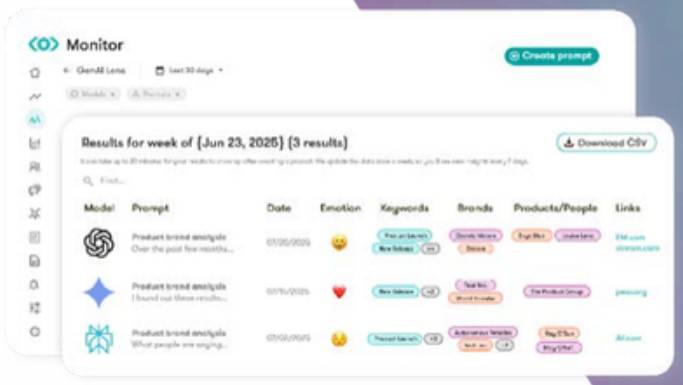
GenAI LENS

AI in the Information Environment

Traditional media monitoring tools were designed for a world where information came from journalists, broadcasters, and social media users. Generative AI platforms have joined that world as a primary information source for millions of people, and what those systems say about a topic carries real influence over perception and narrative.

Meltwater's GenAI Lens monitors how leading AI platforms, including ChatGPT, Gemini, Claude, Grok, Perplexity, DeepSeek, Llama, and Google AI Overviews, portray the topics, agencies, and issues that matter to your mission. It surfaces the responses those models generate, identifies the sources influencing them, and tracks how narratives shift across platforms over time.

For government communicators, this adds a capability that has not previously existed: early warning when an AI platform begins generating inaccurate or misleading narratives about your agency or a policy issue, before those narratives propagate widely. AI is projected to shape over 40 percent of institutional perception by the end of the year. For government agencies, that is an information environment concern.



PUBLIC SECTOR FIT

Built for the scope of government work

Meltwater has spent 25 years building for the breadth government work requires. The platform covers 200-plus languages, monitors platforms across regions that most tools treat as out-of- scope, and is certified under ISO 42001 and SOC 2 Type II. It supports secure, programmatic, and scalable deployments through a trusted partner ecosystem.

Speed

Plain-language queries return synthesized answers in seconds. No re-tuning as narratives evolve.

Coverage

200-plus languages across global news, broadcast, and social. All markets globally, including non-Western platforms.

Security

ISO 42001 and SOC 2 Type II certified. Trusted partner ecosystem for secure and scalable deployments.

See Meltwater in Action

Want to see Meltwater live? Request a demo and see how topics and narratives you care about are being shaped in the information environment.

Email us at: publicsector@meltwater.com

ABOUT MELTWATER

Meltwater is the leader in social and media intelligence, with 25 years of experience helping organizations understand the information environment around them. Our omnichannel global listening and analytics platform is designed for narrative and perception analysis at scale, and our public sector solutions are built for the coverage, language depth, and security requirements of federal and SLG teams.







