

Automatic Media analysis: From monitoring to Insights

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Abstract

One of the aspects of media analysis is brand monitoring which has traditionally focused on detecting and distributing every mention of a given brand in the media as quickly as possible. This monitoring aspect, which some companies such as Signal have automated using different IR and ML techniques, is critical for finding relevant information. However, retrieving these documents is not enough. Leaders in diverse organisations will use the knowledge derived from these relevant documents to change their decision making by understanding their risks, opportunities (e.g. Acquiring companies in distress or expanding to new territories), but this is not possible manually. Techniques to understand, organise and uncover the underlying insights that are hidden in the thousands of documents are needed.

This talk will focus on the media analysis space, the current monitoring approach (using Signal as an example) and the future challenges and opportunities in the insights space, showcasing different challenges in the space and that the IR community could support with.

Short Bio

Miguel Martinez is the co-founder and Chief Data Scientist of Signal, a growing UK company that analyses millions of news articles every day in real-time in order to improve business intelligence and decision making. During the last 6 years, Miguel has led the efforts to create and maintain the Signal Research team with strong university collaborations, with the main goal of transforming the best research principles, models and algorithms from academia into real, scalable products. Research interests include news processing, information retrieval, text analysis, natural language processing and evaluation, among others. He completed his PhD from Queen Mary University in 2014. During his time at Signal, the company has grown from 3 to more than 100 people in 3 continents and raised more than \$30M. He has been awarded the Business Leader of Tomorrow award 2014 by Innovate UK and was included in the list of UK Business Innovators in 2016 by Bloomberg. Signal has won numerous awards, including the Fujitsu AI Innovator in the Lloyds National Business awards 2018 and the Hottest Enterprise SaaS or B2B in the Europas 2018. The team has also won the Best Demonstration award in ECIR'15 and they are the main organisers of the NewsIR workshop.