



Use cases for iMetrics' metadata





# Topic Pages

- Automatic
- Semi-Automatic
- Manually
- Combinations
- Enriched

Semi Automatic, and enriched

Manually chosen image

Description of topic: automatically or manually generated

Datum	Team 1	Ergebnis	Status
30.04.2023	BSC Young Boys	5:1	Beendet zum Bericht
07.05.2023	FC Luzern	2:2	Beendet zum Bericht
13.05.2023	Grasshopper Cl...	0:0	19:00 Uhr zur Vorschau
20.05.2023	FC Luzern	0:0	20:30 Uhr zur Vorschau
	FC St. Gallen	0:0	zur Vorschau

Combination of two topics

Automatic

Topic Page about Karneval

Enriched with widget, incl links.

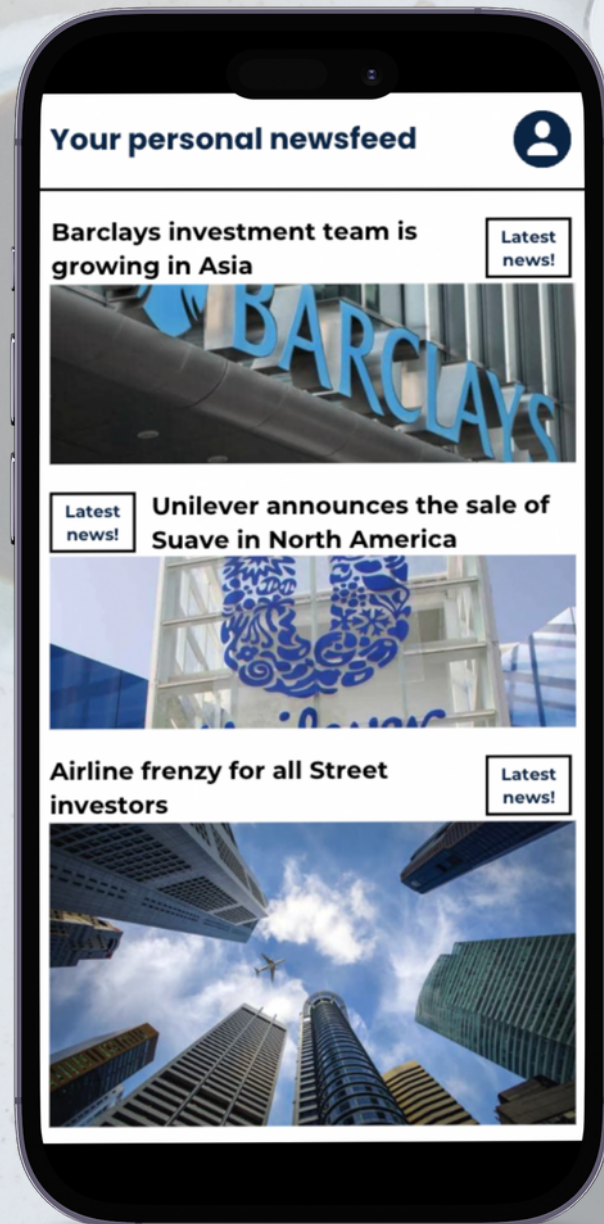
Automatically chosen article in the top, based on relevance and publication date, news value etc.



# Follow the tag & Push notifications

## Push notifications

Get the latest news of your choosing



## Your personal newsfeed



### Others follow | Organizations

Arsenal

Follow

Barclays

Follow

BBC

Follow

Unilever

Follow

More A - B

### Others follow | Persons

Gabriel Jesus

Follow

Gary Lucy

Follow

Jahm Najafi

Follow

Nicola Sturgeon

Follow

More A - B

## Your personal landingpage

## Your personal newsfeed



### Arsenal

Emirates green grass  
shook the ground!

A thriller when  
Arsenal wins with 3 -1

Mr Cool joins the  
team



### Nicola Sturgeon

Sturgeon speaks her mind about  
animal rights

Latest  
news!



### Related Topics

Fifa World Cup

Politics

Fotball

Fredrik Ljungberg

Premier League

Scottish Politics



# Recommendations

- 

Cultural closeness
- 

Geographic closeness
- 

Closeness in time

+

- 

Editorial news value
- 

Context (current article)
- 

Article performance
- 

Sarah's interest and reading history

=

## iMetrics Recommendation Engine



- 

Personalized and automated homepage
- 

Personalized newsletters
- 

In article recommendations
- 

My news site  
My personal news site





# Enable fine-grained content analysis

## How you can benefit from metadata in your analysis

Metadata plays an essential role in the strategic work of analyzing the content you produce, how it engages your readers, and tie these aspects together.



## Our customers are using these insights to:

- Plan their news production
- Find blind spots and potential stories
- Reach a broader target group
- Find out what content converts and engages the most, and least
- Coach the editorial team



# Gender Balance Tool

Number of unique women in the content

Number of unique men in the content

Number of male and female mentions in the text, including pronouns

Number of nonbinary mentions in the text, included pronouns

Number of mentions that couldn't be classified

Percentage of male and female mentions in the text, including pronouns

List of discovered people

Summary Panel:

- WOMEN: 2 (29%)
- MEN: 2 (71%)
- FEMALE MENTIONS: 2
- MALE MENTIONS: 5
- NON-BINARY MENTIONS: 0
- UNKNOWN MENTIONS: 1
- TOTAL: 8
- MALE PERSONS: Kevin O'Connor, Joe Biden
- FEMALE PERSONS: Oprah Winfrey, Hillary Clinton
- UNKNOWN PERSONS: Kim Larsson

Text Editor:

Pippi Långstrump spelade fotboll med Stefan Löfven häromdagen. Hon vann med 3 - 2 efter en spännande match som avgjordes i matchens slutminut. Förbundskapten Janne Andersson har enligt ryktena visat ett intresse för henne vid nästa landslagssamling. Enligt rykten för Pippis manager Ulf Kristersson en dialog med IFK Göteborg kring en framtid för henne där. Om det blir flytt till Göteborg och landslagsspel för Pippi återstår att se. Expertkommentator Fredrik Lundberg iMatricspost

Analysis Sidebar:

- WOMEN: 1 (60%)
- MEN: 4 (40%)
- Categories (1): Fotboll
- Topics (1): Fotboll
- Entities (5): Pippi Långstrump (6 mentions), Ulf Kristersson (1 mention), Fredrik Lundberg (1 mention), IFK Göteborg (1 mention), Göteborg (1 mention)





# Automate processes using image suggestions

**Stop wasting time looking for images that match your content.**

Using iMetrics' Smart image suggestions greatly simplifies the process of finding suitable images for your content. All based on quality metadata.

- 1** Our AI automatically tags your content with concepts such as categories, topics and entities.
- 2** We match the metadata with metadata and text in your image database.
- 3** A few highly relevant images are presented for you to choose from.

The screenshot shows the 'Auto-tagging' interface with the following sections:

- Categories (2):** Soccer, Sport
- Topics (2):** Soccer, Sports
- Entities (4):**
  - Gonçalo Ramos (circled in red)
  - Cristiano Ronaldo
  - Portugal (circled in red)
  - Switzerland

The diagram shows an article layout with a placeholder image of a soccer player. Below the placeholder are four suggested image tags: Goncalo Ramos, FIFA, Portugal, and Football. A red arrow points from the 'Goncalo Ramos' tag to the placeholder image.



The screenshot shows the 'Smart image suggestions' interface. It features a text editor with a paragraph about Lars Winnerbäck and Mercedes Mason. Below the text, there is a 'Tag Images' section displaying several image thumbnails. The main heading reads 'Smart image suggestions' with a subtext 'AUTOMATICALLY SUGGESTS IMAGES THAT FIT THE ARTICLE.'





**Thank you!**