



The importance of ELG for the media intelligence industry

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Identrics in a nutshell

- One of the biggest collectors of online news
- Automated Media Monitoring
- Tailored knowledge extraction from unstructured data
- Automated text classification and text generation



Applied domains

**Data
Warehousing**

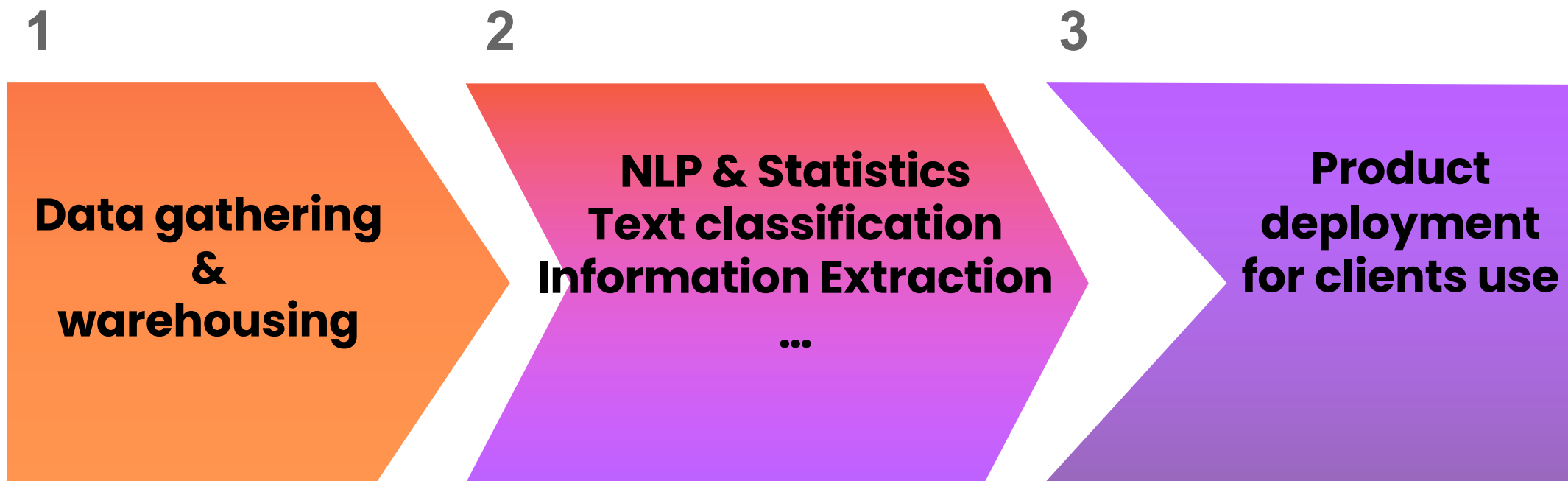
Media Monitoring

**Information
Extraction**

**Media Analysis &
Reports**

**Risk &
Compliance**

General Pipeline





**In the beginning was
the Word...**





The challenge to understand words *automatically*

- **Diversity** in:
 - Languages (24 Official languages in the EU, over 6000 worldwide)
 - Domains (News, Social Media, Law, Medical, Financial, etc.)
 - Clients
 - Word senses



The challenge to understand words ***automatically***

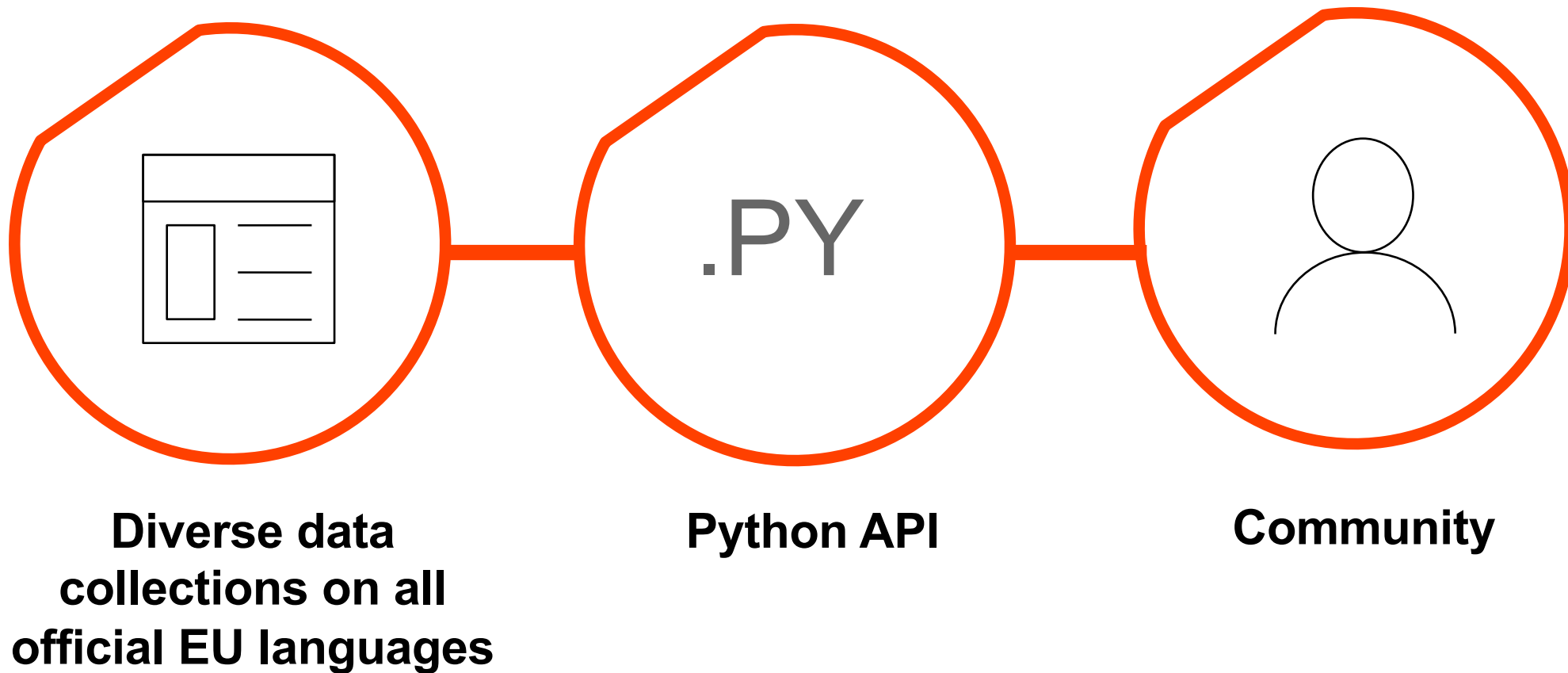
- Resources
- Evaluation
- Reproducibility
- Interpretability
- Bias
- Ethics



The ELG and its respect for the linguistic diversity...



Benefits



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‘THANK YOU,’

Join us in our data adventure

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