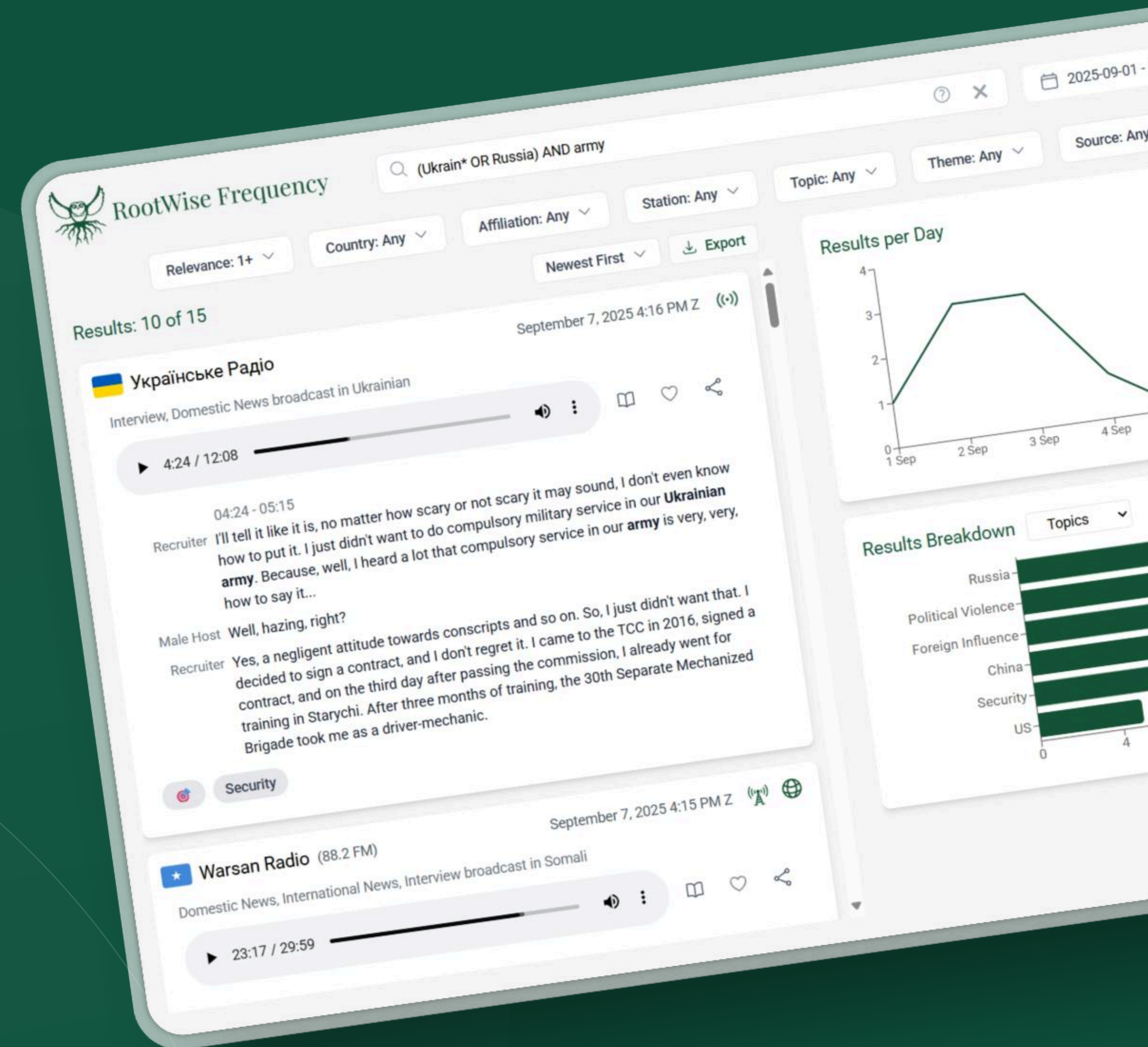




Radio and YouTube Monitoring with AI Narrative and Threat Discovery

www.rootwise.co



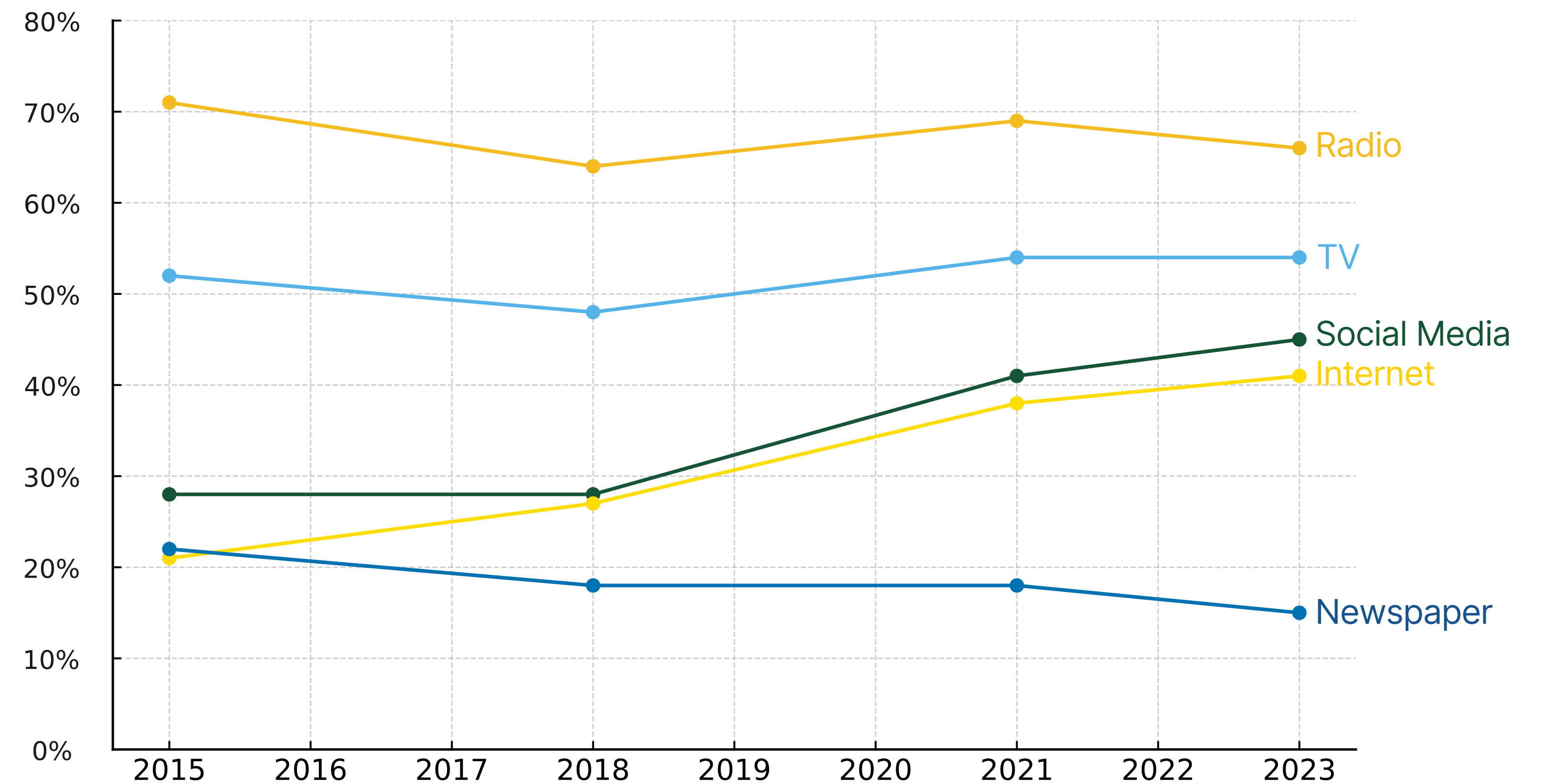


“Radio remains by far the most common source of news in Africa.”

- Afrobarometer, 2024

Social media and Internet growth is slowing while radio maintains the largest reach.

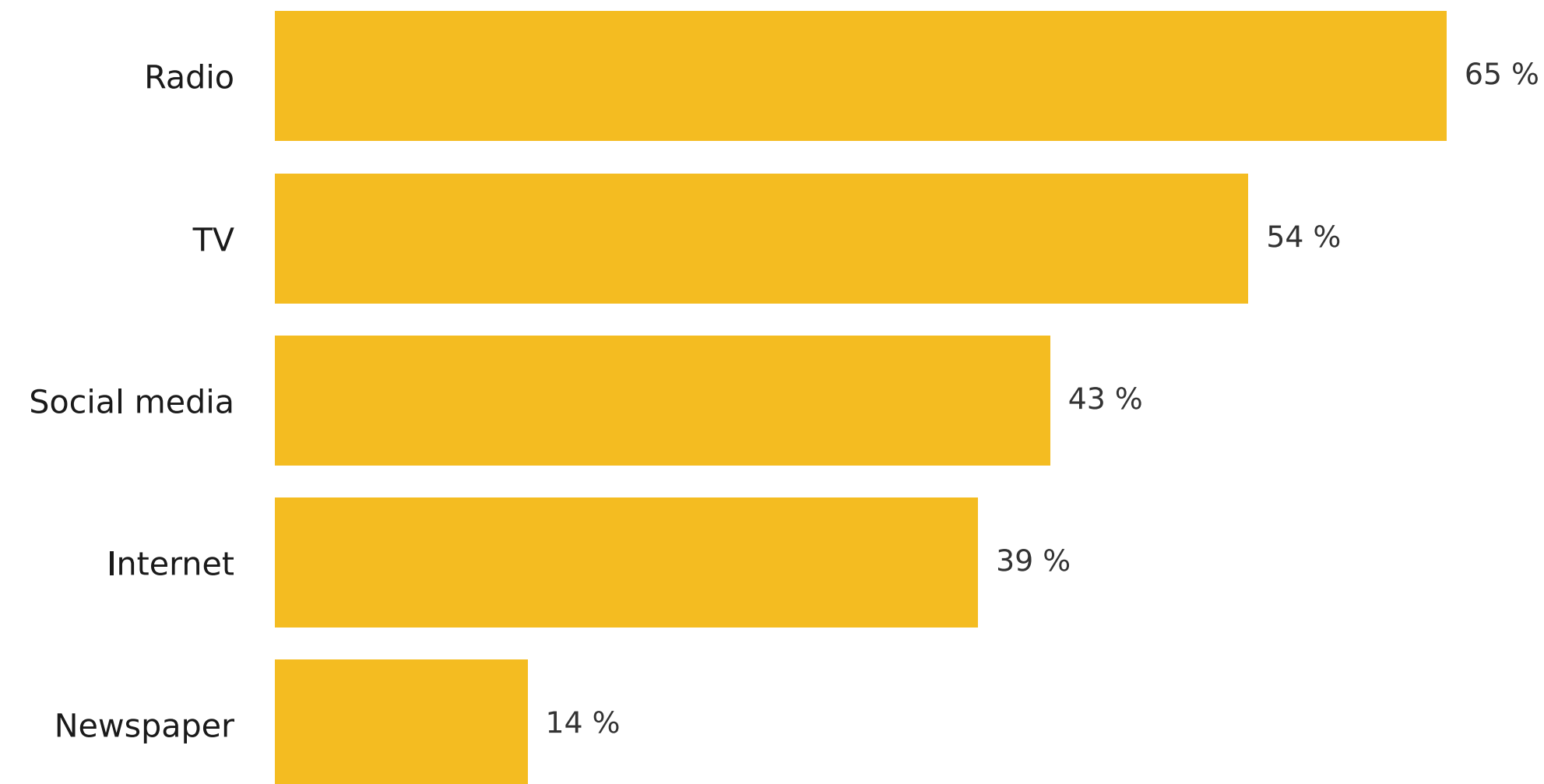
Regular News Sources for Africans*



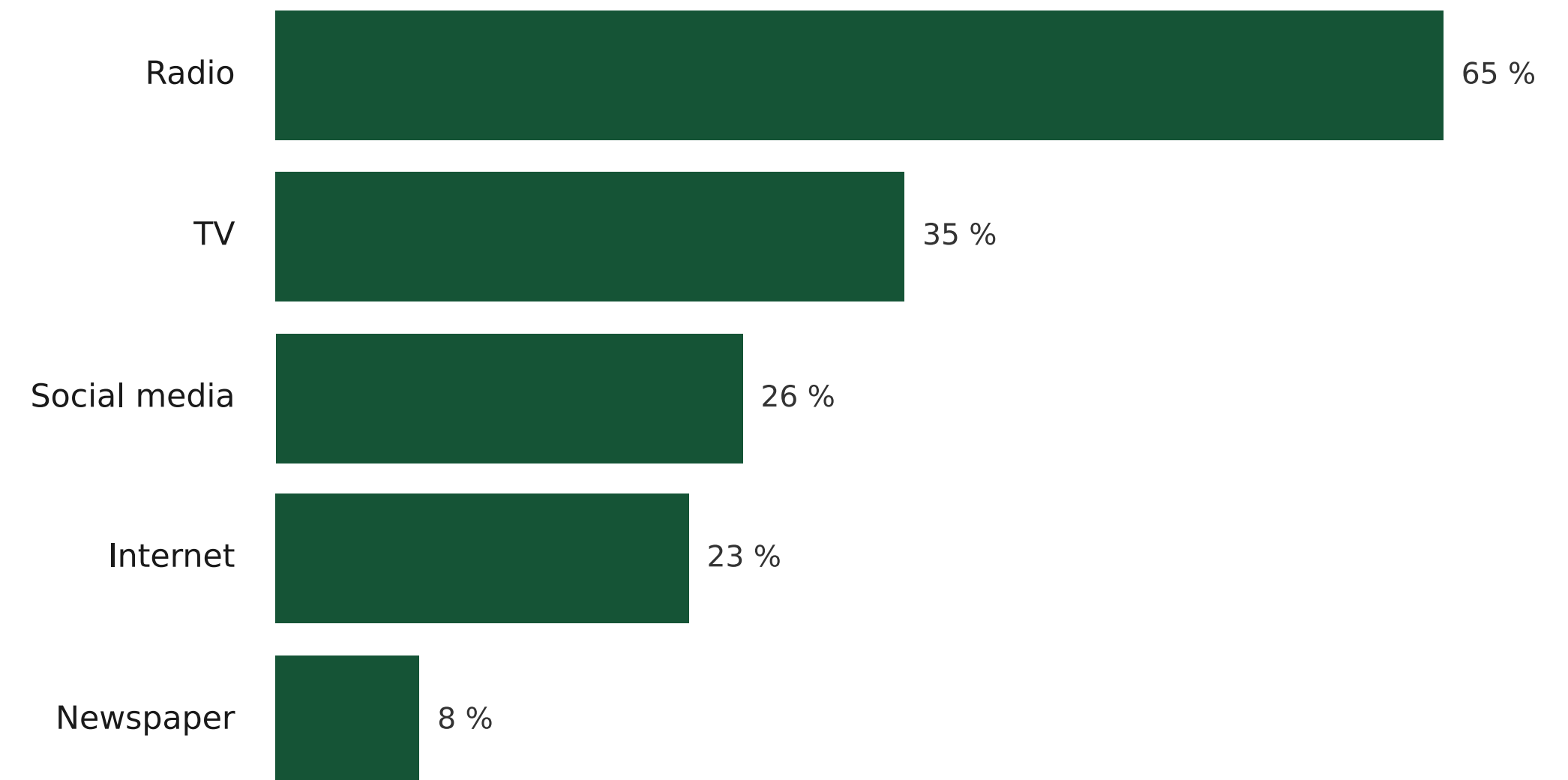
* News sources accessed 2+ times per week.
Poll of 39 African countries.

Rural, low literacy, and other vulnerable populations are even more reliant on radio for information.

Regular News Sources: All Africa



Regular News Sources: Rural Africa



Radio is Highly Trusted

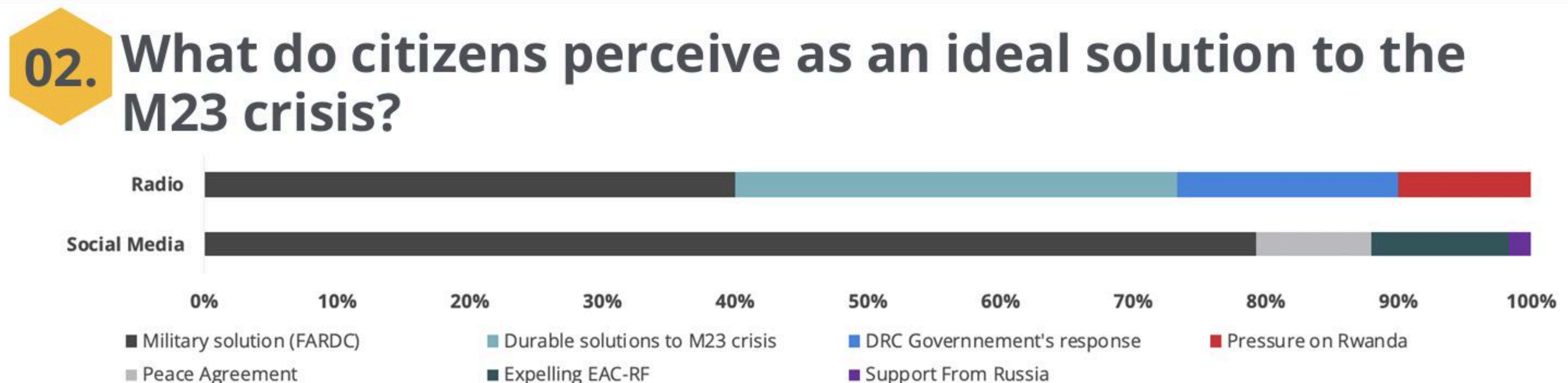
- Radio is the most trusted medium in [Europe](#) and in the [United States](#).
- A [multicountry survey](#) found that radio and TV were Africans' most trusted media sources on a controversial issue (COVID-19).

The voices of local radio hosts and neighbors calling in to programs are often more influential than social media posts from ambiguous, distant sources.



Radio is Hyperlocal

Through [our work with Mercy Corps](#) in the DRC, we demonstrated that radio conversations are distinct in topic and sentiment when compared to social media, national or international media networks. Radio covers localized issues and stories.



Introducing



RootWise Frequency

Frequency is a **broadcast monitoring service** that provides rapid, easy access to critical content.

It **automates collection, transcription, and translation** of content in near real time.

Frequency uses **AI to identify and expose the most important data**, customized for each client.

We place Frequency **devices in remote locations** to collect radio that is not streaming online!





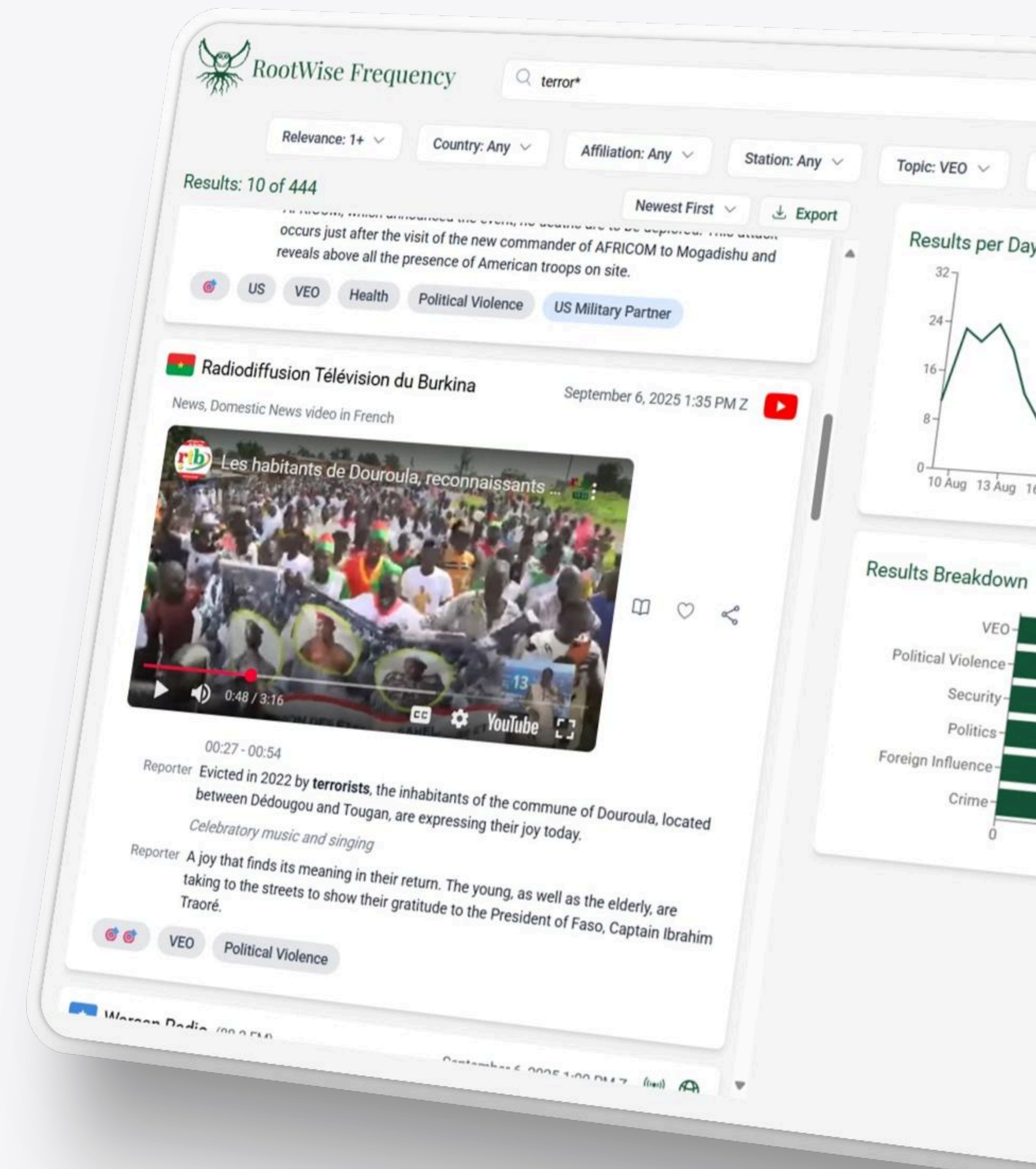
Expanding Beyond Radio: YouTube Monitoring for TV Content

Why YouTube matters

- TV is Africa's second most popular news source.
- Many broadcasters put their most important content on YouTube.

Our approach

- RootWise Frequency now extends our capability to YouTube monitoring.
- It provides timely access, custom insights, and annotated transcripts.



Click to Try a Sample

Radio



English



Somali



Ukrainian

YouTube

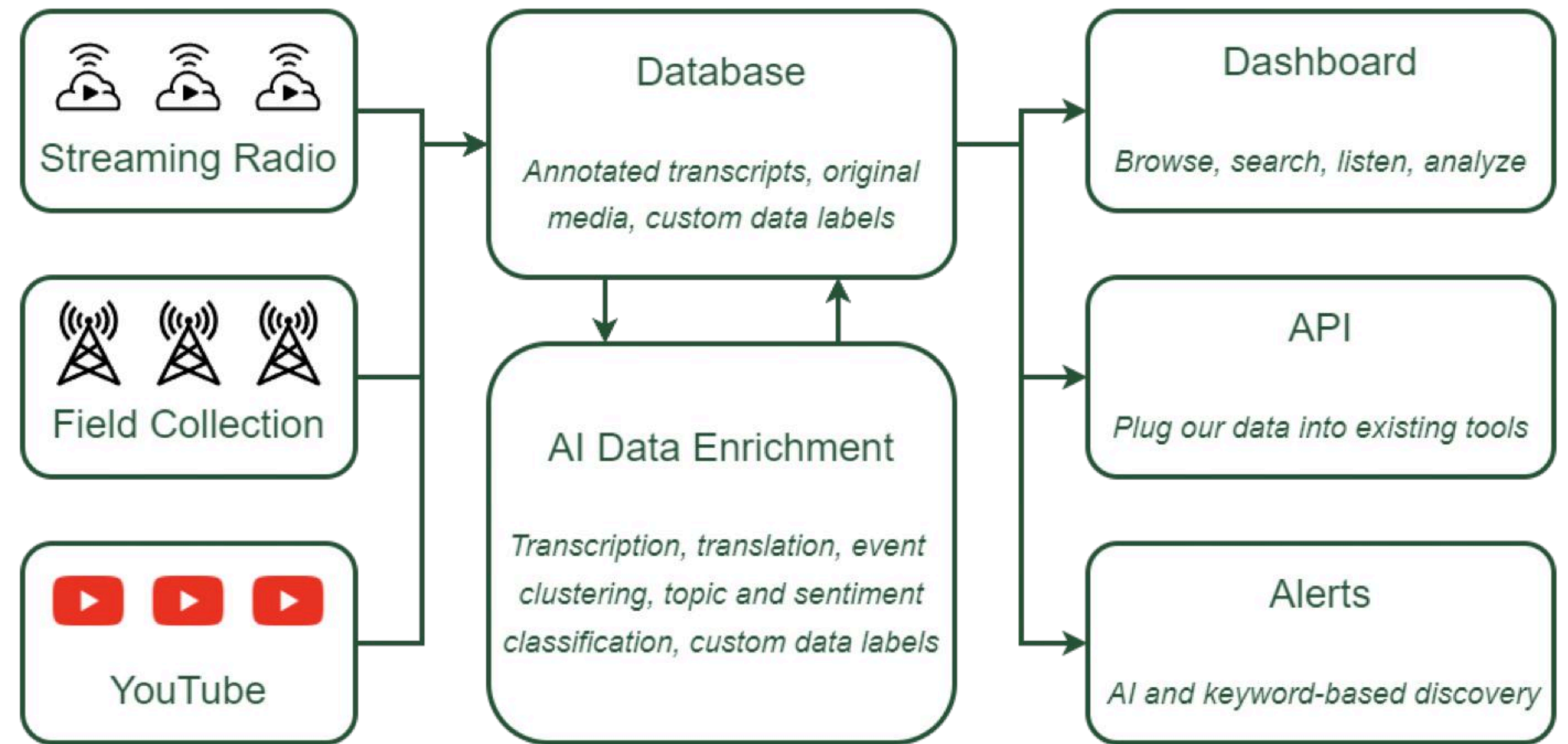


French



Vietnamese

Frequency is built for analysts and decision-makers.



- AI and automation does the heavy lifting.
- Relevant snippets, events, and summaries are surfaced for client consumption.
- Every output includes a time-stamped playback link for easy access to the nuance and detail of the original media and can also be used to verify critical findings.

Typical Barriers and How We Solve Them

Monitoring radio is too slow.



✓ Solution

Frequency delivers **data and alerts in near real time**, about 5 minutes after a broadcast ends.

The most important content isn't available online.



✓ Solution

Frequency devices **collect FM broadcasts in-country** and securely transmit them to our cloud services.

YouTube “monitoring” is often shallow.



✓ Solution

We generate **full-text transcripts**, including annotations for ambient sounds and on-screen messages.

Typical Barriers and How We Solve Them (cont.)

Valuable content is spread across many languages.



✓ Solution

Frequency supports **150+ languages**, translated and searchable in English.

Too many stations and programs with mostly irrelevant content.



✓ Solution

Frequency uses AI to **focus only on what matters for a client's specific use case**. Irrelevant programming, ads, music and other noise are archived and hidden.

No time to learn another tool.



✓ Solution

Frequency fits into your workflow with **unlimited alerts pushed to your inbox** and an **API for seamless tech integrations**.

Use Case

Situational Awareness & Threat Detection

- Be alerted to emerging threats from hyperlocal sources unavailable in any other media.
- Discover the sentiments and key issues of your target audience through call-in shows and local programming.

Example

Mercy Corps discovers reports of sexual violence and price gouging from isolated refugees and villagers in Eastern DRC.

Assessment

- Track the presence and spread of narratives (organic or manipulated) in local media.
- Measure change over time in the messaging about key actors, behaviors, and topics.

Example

A national security client measures narratives about foreign actors in Africa, analyzing changes from month to month.

Use Case

Media Monitoring

- Discover misinformation, media bias, and stories that resonate in local media environments.
- Be alerted when your organization or mission is discussed on air. Identify the influencers and narrative drivers of the conversation.

Example

National Institutes of Health (NIH) discovers a localized panic about Ebola in Liberia caused by misinterpretation of disease evidence shared by NIH partners on radio.



For more information or to receive a demo,
contact us!

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