

## LSEG World-Check One: Media Check

Harness the power of artificial intelligence (AI) to enable more efficient and effective adverse media screening to help you meet your Know Your Customer (KYC) and regulatory due diligence obligations. Be confident in your decision-making and risk-management processes by isolating relevant financial crime information within numerous media reports.

### Information overload

Strict global anti-money laundering (AML) regulations, anti-bribery and corruption legislation, as well as mandatory KYC requirements mean that organisations must keep abreast of financial crime media coverage relating to their clients' activities.

Such reports could be relevant to meeting your customer due diligence and third-party risk compliance responsibilities. The repercussions of compliance failure can be severe and may result in significant fines, severe reputational damage and even personal liability. In the digital age, there is no shortage of available data, but the sheer volume of information that must be searched and analysed can overwhelm even the most thorough attempts to separate relevant news from noise.

Available within the LSEG World-Check® One platform, or as an optional add-on via the World-Check One API, Media Check delivers the tools you need to quickly and easily search for financial crime news and Web articles relating to individuals, entities and related events.

### The signal in the noise: harnessing the power of AI

Media Check provides a portal into content from over 13,000 print and Web sources, in 24 languages, which are carefully selected and continuously vetted for relevance. Media Check structures this content using intelligent tagging to improve screening efficiency and relevancy.

This next generation in screening capability harnesses the power of AI in multiple ways:

- **Reduce false positives:** Entities and the relevancy to content themes are identified using AI machine learning so that content results become more targeted. This reduces the volume of information the user must review to make an informed decision

- **More searchable and valuable content:** Media Check enables document-level classification and structures content using our proprietary KYC/AML-based Intelligent Tagging. We process millions of text documents, tagging people, places, facts and events and adding scores to indicate relative importance
- **Reduced noise:** New patented capabilities eliminate article duplication, allowing users to focus on unique events rather than trawling through different versions of the same story
- **Improved relevancy:** Content is grouped into events by using text analytics. The functionality identifies and clusters similar articles related to an event/theme and the related entity name

### User-friendly features

- Filter search results using our proprietary KYC/AML media taxonomy
- Support decision making by more readily accessing relevant information
- Include or exclude filters such as media topics, locations or publications, improving the relevance of search results
- Include user-defined keywords to further improve search result relevance
- Have full control over media search settings at a user group level, ensuring consistency of the information for due diligence screening checks
- Batch case creation: the ability to bulk upload batches of names for negative media screening during KYC onboarding, ongoing monitoring and rescreening cycles



## Benefits

- **Enhanced transparency:** provides a portal into content from more than 13,000 trusted news and Web sources, helping you develop a complete and thorough understanding of relevant topics
- **Improved screening relevancy:** the power of AI detects and improves relevancy between content themes and entities, reducing false positives in the identification of relevant news
- **Less noise:** Media Check helps you to better identify content relevant to a specific entity and theme, giving you a clear signal in the noise
- **Ongoing monitoring:** Media Check delivers initial and ongoing screening capabilities
- **Greater screening flexibility and efficiency:** customisable settings and intelligent tagging combine to help you tailor and streamline searches
- **Convenient delivery methods:** Media-Check is available on the World-Check One platform or via the World-Check One API as an optional add-on

## Why Media Check?

In an era characterised by ever-increasing regulatory pressure and stricter enforcement criteria, missing an important piece of media information about a specific individual or entity could have significant consequences, particularly from a regulatory compliance perspective.

Media Check uses advanced AI capabilities to deliver improved screening efficiency and helps you solve the challenges encountered when dealing with large amounts of media content from multiple sources.

## Structured versus unstructured negative media at a glance

