acquiremedia

Harness the Impact of News Events

Using taxonomies to pinpoint critical information

FAST FACT

Acquire Media identifies and characterizes over 125 specific corporate news events each of which has the potential for market or competitive impact. The events cover financial, operational, managerial, and PR/communications news items, including categories such as;

- Bankruptcy/Insolvency
- Bond, Credit, & Equity Ratings
- Executive Events / Changes
- Litigation
- Openings/Closings
- New products
- Recalls
- Major Sales Wins
- Regulation
- Conference Calls
- Earnings & Dividends
- Shareholder Issues
- Crime
- Disasters
- Drug/Device regulation
- Terrorism/Security
- Joint Ventures/Alliances
- Insider trading
- Mergers & Acquisitions
- Offerings and Trading
- Stock Rumors

Developing a repeatable, effective strategy for finding valuable news and information from the daily tidal wave of electronic content should be an essential component of every organization's business strategy. A strategy employed by an increasing number of organizations involves recasting the problem from one of effectively finding newsworthy stories over time to one of categorizing stories using a classification of critical business events. Acquire Media deploys a taxonomy-based solution that supports an **event-based** organization of the news, highly suitable for corporate and market intelligence.

Identifying Significant Events

The first step in creating a categorization, or classification, solution involves enumerating, or listing, the specific events worth identifying. In some cases, specific types of events may be related – and potentially related in a hierarchical relationship, e.g. an initial bankruptcy filing is one of several events related to bankruptcy or insolvency, or a delayed product launch may be a subset of new product events, which are a subset of events related to business operation. Defining each type of event and arranging it in relation to other events creates 'event taxonomy'.

Acquire Media defines over 125 event categories, organized as a 5-level hierarchy within the Subject facet of its ACME taxonomy. Each category has an associated categorization, or classification, rule that is used to identify news and information about its associated event. These rules are developed and maintained by professional editors with many years of daily experience with electronic news feeds. When used to assess each story in the daily news stream, the resulting categorization rules tag each story with its appropriate events, supporting more efficient downstream analysis and sharing.

With 'events' identified, the organization of news and information for competitive and market intelligence is simplified and more precise. Whether mergers, financings, or noteworthy operational milestones are of greatest interest, this categorization process provides an effective, alternative way to view the news – whether your interest is in finding, analyzing, or sharing news in a timely fashion. In Acquire Media's NewsEdge service, this 'event taxonomy' is incorporated directly into news search and analysis, offering an ability to work with news in an event-driven paradigm.

Event-driven news solutions are more intuitive (results focus upon situations/events that are understood), more efficient (events are easily understood 'triggers'), and more timely (events/causes precede consequences/effects facilitating early-warning). Using event-driven filtering

to organize competitive analysis fundamentally transforms the information gathering process. Audiences have an immediate grasp for the context of a news item, researchers have a repeatable, common-sense model for finding valuable information, and the entire information infrastructure becomes grounded in a concrete cause-and-effect framework.

Real-time Classification

To recognize and classify news in real-time , Acquire Media has developed a news processing architecture with finely tuned extraction and high-performance indexing of major semantic entities found in news stories. Over the last 10 years, we have built, expanded, refined and enhanced the news industry's most advanced semantic analysis engine, Metabot.

Because news is a split-second business, Metabot's design reflects a special focus on accuracy and speed. The design combines practical experience in the news industry with proven algorithms in statistics, machine learning, neural networks, pattern recognition, taxonomy development, and computational optimization. The result - Metabot provides industry-leading precision, at unsurpassed story-throughput rates, as measured in objective, head-to-head comparisons.

Each news item processed by Metabot receives

- story classification using ACME taxonomy codes,
- entity extraction of company names, person names, locations, products, dates and times, and money amounts, and
- a configurable summarization of the story's content

Every rule, exception, and nuance encountered over the years has been incorporated cumulatively into Metabot's ever-growing semantic network model. As a result, Metabot delivers the most accurate, lowest latency processing of real news – a claim verified by corporate and publishing partners alike.

Real-time classification of news events should be a must-have on every organization's wish-list. If news can be organized, researched, analyzed and distributed in real-time, then the power of event-driven news solutions compares very favorably with traditional time-driven news solutions. With real-time performance, your event-driven perspective on the news can be just

Fast Fact

On a typical weekday, Acquire Media processes approximately 400,000 new stories from over 8,500 distinct sources.

Each story is passed through a series of steps – each designed to make news stories easier to find, analyze, and share.

Prior to final delivery through NewsEdge and other products, each story is converted (normalized) into a flexible XML format, tagged with important, classifying metadata, indexed for search and retrieval, and archived into high-performance databases. On average, these tasks are accomplished in less than two seconds following a story's release.

as timely as traditional scrolling news applications – and the context for your analysis will be more evident.

Designating the Right Target

Identifying meaningful events and classifying information into well-defined event categories are critical first steps. Equally important, event-driven solutions need to pinpoint specific organizations or industries efficiently and effectively. To do this, you need three capabilities – the ability to identify when a news item is about a specific company or industry, the ability to filter news items quickly and easily using that identification, and the ability to combine an effective company or industry filter with an event-based filter.

Acquire Media's ACME taxonomy identifies and categorizes four critical facets, or dimensions, of news and information. As part of the real-time classification process, it provides the first capability for company (for over 500,000 public and private organizations), industry (covering the full NAICS format), geo-location (for over 68,000 jurisdictions), and people (for over 400,000 business executive and government officials). Again, a team of experienced news editors maintains and updates the associated classification rules – keeping each news perspective current.

With every content item classified for event, company, industry, geo-location and people, Acquire Media's core offerings – NewsEdge V8, NewsEdge.com, and Syndication Suite – provide convenient, clear tools for filtering information using the newly-applied metadata. For example, NewsEdge.com provides a choice of three search interfaces that enable facet-filtering using flexible metadata browsers. Researchers can easily mix-and-match filtering elements from any facet of the ACME taxonomy.

Finally, Acquire Media supports the capability to 'nest', or combine multiple searches, using standard Boolean logic operators. In NewsEdge.com, researchers can develop queries to pinpoint news about key customers, competitors, or suppliers, and then combine each of those queries with 'event' queries developed from Acquire Media's 'event taxonomy'. The result is an organization-focused, event-based perspective on news that can be used to inform analysts and decision-makers alike.

As a result, you can operate your business with a continuous watch on key events – as they involve companies, industries, people, or regions. Employing an event-driven perspective will improve the productivity, transparency, and impact of your news research efforts.

Fast fact

The Acquire Media Metadata Enhancer (ACME) taxonomy takes full advantage of many years of real world experience in the news business. It was created from the ground up in 2009 by Acquire Media, with assistance from Access Innovations, industry-veterans in the information management and database construction space.

The ACME taxonomy has 3 main components; Industry, Subject and Location. Today, we categorize each story we process with relevant, meaningful tags selected from over 1300 industries, 1250 subjects and 68,000 geographic locations.

Within each is a 5 level hierarchy detailed enough for the most granular data refinements but simple enough to browse for discovering the information users need. The faceted structure of the taxonomy allows users to combine different categories like building blocks to create targeted filters for their specific information needs.

CASE STUDY

Major Information Publisher

This customer was looking for a better way to find news and related data to improve their company records database and found that Acquire Media had the answer.

Replacing their content vendor with a feed from Acquire Media taking advantage of the ACME taxonomy was the first step. The ACME Impact Codes enable their Editorial Team to quickly identify company changes for their proprietary company records.

Next, Acquire Media expanded and customized the company tagging to include all company entities in their product portfolio as well as mapping each company to their unique identification number for easy news retrieval within their services.

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Result: A New Breed of Corporate Intelligence

The pace and complexity of news events will continue to increase. Simply tracking a chronological perspective of news to isolate critical events is a recipe for increased information overload. Re-structuring your competitive and market tracking to activate an event-based paradigm is an urgent matter of productivity and performance.

Reducing the time spent finding and isolating relevant information should be an engineered result of your paradigm change. Acquire Media's taxonomy and the associated news services that employ it represent a deliberate design focused on researcher productivity and clarity in the provision of high-impact news. As the move to event-driven, open-source intelligence gathering becomes commonplace, organizations will be reinforcing the experience and intuition of their analysts and executives.

In its deployment of technology to leading news-content development organizations, Acquire Media is also contributing to the evolution of an event-driven news perspective. As the adjacent case study illustrates, the migration to viewing news as a collection of potentially impactful events isn't an academic suggestion. News providers understand that the ability to find and digest their news is an essential gating factor in their own value proposition.

In short, the practice of intelligence can profit, significantly, from the revolution that event-driven news can offer. Commercial solutions that implement this perspective make evaluation and installation important next steps for any organization.

The NewsEdge Difference

At Acquire Media we believe in the future of an event-driven news perspective – and we have combined years of editorial experience and expertise in our company to build robust engines and flexible processes to make that perspective tangible and useful. We are proud of our services and the people who support them. Our goal is to make this option valuable within every customer's organization. In the final analysis, it really should be about how news is profitably used – not how much news there is to consider.