
Who we are

DataScouting is a software research and development company specialized in creating media intelligence and analysis platforms. Using Machine Learning technologies such as Text and Video Analytics, Information Classification, Speech Recognition, and Optical Character Recognition DataScouting's platforms automatically augment textual and audiovisual streams helping you to manage and easily identify content of interest.

Trust building

With proven expertise, highly qualified personnel and an active R&D department, DataScouting can help you accelerate business growth and address business and technology challenges by designing and building high quality, reliable and secure applications tailored to meet your requirements.

DATASCO**UTING**

Your Software Technology Partner

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Member of

FIBEP (World Media Intelligence Association)

AMEC (International Association of the measurement and Evaluation of Communication)



MEDIASCO
CORE

Powered by

DATASCO**UTING**



MediaScouting Core is a robust, white labeled delivery platform that aggregates content from broadcast, print, online and social media and includes analytics functionalities based on Machine Learning.

Visualize your data, create reports and alerts so that your clients can make smarter, actionable decisions.

Provide to your clients a real-time understanding of their media intelligence ecosystem while keeping all your data secure and safe in your own cloud or on-premise infrastructure.



All-in-One Media Intelligence Platform

Ingest any amount of data and provide online/social, broadcast, and print data to your clients with unlimited archiving capabilities.

Smart search, tagging, curation functionalities or any other AI module by DataScouting.

Integration of conversational agents (such as ChatGPT or other LLMs) for natural language querying and analysis.

Audio processing: automatic speech recognition, advertisement and speaker identification.

Text analytics: machine translation, sentiment analysis, summarization, entity recognition.

Data augmentation: logo and face recognition, digital on-screen graphic recognition.

Integrate ratings, rate cards or any additional metrics that work with your content.

Drill down to information using interactive content visualizations and facets.

Create automated reports using customizable profiles in multiple formats.

Schedule email reports and alerts. Share via RSS, Messenger, WhatsApp or any other integrations.

Can be integrated with any content provider or your current production workflow.

Trusted by MMOs, PR agencies, government bodies, organizations.

Find out more

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