



## REFINITIV CASE STUDY

# Intelligent Tagging helps NBC search, verify and deliver Breaking News faster than ever

### The challenge

For news outlet NBC Breaking News, compiling, organizing and delivering breaking news has to be done quickly and accurately. Adding to the mix are its users who can dictate what they want and do not want delivered to their mobile device or computer. It is a 24/7 challenge to get both aspects right, every second of the day.

While NBC Breaking News upheld very high standards in its compiling of information, it was often done manually to an extent, which required someone to thoroughly enter all the possible keywords that would capture the data they wanted in each search. The process was tedious, which is why NBC Breaking News sought to leave behind the keyword searches and categorization of information to engage in a solution that would accomplish the tasks itself.

"We're trying to get our content out there as soon as we know about it," explains Breaking News creative director, Ben Tesch. "We wanted to spend our time paying attention to the world, not having to figure out how to organize information for people to find."

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Creative Director, NBC Breaking News

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### Delivering the solution

"We just wanted to automate things," says Mr. Tesch of the company's needs. "And we wanted to really go 'granular' to get data that might be deeper in the content."

Mr. Tesch says that many solutions they were aware of were too "umbrella-like" in categorizing content and didn't allow for more specific search abilities. Then he tried the Intelligent Tagging solution from Refinitiv, a semantic metadata service that, by using natural language processing, text analytics, and data-mining technologies, quickly processes unstructured content such as news articles, research reports, social media, and blogs to locate specific entities, relationships, facts, events and topics.

"We tested it out in our existing system and ran it against content and we instantly saw what it was going to get us," Mr. Tesch says. "And then we saw the various facets of the data, and we said, 'This is great. This is giving us people, places and things.' Then we saw the other things it offered and thought we could expand into those later."

## Customer benefits

Mr. Tesch says that there are numerous search variations needed to stay abreast of a story, and there are frequent nuances in a story that, if missed in a search, could open the possibility of missing an aspect of a story entirely. With Intelligent Tagging, he knows he's capturing a story regardless of the content flowing throughout the Internet.

"A huge advantage of Intelligent Tagging is that this objective solution decides what terms are in the content," says Mr. Tesch. "It's disambiguating terms in there as well."

For example, to stay informed on a certain person, there might be some ambiguity in the way the person's name is mentioned in the content. There might be a middle initial, a "junior" at the end or the spelling (Ron versus Ronald) might vary. "Intelligent Tagging understands that there's a person's name in the content and then is able to say, 'Well, based on the context of this content, I can actually know who that is in particular,' as opposed to just an unknown person, and that's hugely advantageous," says Mr. Tesch. "It's also good to just be able to have a solution that finds that name or that keyword or that subject all on its own."

Intelligent Tagging also allows NBC Breaking News to "go granular" to offer the news its users want and don't want. "People can designate what they want to follow or be kept up to date with, from a story, a person, a subject, an industry," Mr. Tesch says. "People can also tell us what they don't want, so Intelligent Tagging allows us to be very 'granular' to create very specific content for our users."

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## ABOUT NBC BREAKING NEWS

Part of NBC News Digital, NBC Breaking News is a stand-alone, agnostic start-up that thrives on bringing journalism and technology together in new and innovative ways. A team of journalists and technologists work together to provide the biggest breaking stories as they happen, 24 hours a day. Their experienced, caffeinated journalists scour the planet for breaking news, quickly sifting out confirmed reports and duplicate stories. It boils down to a reliable, real-time feed that focuses on just what's new.

## Future implementation

Mr. Tesch says that the social tagging (tagging identifiers leveraging the Wikipedia taxonomy) aspect of Intelligent Tagging is something NBC Breaking News might utilize in the future. In addition, exploring the ability to map entities to Permanent Identifiers, PermlID®s, to leverage the uniquely identified objects already in the Information Model from Refinitiv is an opportunity.

For now, Intelligent Tagging is giving Mr. Tesch and his colleagues the peace of mind they need in their fast-paced, information overloaded environment. "We no longer have to worry if we missed something, like a theme, a word or noun in a search. All of that is taken care of by Intelligent Tagging," he adds.

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