



REUTERS/Gary Hershorn

# 1<sup>st</sup> Compliance Forum Athens

## Using AI to screen Unstructured Media Content

The intelligence, technology and human expertise  
you need to find trusted answers.



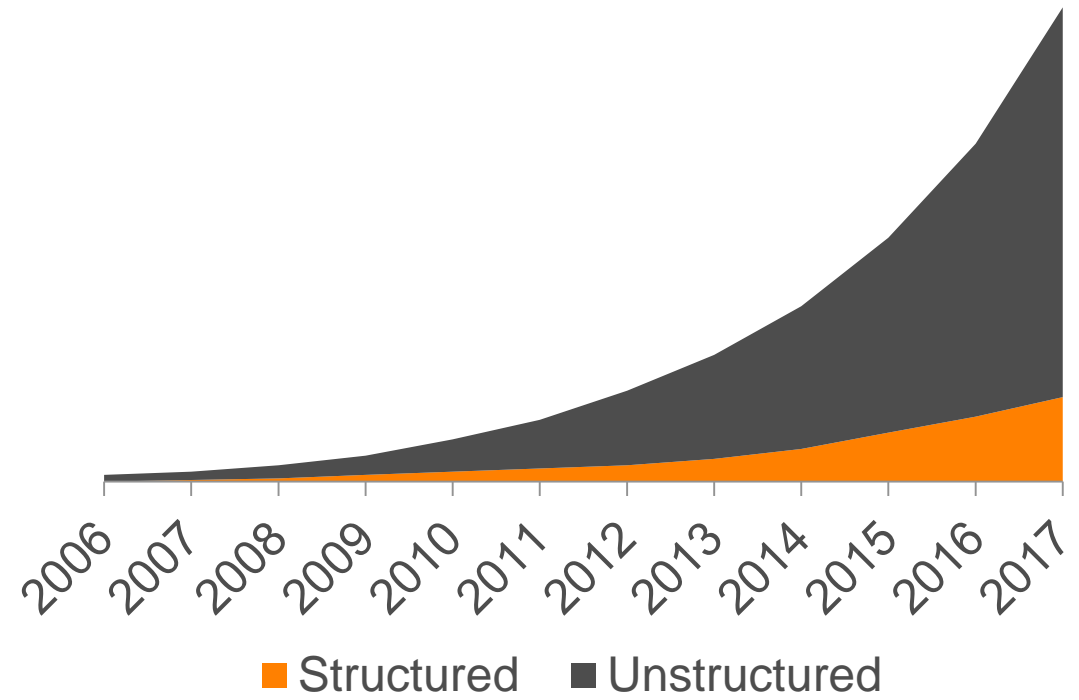
the answer company™

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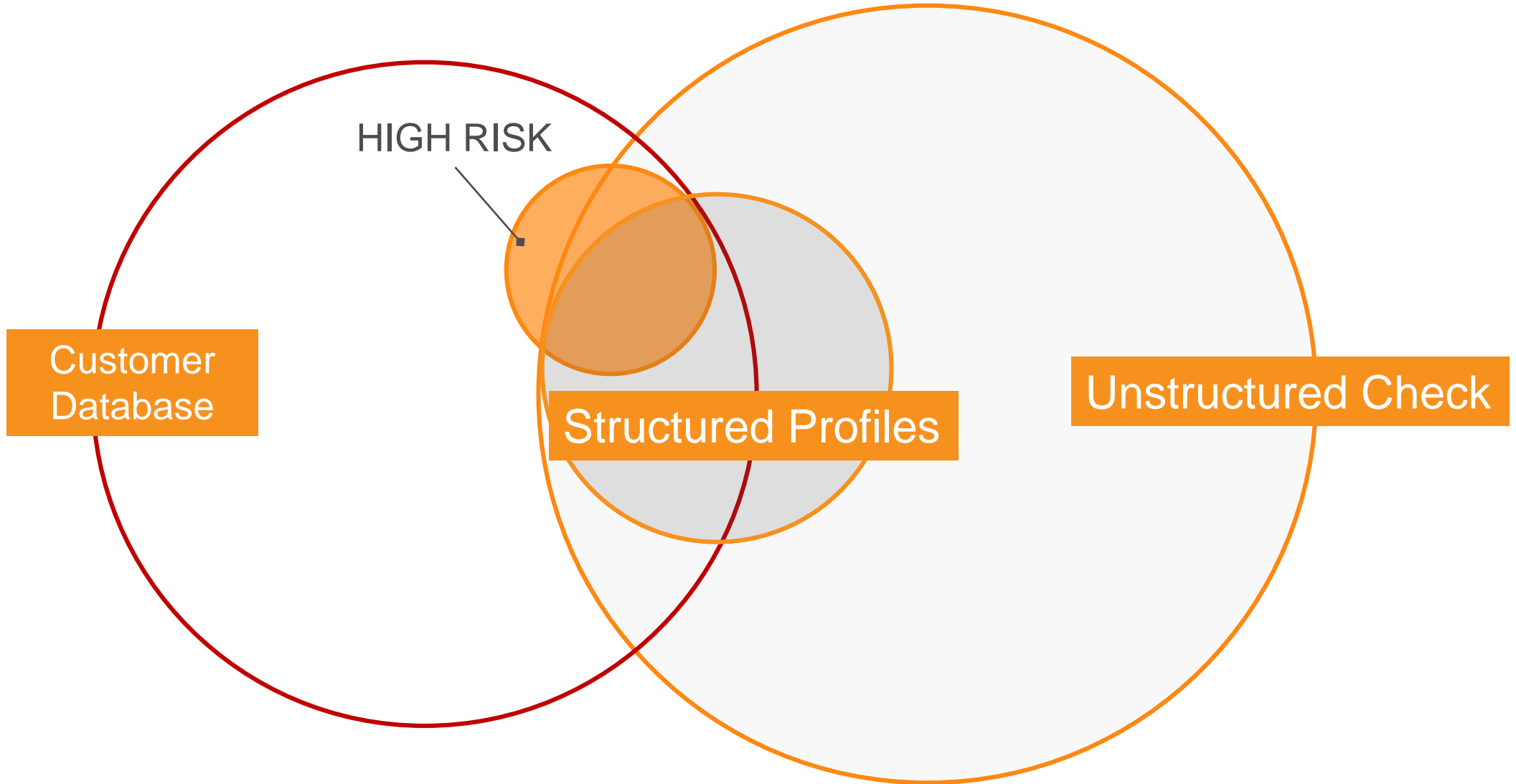
# Structured vs. Unstructured Media Screening

- A Risk Based Approach can require both structured and unstructured media checks (best practice)
- Unstructured media is increasingly difficult to manage due to sheer volume
- Challenge to separate relevant from irrelevant information
- Multiple news items with redundant information

## Development Worldwide Content

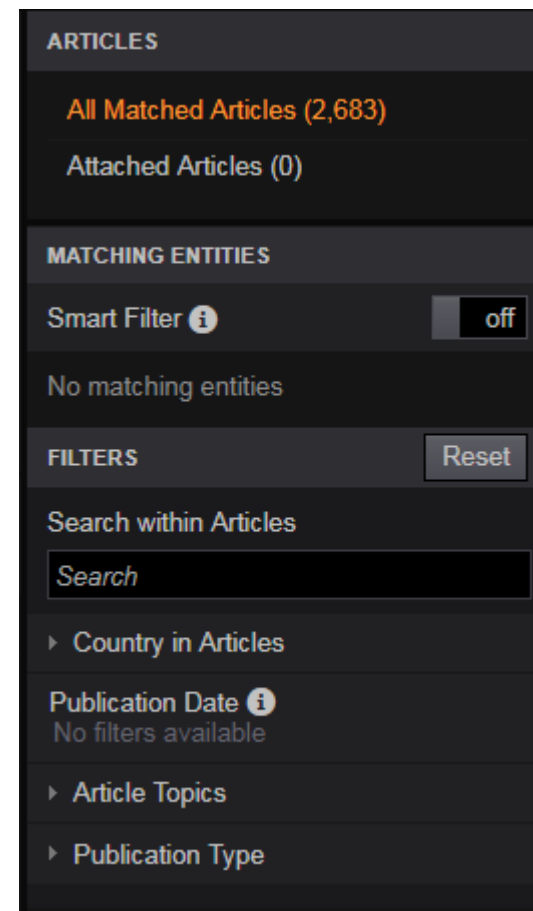


# Advantages of Unstructured Media Screening



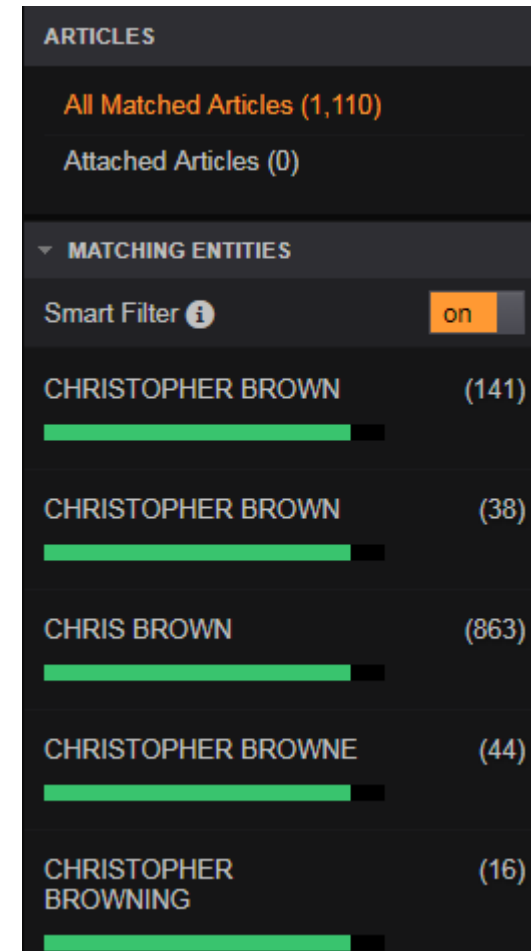
# Unstructured Screening without AI

- Exact search functionality, name variations need to be separately searched for
- Traditionally higher search precision was sought to be achieved by using boolean and advanced search operators (*and, near, atleast, same* etc.)
- Difficult and complex search strings, hard to handle by end user
- Limitations in increasing the relevance of results
- No reduction of duplicate articles



# Unstructured Screening with AI

- Improved relevancy of content through fuzzy name matching logic
- Leverage of risk specific taxonomy
- Risk tagging not only on document level, but on entity level → which entity in the article is the risk connected to?
- Reduction of false positives by leveraging event clustering



# World-Check ONE Media Check

## UNSTRUCTURED CONTENT

**NewsRoom**

**FirstRain**

 OTHER

## ARTIFICIAL INTELLIGENCE

 DOCUMENT TAGGING

 RISK SENTENCE TAGGING

 EVENT CLUSTERING

## STRUCTURE

 SEARCH & RETRIEVAL

  
RELATIONSHIPS

## DELIVERY

 INITIAL SCREENING

 ON-GOING SCREENING



Thank you very much for your attention!