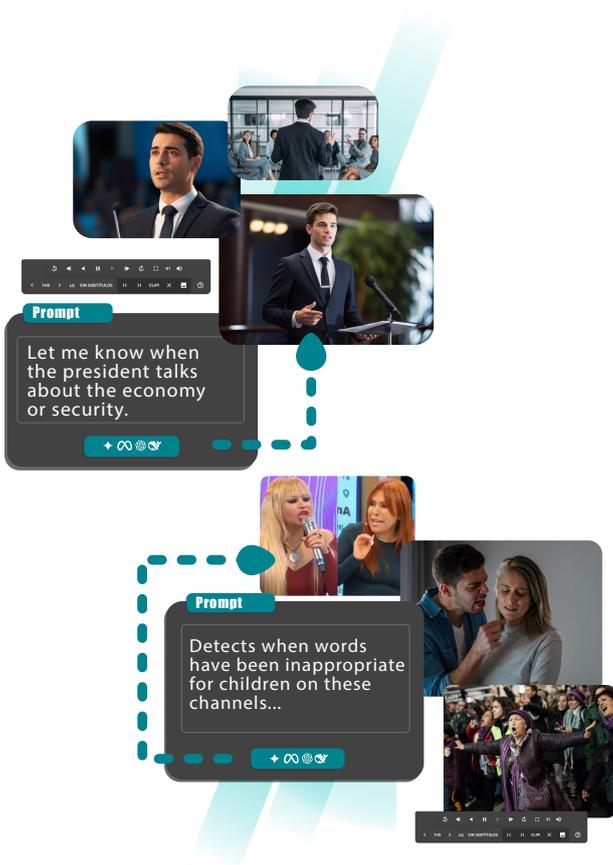


ANALYSIS MODULE WITH LLM

ANALYZE TV CONTENT WITH ARTIFICIAL INTELLIGENCE - LLM (LARGE LANGUAGE MODELS)



This advanced module from 3way Solutions uses Large Language Models (LLM) to analyze news content from radio and television recordings. Using the transcript (via Speech to Text) and other data, AI automatically identifies and classifies the appearance of different predefined themes or topics of interest.

The main feature is the ability to generate real-time alerts when certain topics are detected. This allows users to be instantly notified of specific events, mentions, or trends in the news, facilitating rapid response. It is ideal for reputation monitoring, crisis tracking, or media agenda analysis, automating the monitoring of relevant content.

FEATURES

The true power of this system is evident in its features, which provide crucial competitive advantages:

Automatic Topic Detection: The AI not only detects but also classifies the appearance of specific topics. This can include mentions of brands, competitors, public figures, specific events (political, economic, social), or any other topic of interest that the user has configured.

Real-Time Alarm Generation: This is a distinctive feature. When the LLM detects a predefined topic that meets certain criteria (e.g., a negative mention of a brand, the appearance of a specific keyword in a highly-rated newscast), the system generates instant alerts. These notifications can be configured to arrive via email, SMS, or integrated with existing alert management systems.

Continuous and Automated Monitoring: Unlike manual monitoring, which is slow and error-prone, this system operates 24/7 autonomously. This ensures that no relevant information is missed, even outside of business hours.