

## Nexis® Data as a Service Expands Media Data with Critical Mention Broadcast Content

Robust dataset focuses U.S., Canada, and UK television and radio transcripts and video clips.



In the 21st century, the database is the marketplace.”<sup>1</sup>

STAN RAPP

MRM PARTNERS WORLDWIDE

Go beyond news soundbites with transcript data and video clips that provide deeper context into what’s being said about entities, individuals and topics.



### How Can Broadcast Content Enrich Data Analytics?

TV and radio programming transcripts capture the words of whomever is speaking, providing insights into sentiment, veracity. Broadcast content supports a variety of big data applications.

- Conduct regression analysis to track changes of opinion or verify consistency of public statements over time.
- Better understand the reach and value of PR communications by analyzing the number of mentions of an individual, brand or company.
- Derive market signals directly from full-context executive interviews rather than waiting days for market analysts’ interpretations.
- Mitigate risk or identify opportunities for promoting positive coverage by documenting statements by key executives.

### Expand on the Information Found in Traditional News Articles.

Unlike news articles that use editorial license to cherry-pick quotes, broadcast data provides full-text, detailed interviews.

For the first 30/60 days after the original air date—depending on the outlet—Critical Mention broadcast content includes URLs to view the video clips.

This enables you to gain a more complete perspective of the topic being discussed. By linking out to clips of the actual

broadcast, you can capture nuances found in the spoken word that might be less obvious in the written transcript.

Past 30/60 days, the broadcast data is available as a transcript only, allowing for further analysis to identify signs of bias and authenticate the veracity of statements.

## Get the data you need to power AI applications

Nexis Data as a Services offers Critical Mention broadcast content in two formats:

- Daily news updates covering news programs only—adding 240K documents a day
- Up to two-year archive of all programming across News, Business, Financial, Public Affairs, Events, Educational, Politics and more—even Holiday Specials are captured

## What sources are included in this coverage?

- Broadcast (TV and radio) with over 1,500 channels in all 210 U.S. Nielsen markets, Canada, and the UK
- 1,000+ Local U.S. TV stations including major networks affiliates, 80+ U.S. cable channels including major cable news, 200+ U.S. radio stations and 120+ U.S. Spanish language stations
- 200+ TV and radio stations in Canada including CBC, CTV, City, and Global affiliate stations
- 130+ TV and radio stations in the UK including BBC, ITV, and Sky content
- Al Jazeera in Arabic and English
- Nielsen Audience and Publicity Values

**1,500+**  
CHANNELS COVERED


**1.2** BILLION  
DOCUMENT ARCHIVE


**14** MILLION  
DOCUMENTS ADDED  
TO ARCHIVE DAILY

**Connecting you to relevant broadcast media is just one of the Nexis® Data as a Service CORE advantages.**

**Connect with us to learn more.**

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