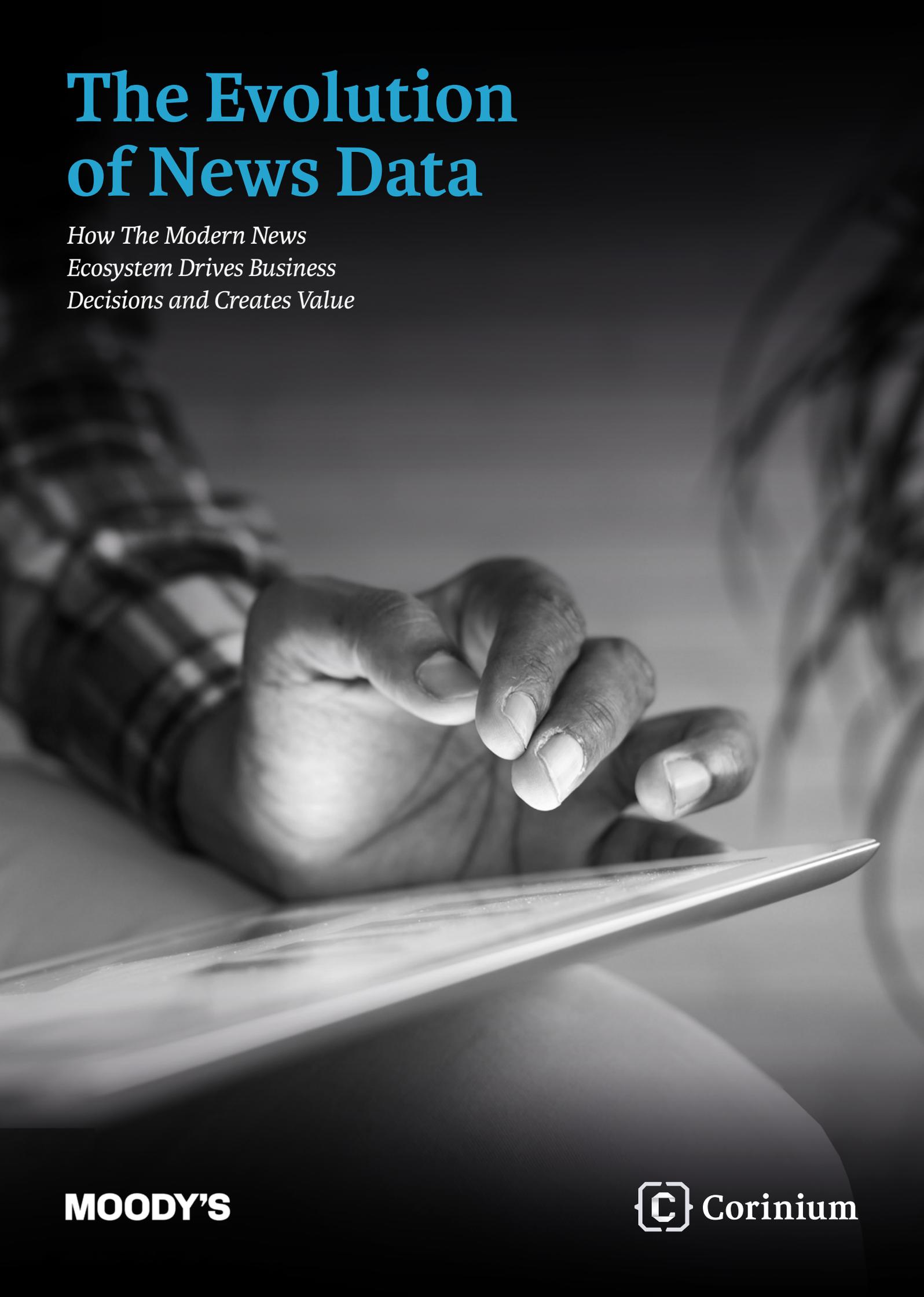# The Evolution of News Data

*How The Modern News
Ecosystem Drives Business
Decisions and Creates Value*

MOODY'S

C Corinium

Contents

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Methodology

We surveyed 200 data, analytics, and innovation leaders from financial services, banking, insurance, and professional services corporations across Europe and the United States.

All participants work for companies with at least 300m USD in revenue and include Heads of Research, Portfolio Management, Investment Management, and Business Intelligence.

Respondents answered 15 questions about how news data informs their business operations and how it is set to evolve in the coming years. ∎

Contributors

Frederic Baudour
Senior Information
Analyst, Allnex

Alex Golbin
Chief Data Officer,
Hudson Bay Capital

Lu Chen
Director, Senior
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Moody's

Zubeir Mukri
Former Head of Business
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Introduction

In a fast-evolving business landscape, information is the engine of successful decision-making. As large enterprises navigate complex markets and make critical strategic choices, access to accurate and timely data has become a necessity. However, in an era overwhelmed with vast amounts of data, discerning the signal from the noise has become a significant challenge. This is where the power of news data emerges as a crucial factor in decision-making.

This report presents the findings of our latest industry research, designed to explore the transformative impact news data has on decision-making processes within large enterprises in Europe and the USA.

By harnessing the wealth of information found in the news, organizations gain valuable insights into market trends, consumer sentiments, competitor actions, and emerging risks and opportunities. From guiding product development and enhancing customer engagement to optimizing marketing campaigns and mitigating risks, news data holds the potential to shape strategic direction and drive competitive advantage. ■

Key research findings

27%
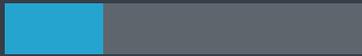
of respondents believe that **news data is delivering significantly more value** for businesses than it was 12 months ago

72%
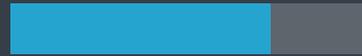
of respondents are **not currently using news data to feed AI or machine learning models**

83%

believe that **too many channels for news data affect the value of that data** to business intelligence

Nearly

59%

said **integrating real-time news data with an existing tech stack is the most common impediment** to value creation from news data

64%

of organizations **consider both quantitative data and news data equally** when making decisions about investments or risk modeling

35%

believe news data as a source of business intelligence will become **significantly more important**

Source: Corinium Intelligence, 2024

CHAPTER ONE

News Data as a Source of Business Intelligence

KEY FINDING

Data-driven decision-making is a powerful capability for modern businesses, but they must navigate a complex news matrix to extract genuine, actionable intelligence

n a world teeming with data, every byte tells a story, and every story drives a decision.

However, the deluge of data in the modern news ecosystem makes it more important than ever that businesses can discern credible information from the unreliable and ensure the news data they rely on for critical decisions is accurate, relevant, and timely.

The modern enterprise must navigate this intricate landscape with a discerning eye, embracing the wealth of information while safeguarding against misinformation and rapidly changing narratives.

The ability to effectively traverse this dynamic ecosystem is crucial for optimizing the value derived from news data in strategic planning and investment decisions.

We asked 200 leaders in data, analytics, and innovation in Europe and the United States about how the news and data derived from it drive decisions and create value in their organizations. This report presents our findings and offers analysis from leading data and analytics professionals in the financial field.

"As an economist, news is everything," says Lu Chen, Director and Senior Economist at Moody's. "I focus on the macro economy, the stock market, and the bond market, and how that's influencing each asset class. News data is critical for the job I'm doing." ▶

The Changing Role of Traditional News Sources

In an era where information is abundant and diverse, traditional news sources play a critical role. They provide verifiable and trusted insights and anchor business decision-making.

However, the traditional news ecosystem has undergone a seismic shift in the era of 24-hour news cycles and pervasive social media platforms. This transformation presents both opportunities and challenges for businesses seeking trustworthy news data to guide decision-making and investments.

The explosion of information sources, while providing a wider array of perspectives and real-time updates, also muddies the informational waters.

Despite the proliferation of news on social media, our research suggests that professional news sources still have a key role to play in delivering trusted news to businesses.

97% and 96% of respondents respectively turn to professional and consumer media sources for trusted information. These figures underscore the pivotal role of professional journalists across various platforms, from trade publications to online and print mediums, in delivering credible and valuable news data for diverse organizational needs.

Despite the dominance of traditional media sources, data-derived sources are also relied upon by 85% of respondents, highlighting the importance of quantitative data in complementing news data for comprehensive insights.

Our findings paint a picture of caution towards social media and aggregators/vendors not in the news business, with only 50% and 47% of respondents respectively considering them as sources for news data.

This reflects prevailing concerns regarding the credibility, accuracy, and reliability of news data from these platforms, indicating a more discerning and selective approach toward their utilization for organizational information needs.

"Official media is becoming more emotional. More people are relying on social media as a source of news," says Alex Golbin, Chief Data Officer at financial services firm Hudson Bay Capital. "I think there is a nontrivial impact of news, broadly defined as official news and social media news, on stock price volatility of companies."

Overall, the findings emphasize the enduring value of professional and established media sources in providing reliable news data, while signaling the need for enhanced credibility and trustworthiness in emerging and non-traditional news platforms to bolster their standing in the organizational news data landscape. ▶

"I focus on the macro economy, the stock market, and the bond market, and how that's influencing each asset class. News data is critical for the job I'm doing"

Lu Chen
Director, Senior Economist, Moody's

Balancing Data-derived Insights and The News

In the realm of decision-making within organizations, a substantial 64% of respondents assert the equal importance of both news data and quantitative data. This finding underscores the balanced approach adopted by many organizations in leveraging diverse data types to inform critical decisions, such as investment choices or risk modeling.

Despite this, 23% of organizations emphasize the use of news data primarily to provide context to quantitative data, reflecting its complementary role in enhancing data-driven insights.

However, a deep dive into perceptions surrounding news sources reveals intriguing insights. Almost half (48% when combining 'strongly agree' and 'somewhat

"The boundary between official news and social media is becoming less pronounced. More people are getting their news from social media"

Alex Golbin
Chief Data Officer, Hudson Bay Capital

agree') predict that traditional news brands will see a diminished role in breaking news stories in the future, highlighting a shifting landscape in news consumption.

Our research also reveals deeply mixed feelings among data and analytics leaders about whether social media outlets should be regarded as reliable sources for business news. 39% selected either 'strongly agree' or 'somewhat

'agree', 28% selected neither agree nor disagree, and 33% selected either 'somewhat disagree' or 'strongly disagree'.

"The boundary between official news and social media news is becoming less pronounced," says Golbin. "It's hard to explain the stock price volatility with traditional financial math only. There is always a significant residual 'unexplained' factor, which one can attribute to the effect of speculation, disinformation and misinformation in social media. Ideally, we could quantify that residual as an additional risk factor, so that people can put it into their risk model and measure the exposure of their portfolio to it."

It's clear that while social media is increasingly used to consume news, not all information contained in it can be considered reliable. In the absence of trust, it is incumbent on the reader to independently verify information before relying on it.

Notably, brand recognition emerges as a leading factor in establishing trust, with an overwhelming 85% affirming a higher level of trust in news data sourced from recognizable news brands. This highlights the enduring importance of brand reputation and credibility in the news arena. ▶
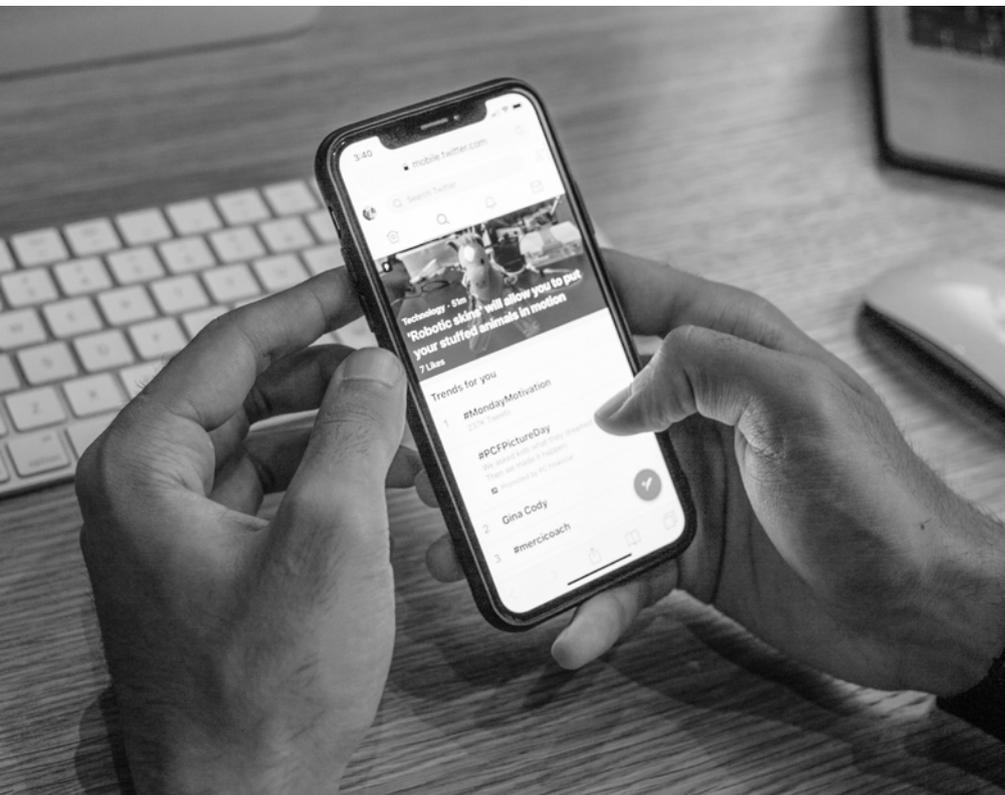
Dominating these sentiments, an alarming 95% (combining 'strongly agree' and 'somewhat agree') express concerns over bias in news data, spotlighting a pervasive apprehension about impartiality and objectivity in the current news ecosystem.

"Identifying the truth from the false is a major challenge. Despite the expectation for top media to provide truthful information, they sometimes gather information without digging in thoroughly," Chen says.

This concern underscores the critical need for transparent and unbiased reporting in fostering trust among consumers of news data.

"News data certainly influences the way you think," says Zubeir Mukri, Former Head of Business Intelligence and Data at Henley Investment Management. "It is invaluable in cutting through the media spin and can provide strong indications of customer sentiment as well as the state of your industry or your vertical." ∎

"News data certainly influences the way you think. It is invaluable in cutting through the media spin and can provide strong indications of customer sentiment"

Zubeir Mukri
Former Head of Business Intelligence and Data, Henley Investment Management

News Data Sources and Trends

News Data and Quantitative Data Hold Equal Weight for Decision Making in Organizations

What role does news data play in informing decisions typically supported by quantitative data (like investment decisions or risk modeling) in your organization?

Public Filings and Industry Announcements Are Top Information Sources

What kind of news sources are you using to inform your business intelligence?

Source	%
Public filings	95%
Industry announcements	95%
Press releases	94%
News stories	93%
X (formerly Twitter)	43%

23%
We use news data to provide context to quantitative data

13%
We prefer to use news data over quantitative data

64%
We consider both quantitative data and news data equally

Decline in Breaking News Importance, Yet Brand Recognition Remains Crucial for Trust

To what extent do you agree with the following sentences about news data?

- ● Strongly agree
- ● Somewhat agree
- ○ Neither agree nor disagree
- ● Somewhat disagree
- ● Strongly disagree

Traditional news brands will be less important for breaking news stories in the future

Social media outlets are a reliable source for business news data

I have a higher level of trust in news data sourced by a brand I recognize

I am concerned about bias in news data

96%

of respondents source their business intelligence from professional and consumer media sources

Source: Corinium Intelligence, 2024

CHAPTER TWO

Turning News Data into Action

KEY FINDING

While global news feeds today's businesses with unparalleled insights, deciphering genuine intelligence from the noise remains a daunting task

t's easier than ever for business leaders to get real-time news from all over the world.

However, while news data holds immense potential for driving informed decision-making, there are several challenges that businesses may encounter when attempting to extract actionable insights from this vast information source.

Businesses may struggle with extracting quality data from the news, information bias, textual complexity, real-time analysis, as well as the ability to integrate news data with existing data infrastructure.

Despite the challenges associated with the proliferation of news sources, our research shows that financial firms are generating increased value from news data.

A combined 56% of respondents have observed an increase in value generated from news data in the last year. 27% attest to news data delivering significantly more value, while 29% report a moderate increase.

"We are not just looking at what we have, but we are also listening to other news data sources so we can be as neutral and as fact-based as possible when it comes to providing insights and recommendations to our clients," says Lu Chen, Director and Senior Economist at Moody's,"

What's more, 76% of respondents say that they can promptly act upon the insights gained from news data, indicating a generally efficient and effective use of news data in informed decision-making and action-taking processes within organizations.

However, not all organizations are as efficient. 22% note that while they can extract insights from news data, they encounter difficulties in translating these insights into actions. ▶

"We are not just looking at what we have, but we are also listening to other news data sources. So, we can be as neutral and as fact-based as possible when it comes to providing insights and recommendations to our clients"

Lu Chen
Director, Senior Economist, Moody's

This suggests a gap in the operationalization of news data insights and underscores the need for improved mechanisms, workflows, and systems to enhance the conversion of insights into tangible and timely actions.

What's Stopping Businesses from Generating Actionable Insights?

A significant 83% of respondents to our research highlight the issue of navigating 'too many channels' as a primary concern when determining the usefulness of news data as a source of business intelligence.

Additionally, 'difficulty determining source reliability and transparency' is a significant impediment for 67% of respondents, underlining the critical importance of trustworthy and clear information sources.

"With real-time news data in financial services, you're looking at interest rates, inflation, looking at what your competitors are doing, and looking at what the market is doing"

Zubeir Mukri
Former Head of Business Intelligence and Data,
Henley Investment Management

The challenge of identifying the most relevant stories also looms large for 56% of participants, further exacerbating the complexity of leveraging news data effectively.

"My inbox often gets flooded with repetitive information," says Moody's Director and Senior Economist Lu Chen. "It's difficult to receive targeted information based on specific interests like the housing sector of commercial real estate world or regional preferences."

Another factor driving the growth of news data as a source of business intelligence is the increasing importance of real-time information. In today's fast-paced business environment, companies need to be able to respond quickly to changes in the market, customer preferences, and a competitive landscape. This is particularly important in industries such as finance and trading, where even a few seconds of delay can mean the difference between profit and loss.

"With real-time news data in financial services, you're looking at interest rates, inflation, looking at what your competitors are doing, and looking at what the market is doing," explains Zubeir Mukri, Former Head of Business Intelligence and Data at Henley Investment Management. "This gives your bearings on how your business is performing based on what you're getting from the news."

However, our research shows that 58% of financial firms still face significant challenges with the integration of real-time news data with existing tech stacks. This highlights the many complexities and integration issues prevalent in the current technology landscape. ▶

Majority Experience Enhanced Value from News Data

How has the value generated by news data changed in your organization over the past 12 months?

27%
It's delivering **significantly more** value

4%
It's delivering **less** value

29%
It's delivering **more** value

39%
It's delivering **about the same amount** of value
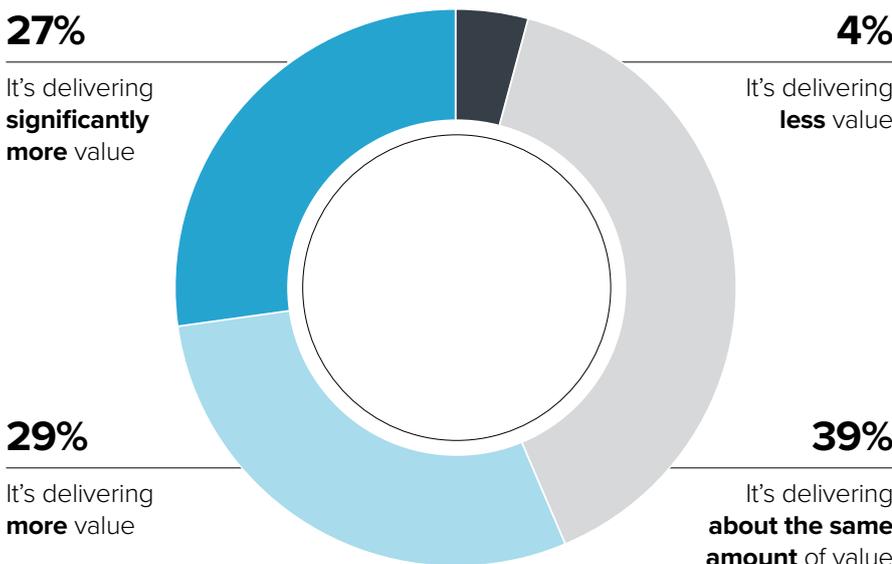
Source: Corinium Intelligence, 2024

Keeping Ahead of Industry Trends

News data can also help companies to identify emerging trends and opportunities. By monitoring news sources, companies can spot patterns and trends that might not be immediately obvious.

Our research found that a commanding 88% of respondents use news data to research industry trends. This dominant use case underscores the crucial role of timely and accurate news data in helping organizations stay abreast of industry developments.

"Having the ability to filter the huge amount of data we capture to capture the most relevant information is really the key," says Frederic Baudour, Senior Information Analyst at Allnex.

"Having the ability to filter the huge amount of data we capture to capture the most relevant information is really the key"

Frederic Baudour
Senior Information Analyst, Allnex

"Everyone is busy, so you need to be able to access the most relevant data quickly."

In addition, our research reveals robust utilization of news data for monitoring companies, subjects, and researching news events for both short and long-term impacts, both named by 83% of respondents. These statistics emphasize the vital role of news data in maintaining organizational awareness and preparedness in a dynamic business environment.

However, our research also brings to light areas where news data utilization is limited. Feeding AI/ML models for automated analysis and decision-making is a notably underutilized application, with only 27% of respondents leveraging news data for this purpose.

This suggests an opportunity for growth in harnessing news data for advanced analytical and decision-making applications. ■
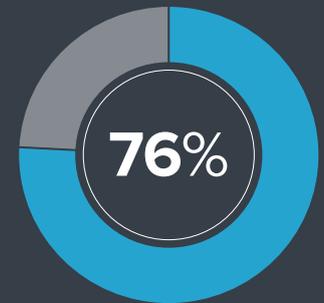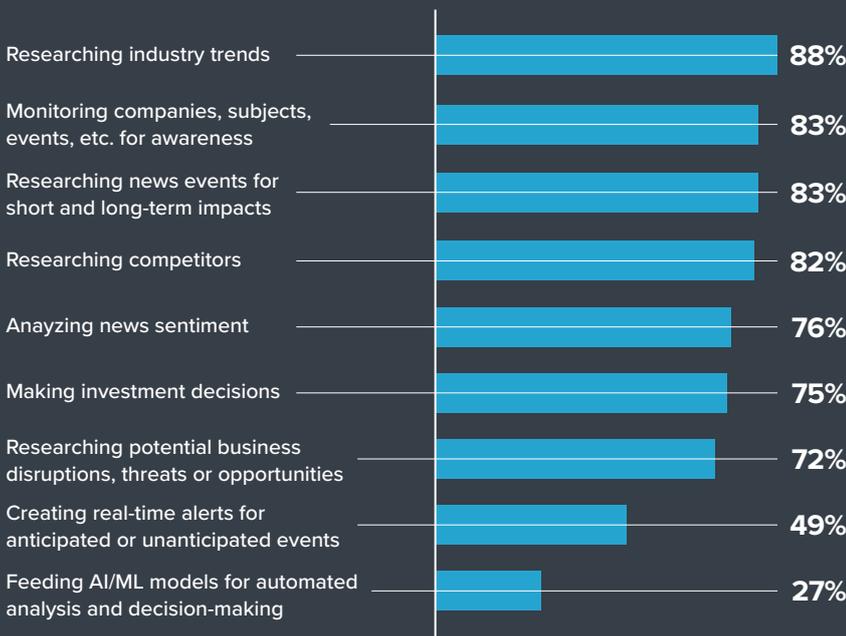
DATA INSIGHTS

Deriving Value from News Data

Organizations Primarily Use News Data for Industry Trend and Event Research, Yet Underutilize in AI/ML Models

What are the use cases for news data in your organization?

Researching industry trends	**88%**
Monitoring companies, subjects, events, etc. for awareness	**83%**
Researching news events for short and long-term impacts	**83%**
Researching competitors	**82%**
Anayzing news sentiment	**76%**
Making investment decisions	**75%**
Researching potential business disruptions, threats or opportunities	**72%**
Creating real-time alerts for anticipated or unanticipated events	**49%**
Feeding AI/ML models for automated analysis and decision-making	**27%**

Integration with Existing Tech Stacks and Distinguishing Fact from Fiction Top the List of Challenges in Creating Value from News Data

What are the biggest challenges when attempting to create value from news data in your organization?

59%	**52%**	**42%**	**40%**	**37%**	**26%**
Integrating real-time news data with our existing tech stack	Telling fact from fiction	Getting insights derived from news data to the right people	Acting on news data fast enough	Distinguishing what news is most relevant	Internal buy-in on the value of news data

76%

of Organizations Effectively Turn News Data Insights into Actions, While Some Still Face Hurdles

Numerous Channels and Source Reliability Concerns Impede News Data's Business Intelligence Value

What factors around the delivery of news data affect their value in terms of business intelligence?

Too many channels
83%

Difficulty determining source reliability/transparency
67%

Difficulty determining the most relevant stories
54%

Lack of sufficient search capabilities
34%

Poor internal systems to incorporate news data
24%
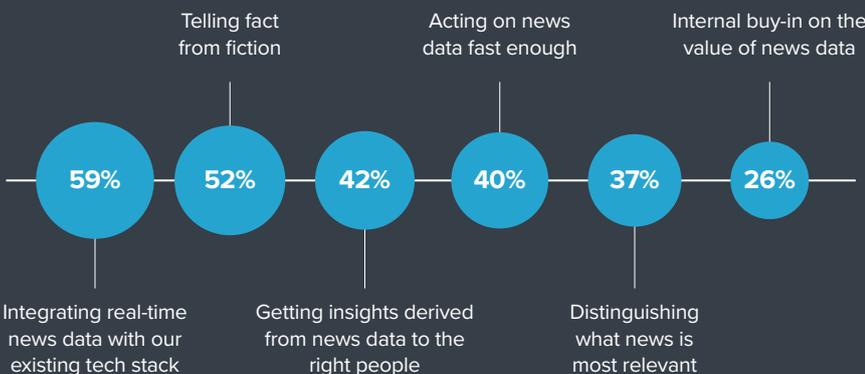
Source: Corinium Intelligence, 2024

CHAPTER THREE

Future Applications of News Data

KEY FINDING

From real-time events to predictive insights, the future of decision-making in financial firms increasingly hinges on news data's evolving role

The future use of news data is likely to be shaped by the ongoing digital transformation of the media industry, as well as continued advancements in technologies such as artificial intelligence (AI) and machine learning (ML).

With digital platforms being widely available and the increasing demand for timely and relevant content, news data is expected to play an increasingly important role in informing decision-making across a range of industries and sectors.

A compelling 77% of organizations in our research predict an increase in the importance of news data as a source of business intelligence in the coming years. Among these, 35% envision news data becoming significantly more crucial, spotlighting the escalating role of timely and relevant news data in informed business decision-making. "News data will be more important as a source of business intelligence in the future," agrees Frederic Baudour, Senior Information Analyst at Allnex. "It will be very useful for businesses that want to enter new markets, in addition to watching regular markets." ▶

Majority Predict Increased Importance of News Data for Business Intelligence in Future

Do you think news data will be more important as a source of business intelligence in the future?

35%	42%	23%	0%	0%
It will be **significantly more** important	It will be **slightly more** important	It will be **about the same**	It will be **slightly less** important	It will be **significantly less** important
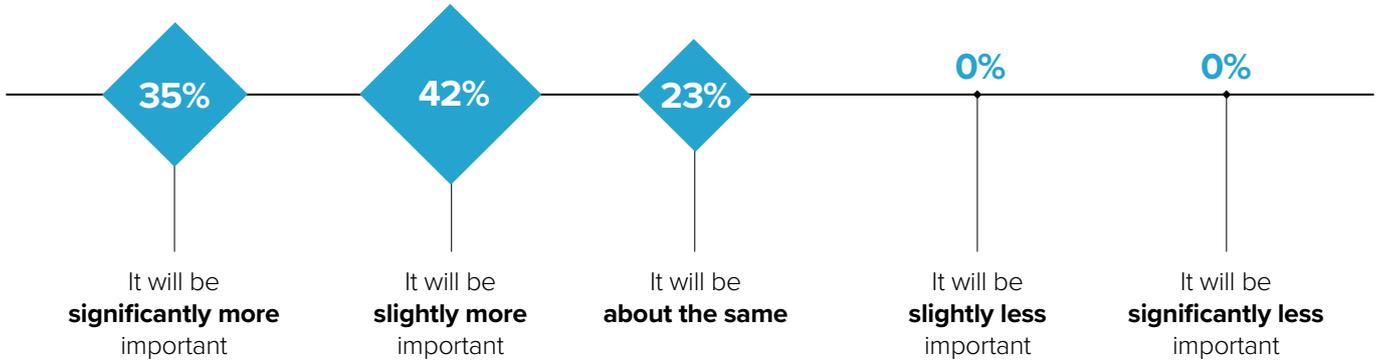
Source: Corinium Intelligence, 2024

Improved Decision-making Capabilities

Since financial markets are heavily influenced by real-time global events, it's easy to imagine how AI could help swiftly sift through vast amounts of news data to detect nuanced patterns or trends can provide firms with invaluable predictive insights.

For financial firms, this means heightened responsiveness to market events, more informed investment strategies, and a significant edge in a rapidly evolving financial landscape.

However, according to our research, 72% of respondents are not currently using news data to feed AI/ML technologies, but doing so may be in the cards for some in the future.

Allnex Senior Information Analyst Frederic Baudour said: "We don't use news data to feed our AI/ML technologies at the moment, but we are thinking about it," he says. "Either by using AI/ML technologies to continuously refine our queries or use it to intelligently analyze large datasets resulting from the queries."

One reason for this might be the challenges involved in evaluating the accuracy and veracity of the news sources themselves. As we have discussed, not all new sourced are equally reliable. As a result, AI systems also need to be able to discern credible news from misinformation.

Practically, training AI to recognize truth is complex, given the sophisticated nature of modern disinformation campaigns and the sheer volume of data.

"You need some sort of machine learning to tell truth from untruth, and traditionally every machine learning model has something defined as 'ground truth'," says Alex Golbin, Chief Data Officer at Hudson Bay Capital. "One of the biggest challenges in terms of news is that the definition of what the truth is very elusive."

Moreover, determining the 'truth' in real-time, amidst breaking news situations where facts are still emerging, further complicates the process. Addressing these challenges will require a thoughtful combination of technology, human oversight, and an ongoing commitment to ethical considerations. ▶
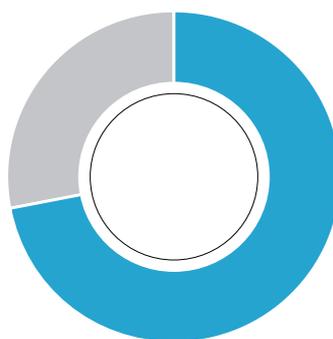
72%

Of Organizations Are Not Utilizing News Data for AI/Machine Learning Technologies

Source: Corinium Intelligence, 2024

Driving Value with News Data Functionality

Our research offers a window into the evolving needs and preferences of financial data professionals when it comes to harnessing the power of news data.

Among the most telling findings is the desire for better data visualization, with 54% of respondents highlighting it as a crucial feature for extracting value from news data. Such tools not only simplify vast amounts of information but also expedite the decision-making process, an essential trait in today's fast-paced business environment.

Better news data visualization helped Lu Chen, Director, and Senior Economist at Moody's, contextualize migration data in the real estate sector.

"The first few instances which I come across are related to migration patterns," she explains.

"It's difficult to describe all the phenomena narratively. But if you put everything on a map, and you have a carousel showing how many people are flowing from one location to another, it's more understandable"

Lu Chen
Director, Senior Economist, Moody's

"It's difficult to describe all the phenomena narratively. But if you put everything on a map, and you have a carousel showing how many people are flowing from one location to another, it's more understandable."

A parallel trend seen in the data is the emphasis on customization. Both customizable news dashboards (48%) and newsletters (46%) rank high in preference, suggesting a clear demand for tailored information delivery systems.

"Customizable news dashboards are also very interesting," Chen concludes. "We have been utilizing that to guide our investors. So, we develop our news dashboard ourselves and use it to see which metrics are getting most attention."

In an era inundated with data and information, the ability to filter and receive news tailored to individual or business-specific needs is paramount. This not only ensures relevancy but also optimizes the time spent on data analysis.

Furthermore, there is an overwhelming consensus on the utility of a specific portal for accessing, aggregating, and searching news data. A significant 94% of respondents believe there is a need for such a platform, which would allow users to centralize their news sources, thus improving efficiency in navigation and analysis.

Our research findings illustrate a business environment that is increasingly data-driven but is also looking for more refined, personalized, and visual tools to navigate the vast sea of news data.

The emphasis on quality, relevance, and efficiency, indicate that the future of news data analytics will be shaped by solutions that can master these attributes. ∎
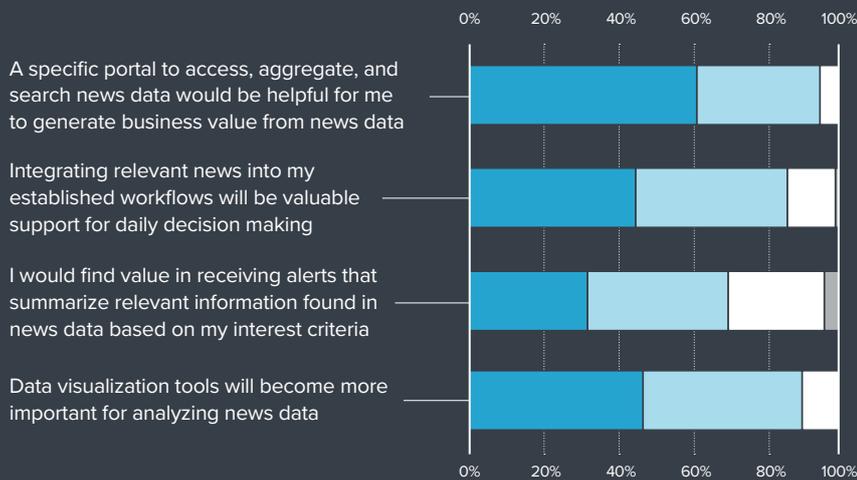
DATA INSIGHTS

The Future of News Data and AI

Overwhelming Demand for Specific News Data Portal and Integration into Workflows; High Expectations for Alerts and Data Visualization Tools

To what extent do you agree with the following sentences about how to use news data?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree

A specific portal to access, aggregate, and search news data would be helpful for me to generate business value from news data

Integrating relevant news into my established workflows will be valuable support for daily decision making

I would find value in receiving alerts that summarize relevant information found in news data based on my interest criteria

Data visualization tools will become more important for analyzing news data

Predictive AI Models, Signals Identification and Combining News with Quantitative Data Emerge as Top Strategies for Augmenting News Data Value

Which of the following could grow the value of news data for business users in your organization in the future?

Predictive AI news models that can be customized for proprietary needs	75%
Predictive AI to identify signals in news data to predict likely outcomes	61%
News data combined with quantitative data for deeper insights	53%
Automated news data summarization to increase efficiency	51%
Enhanced metadata to interpret news data meaning	43%
None of the above	2%

Data Visualization, Customizable Dashboards, and Newsletters Touted as Top Features to Enhance Value from News Data

Which of the following features would most help you create value from news data?

54% Data visualization	
48% Customizable news dashboards	
46% Customizable newsletters	
45% Sub-second news data delivery	
34% News widgets	
31% RSS feeds	
22% API integration	
7% Boolean search capabilities	
2% None of the above	

Source: Corinium Intelligence, 2024

Conclusion

KEY FINDING

News data has become a cornerstone in the strategic frameworks of today's financial firms.

As we move deeper into a digitized era, our research suggests an unmistakable momentum towards harnessing advanced technological tools for better decision-making. This trend isn't just about preference; it's a pressing necessity in an environment inundated with data.

Traditional news platforms, with their credibility and depth, continue to be indispensable. Yet, their role is increasingly complemented by the dynamism and immediacy of real-time news analytics. Our findings shed light on the growing importance of visualization tools, customizable dashboards, and centralized portals. As the sheer volume of news data grows, these tools move from being value-adds to foundational elements for businesses, ensuring clarity, accuracy, and timeliness of insights.

Moreover, the vast untapped potential of AI and ML in news data analytics paints a picture of a future filled with opportunities. However, this journey isn't without its challenges. Ethical considerations around bias in AI models, ensuring the genuineness of real-time news, and preserving the sanctity and objectivity of news data are essential factors that businesses must grapple with.

Furthermore, personalization is emerging as a powerful trend. Financial firms aren't just looking for data; they're looking for data that speaks directly to their unique needs, challenges, and strategic goals. The demand for customizable news dashboards and newsletters underscores the shift towards a more individualized approach to data consumption, bringing relevance and precision to the forefront.

We stand at the cusp of a new era in business intelligence. And the convergence of traditional news with cutting-edge technology is not just desirable but inevitable. Financial firms are poised to benefit from this synergy, with the ability to turn insights into action faster, and with more precision than ever before.

However, challenges and opportunities lie in choosing the right tools, and strategies, and balancing the ethical considerations to ensure that the value derived from news data isn't just incremental, but transformative.

Those who navigate this landscape adeptly will not only lead in the data-driven age but will also shape the future of the financial sector. ■

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MOODY'S

About the Editor

Gareth Becker is an experienced editor and content marketer and produces B2B stories that focus on emergent trends in data and analytics, cloud computing, information security and more.

He works with world-leading brands to shine a light on fresh ideas and innovative products using a range of multimedia content.

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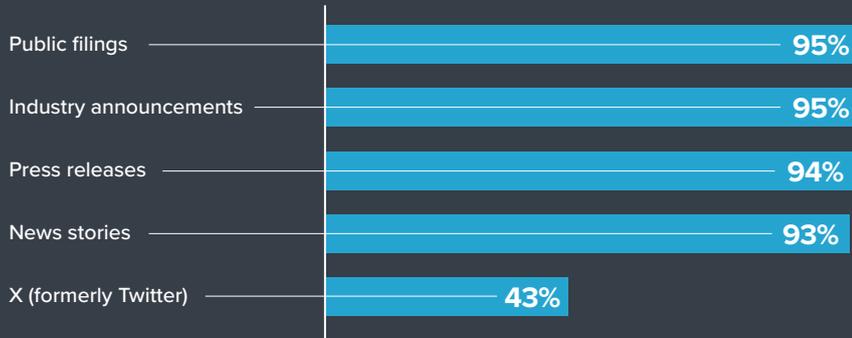- **Find us on Spotify**
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DATA INSIGHTS

News Data Sources and Trends

News Data and Quantitative Data Hold Equal Weight for Decision Making in Organizations

What role does news data play in informing decisions typically supported by quantitative data (like investment decisions or risk modeling) in your organization?

Public Filings and Industry Announcements Are Top Information Sources

What kind of news sources are you using to inform your business intelligence?

Source	Percentage
Public filings	95%
Industry announcements	95%
Press releases	94%
News stories	93%
X (formerly Twitter)	43%

23%
We use news data to provide context to quantitative data

13%
We prefer to use news data over quantitative data

64%
We consider both quantitative data and news data equally

Decline in Breaking News Importance, Yet Brand Recognition Remains Crucial for Trust

To what extent do you agree with the following sentences about news data?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Traditional news brands will be less important for breaking news stories in the future

Social media outlets are a reliable source for business news data

I have a higher level of trust in news data sourced by a brand I recognize

I am concerned about bias in news data

96%

of respondents source their business intelligence from professional and consumer media sources

Source: Corinium Intelligence, 2024

DATA INSIGHTS

Deriving Value from News Data

Organizations Primarily Use News Data for Industry Trend and Event Research, Yet Underutilize in AI/ML Models

What are the use cases for news data in your organization?

Use case	%
Researching industry trends	88%
Monitoring companies, subjects, events, etc. for awareness	83%
Researching news events for short and long-term impacts	83%
Researching competitors	82%
Anayzing news sentiment	76%
Making investment decisions	75%
Researching potential business disruptions, threats or opportunities	72%
Creating real-time alerts for anticipated or unanticipated events	49%
Feeding AI/ML models for automated analysis and decision-making	27%

76%

of Organizations Effectively Turn News Data Insights into Actions, While Some Still Face Hurdles

Integration with Existing Tech Stacks and Distinguishing Fact from Fiction Top the List of Challenges in Creating Value from News Data

What are the biggest challenges when attempting to create value from news data in your organization?

- **59%** — Integrating real-time news data with our existing tech stack
- **52%** — Telling fact from fiction
- **42%** — Getting insights derived from news data to the right people
- **40%** — Acting on news data fast enough
- **37%** — Distinguishing what news is most relevant
- **26%** — Internal buy-in on the value of news data

Numerous Channels and Source Reliability Concerns Impede News Data's Business Intelligence Value

What factors around the delivery of news data affect their value in terms of business intelligence?

Factor	%
Too many channels	83%
Difficulty determining source reliability/transparency	67%
Difficulty determining the most relevant stories	54%
Lack of sufficient search capabilities	34%
Poor internal systems to incorporate news data	24%

Source: Corinium Intelligence, 2024

DATA INSIGHTS

The Future of News Data and AI

Overwhelming Demand for Specific News Data Portal and Integration into Workflows; High Expectations for Alerts and Data Visualization Tools
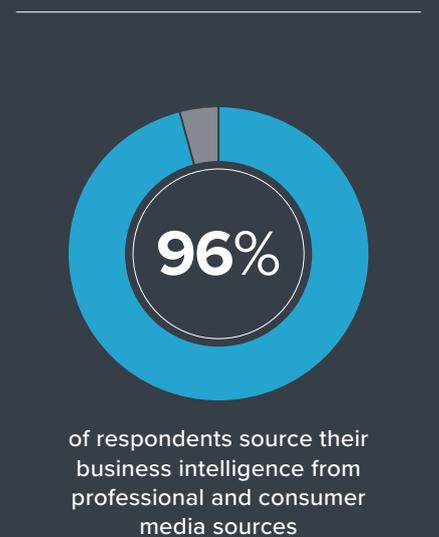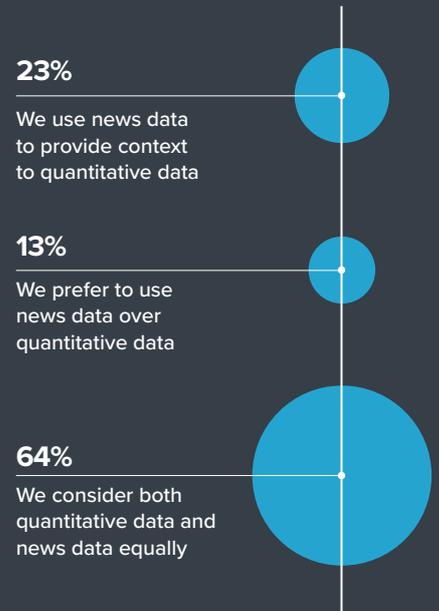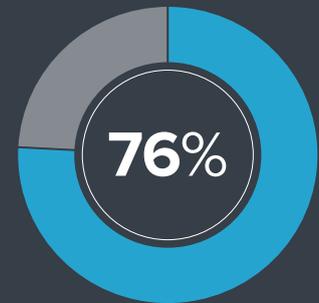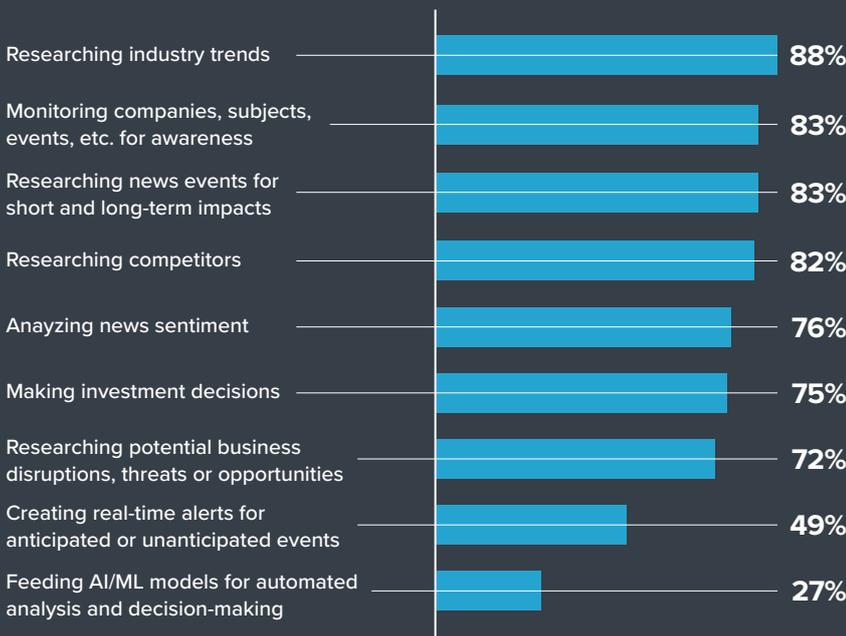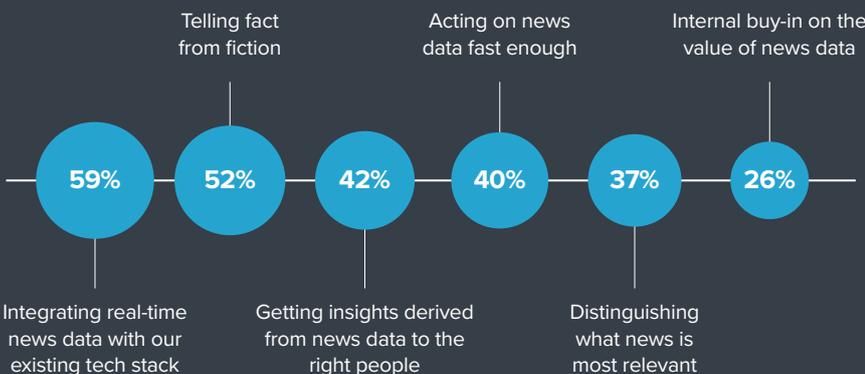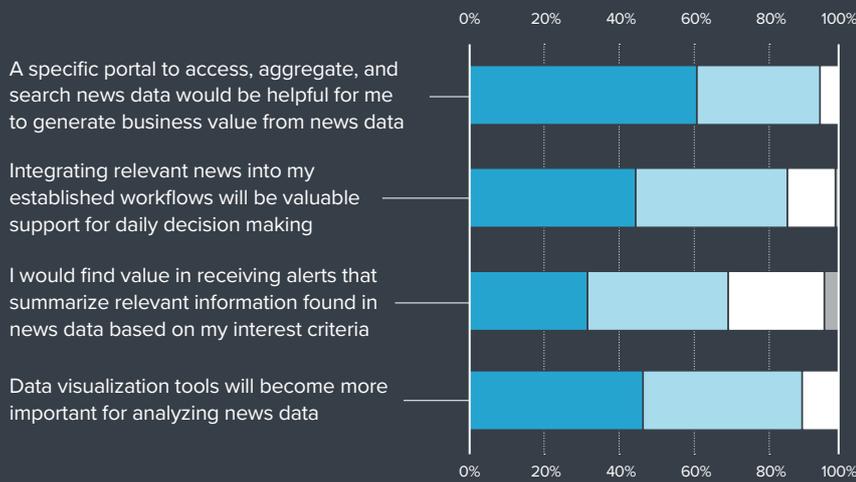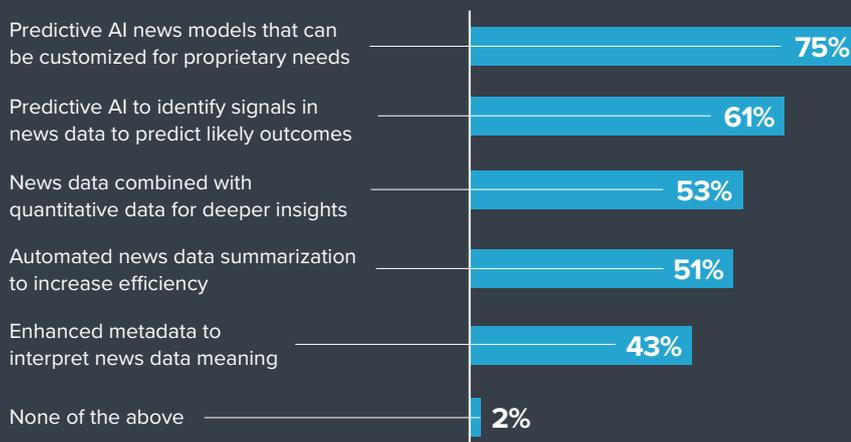
To what extent do you agree with the following sentences about how to use news data?

● Strongly agree ● Somewhat agree ○ Neither agree nor disagree ● Somewhat disagree

A specific portal to access, aggregate, and search news data would be helpful for me to generate business value from news data

Integrating relevant news into my established workflows will be valuable support for daily decision making

I would find value in receiving alerts that summarize relevant information found in news data based on my interest criteria

Data visualization tools will become more important for analyzing news data
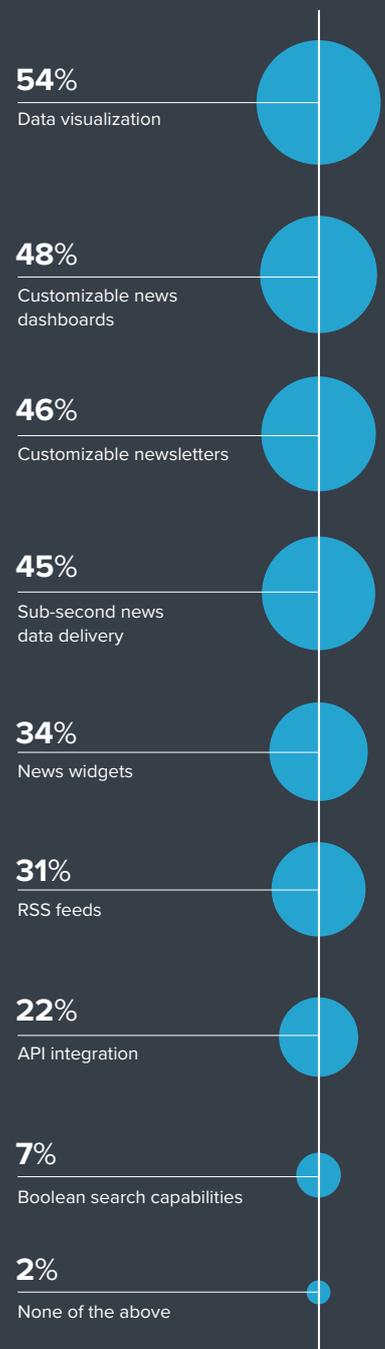
Predictive AI Models, Signals Identification and Combining News with Quantitative Data Emerge as Top Strategies for Augmenting News Data Value

Which of the following could grow the value of news data for business users in your organization in the future?

Predictive AI news models that can be customized for proprietary needs — **75%**

Predictive AI to identify signals in news data to predict likely outcomes — **61%**

News data combined with quantitative data for deeper insights — **53%**

Automated news data summarization to increase efficiency — **51%**

Enhanced metadata to interpret news data meaning — **43%**

None of the above — **2%**

Data Visualization, Customizable Dashboards, and Newsletters Touted as Top Features to Enhance Value from News Data

Which of the following features would most help you create value from news data?

54% Data visualization

48% Customizable news dashboards

46% Customizable newsletters

45% Sub-second news data delivery

34% News widgets

31% RSS feeds

22% API integration

7% Boolean search capabilities

2% None of the above

Source: Corinium Intelligence, 2024

MOODY'S