



VIDIERRE



WOSM  
world open source monitoring



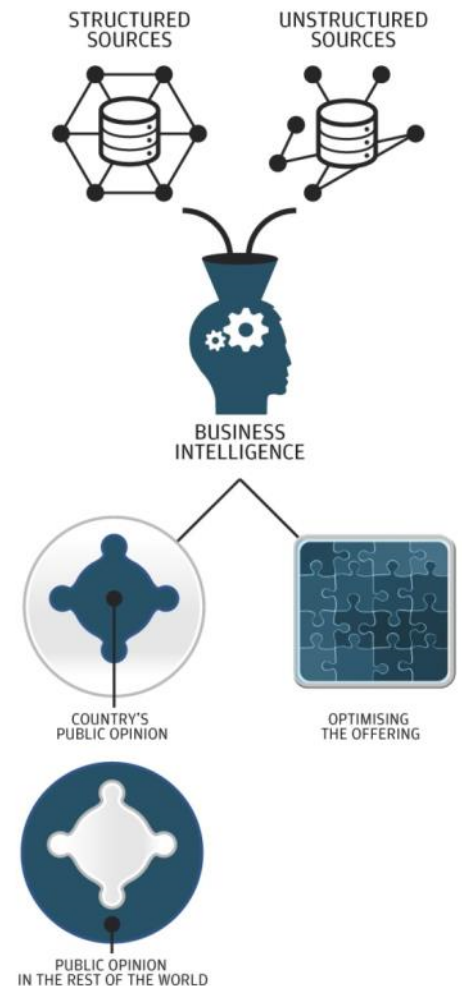
## WOSM (World Open Source Monitoring): the world's best media intelligence system

**WOSM is a truly unique media monitoring system.** It allows the reading of cross-discipline, accessible, relevant, and functional data for communication. In other words, it extracts value from big data.

**WOSM is an Open Source Intelligence (OSINT) tool** that allows you to monitor and process a large number of internal and external sources from different types of media, feeding them to a single data processing (back end) and reading (front end) system. Clients can customise the set of sources by entering company details and industry references.

This way, **WOSM allows** large companies and organisations to use **a single monitoring tool** that encompasses its various departments and can provide a quick and efficient overview of the enterprise's impact, through media monitoring, public opinion measurement, and interpretation of the national and international market scenario in which the company operates.

**The business intelligence analyses** of the platform provide consulting services and strategic support relevant to business start-ups, company reorganisations, and definition and optimisation of a business or organisation's product or service.



## Why is WOSM effective?

### HOW WE MONITORED IN THE PAST



COMPLEXITY • DELAY • DISPERSION

#### SCOPE OF COMMUNICATION



### HOW WOSM MONITORS



CONTROL • EFFICIENCY • SPEEDINESS



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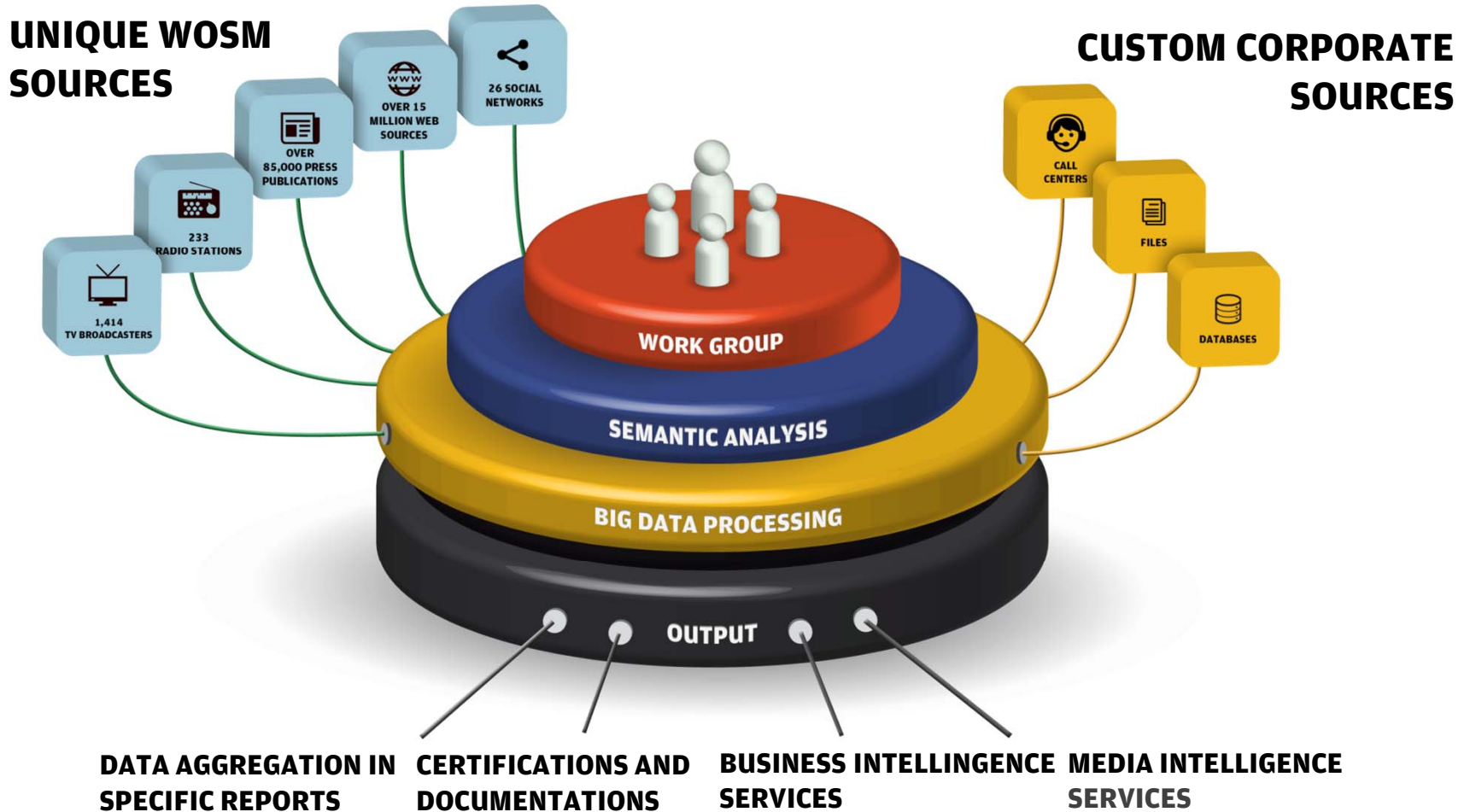
## **THE WORLD IS OUR MEDIA SOURCE**

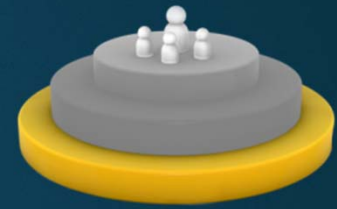
- **OVER 15 MILLION WEB SOURCES**
- **26 SOCIAL NETWORKS**
- **1,414 TV BROADCASTERS**
- **OVER 85,000 PRESS PUBLICATIONS**
- **233 RADIO STATIONS**

## **INTERNAL UNSTRUCTURED SOURCES**

WOSM can process even unstructured proprietary sources and make them accessible, thereby allowing monitoring activities and global analyses for business intelligence. For example, it can transcribe the conversations of a contact centre into digital text, process it and provide indications on the perceptions and on the topics of the conversation.

## How does it work WOSM





## 1. Big data processing

WOSM's decoding system - on which media analysis and reading is based - uses a **unique process based on source aggregation**, which allows the acquisition of content in the form of text for each source.

During this stage, the following technologies are used:



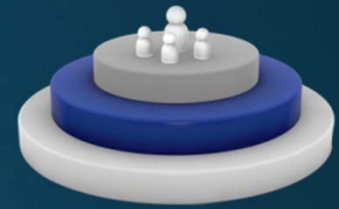
**SPEECH TO TEXT**, for automatic recognition and classification of the words in audio and video files;



**WEB SCREENING**, for downloading archiving, and organising web content;

XML transcription of articles for the press.

The acquired text is translated and converted into a **standard format**, specifically designed for the WOSM platform, indicating every information in specific files. All this allows the semantic engine to analyse the collected and standardised content without losing any important information. The analysis system also makes it possible to add process alerts.



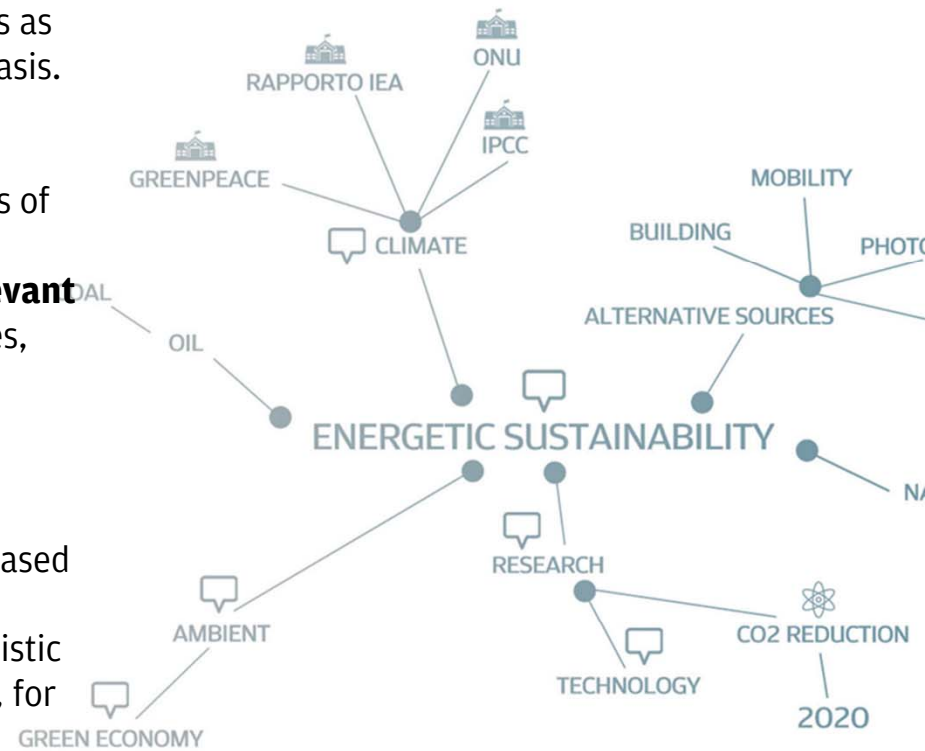
## 2. Semantic analysis

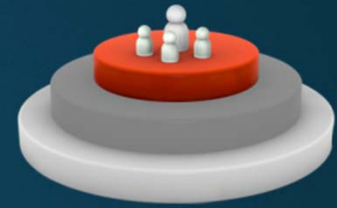
WOSM uses the world's best **semantic data reading system**. Its analysis method is based on **concepts** and not on words as most engines that work with keywords or on a statistical basis. The semantic engine used by WOSM takes a leap forward. The system currently includes **1 million concepts and 4 million relations between concepts** equal to 1,800 years of human work.

All this allows you to identify, interpret, and **evaluate relevant content with greater precision**, eliminating spurious ones, and to customise it with greater speed.

WOSM's semantic system also allows:

- **customisation** to improve classification and reports based on a client's specific area of intervention
- observation: possibility to **analyse trends** through holistic data reading with up to 4 levels of detail. For example, for sports: sport/league/team/player
- ADV: possibility to **search for comments** regarding on-air ads

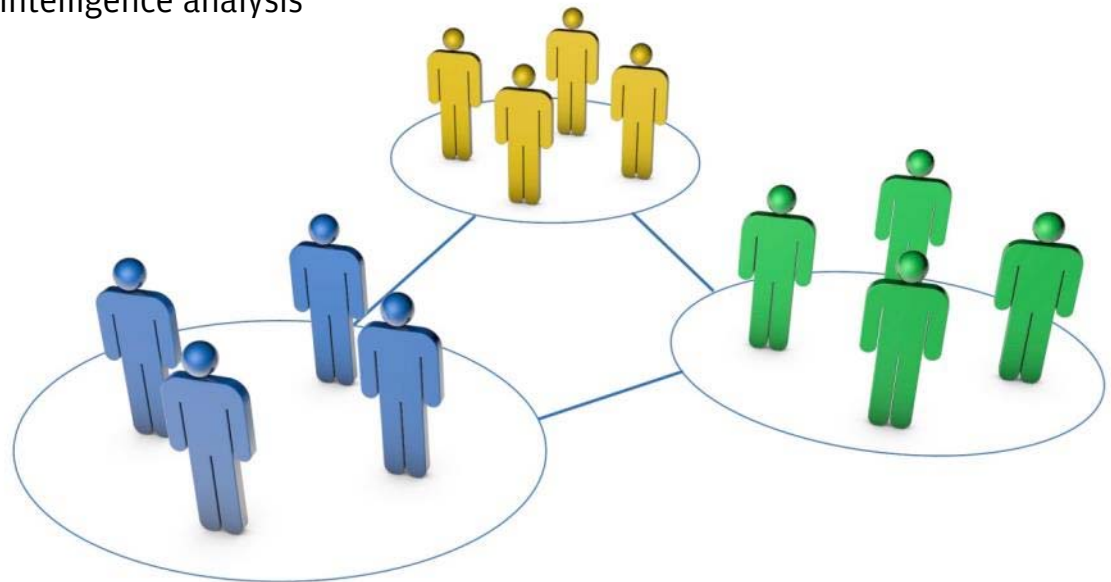




## 3. Working Group

**Specialised personnel committed to the project during every stage.**

- The WOSM service includes a **specialised work group** in every area of the process:
- **Linguists** for the customisation and optimisation of the semantic engine
- **Programmers** for the development and customisation of the platform
- **Researchers** for the adaptation and research of new sources
- **Media analysts** for the creation of specific reports
- **Communication professionals** for intelligence analysis







## 9 services that can be activated according to the clients' requirements

1/2

- **Mood & sentiment analysis:** allows daily assessment of the progress of a business' communication on the chosen media, using a quick and simple *mood/sentiment\** reading and analysis tool. These analyses can include specific topics with respect to company functions involved (e.g. sponsorships with the mood regarding single sponsorships, etc.).
- **Concept analysis:** allows the identification of relevant concepts associated to a certain brand, product, event, or topic in the sources.
- **Visibility analysis:** provides an overview of the number of appearances for each type of media: TV and radio reports, press and web articles, posts, comments, micro-blogging, videos, images. The number of appearances can be cross-referenced with the relevance index attributed to every source based on the client's requirements.
- **Crisis management:** allows you to assess, in near real time, the progress of communication with respect to the topic of reference, even within a critical context.

\***Mood:** expressed as a percentage, *it highlights the overall emotional tone of an article*; **Sentiment:** expressed on a scale from 1 to 3, it highlights *the judgements with which each topic is discussed*, to give a more calibrated measurement for the case in question.



## 9 services that can be activated according to the clients' requirements

2/2

- **Contact centre:** the STT (Speech To Text) technology allows conversations recorded at call or contact centres to be transcribed into digital text. Upon acquiring the data, the semantic engine can provide information on moods and sentiments or indicate anomalies and malfunctions related to a product. This means that all the incoming phone calls can be analysed using content as a specific medium to convey direct information on what the market has to offer.
- **Brand safety:** the content of a web page where an advertising banner was placed can be assessed and interpreted in retrospect in order to understand whether the article was relevant and consistent with the goals of the campaign. Moreover, it can identify the presence in paedophile, porn, and dangerous websites.
- **ADV:** allows you to save information on comments regarding on-air advertising campaigns to assess moods or judgements.
- **Competitor:** this service allows you to add references to competitors' offering or brands into the system to compare, in near real time, each item with the moods they generate.
- **Social TV:** WOSM enables specific analyses of TV content within optimised projects. This allows audience data (even with reference to focus targets) to be processed minute by minute and compared with the social media flows generated in that same minutes.



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## **The strengths of the system**

- **Relevance index measures visibility in every media appearance**
- **Sentiment - indication of the positive, neutral, or negative perception of the search**
- **Near real time data**
- **Geolocalised information**
- **Holistic media monitoring**
- **Automatic content classification**
- **User-friendly interface for data analysis**
- **Possibility of extracting and displaying all media appearances**



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## **THE ADVANTAGES OF WOSM, in short:**

- **A unified analysis and monitoring system for all types of media**
- **Advanced semantic analysis with 4 million relations between concepts**
- **14 languages supported**
- **Over 15 million web sources in databases**
- **Over 30 billion web pages downloaded every day**
- **Intelligence applied to data analysis**
- **Artificial Intelligence algorithm: the system learns over time**



## VIDIERRE

**Vidierre is Italy's leading media analysis company. As an independent agency, since 1993, we have recorded, analysed and catalogued appearances of brands, slogans, products and personalities on the web, television, radio and in the press for over 650 clients around the world. By collecting and analysing data, Vidierre can provide business intelligence services at any time to support companies and organisations in their strategic decisions.**

- We use only proprietary software to detect and archive television appearances.
- We provide Italian and international businesses, institutions, media outlets and public figures with comprehensive, objective data on media visibility of the monitored subjects.
- We provide flexible, scalable and specific services according to requirements, to monitor a customisable spectrum of international WEB, TV, PRESS, and RADIO sources.

## CONTACTS

[www.vidierre.com](http://www.vidierre.com)

### **Londra**

2nd Floor, Victory House,  
99-101 Regent Street

### **Roma**

Via Ovidio, 17

### **Reggio Emilia**

via Honoré de Balzac, 3