



Services for the United States Department of State

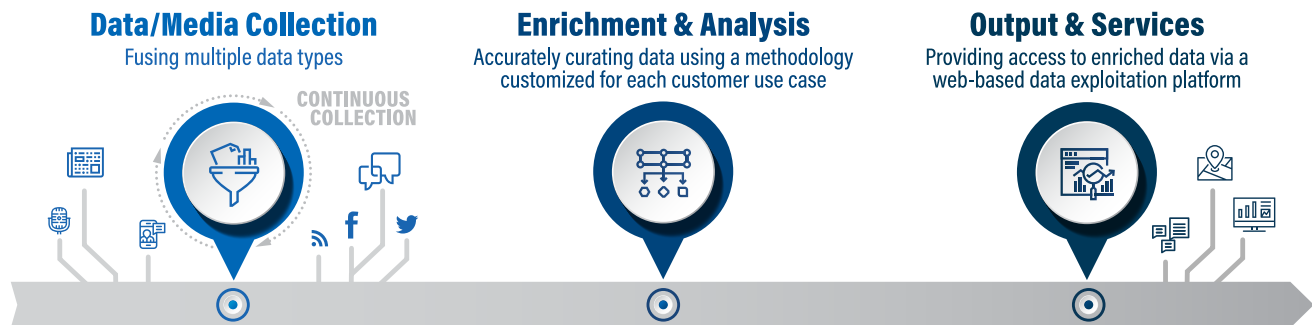
FOCUS

Focused on mission success, Novetta delivers scalable advanced open-source media analytics coupled with proven technical solutions to address challenges of national and global significance.

EXPERTISE

- Advanced, customizable, social and traditional media analytics solution
- Machine learning (ML) for data enrichment including application of topic and sentiment ontology
- Data visualization in a web-based analytics dashboard
- Content curated from tens of thousands of traditional media and millions of social media sources
- Expert analysis services support for RFI research questions and reports

NOVETTA MISSION ANALYTICS



Novetta • GSA OASIS Contracts | OASIS Pool 3 Prime Contract # GS00Q140ADU305 | OASIS Pool 4 Prime Contract # GS00Q140ADU403 | Unrestricted

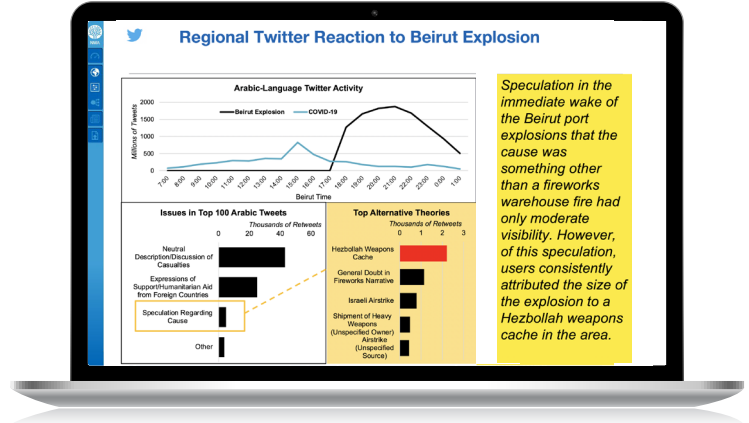
Capability: ML-Powered Disinformation and Propaganda Analysis

Novetta Mission Analytics (NMA) is our proprietary, purpose-built, web-based platform for open-source and media analysis that combines human-in-the-loop data curation for accuracy and context with state-of-the-art machine learning (ML) algorithms for speed and scale.

Using NMA, Novetta provides the State Department's Global Engagement Center (GEC) the data and analysis necessary to recognize, understand, and counter adversary disinformation and propaganda. Novetta's ML-powered analysis enables the GEC to meet its global mandate, tracking narrative trends and impacts on populations in multiple countries and languages.

Novetta blends unique data enrichment and qualitative and quantitative analysis to:

- Identify adversary propaganda messages and pinpoint shifts in narrative, tone, or influence over time.
- Analyze target audiences and determine optimal content distribution methods to reach those audiences.
- Characterize the information environment before, during, and after messaging campaigns to assess effectiveness.
- Analyze sentiment and correlate to user demographics and location.
- Develop and execute precision communication campaigns to reach diverse audiences and counter adversarial propaganda.



Capability: Technology Evaluation and Rapid Prototyping

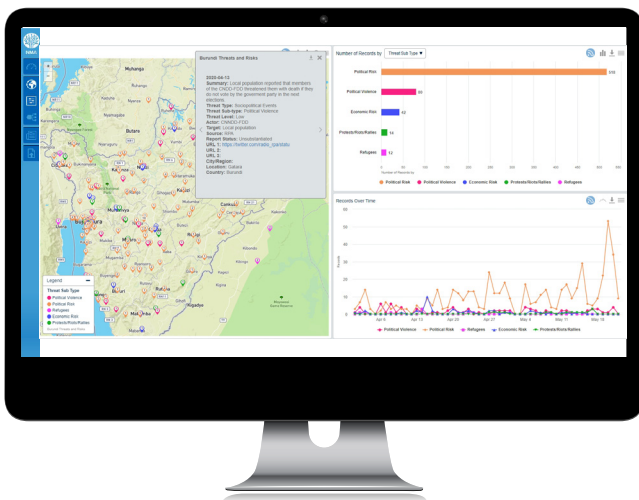
Our technologists and subject matter experts ensure the GEC is equipped with the latest data and tools necessary to combat emerging disinformation threats at scale. Novetta supports the GEC's technology evaluation efforts, surveying the commercial, academic, and research landscapes to source promising tools, data, and methods to aid the GEC's counter-disinformation mission.

Novetta analyzes gaps in the U.S. Government's capabilities to monitor and combat disinformation and propaganda, especially as adversaries adopt new tactics and exploit new technologies. Our experts identify cutting-edge capabilities that address the GEC's needs and its interagency partners and creatively combine data and tools to develop bespoke applications. We work with stakeholders to develop test pilots to rapidly field these technologies to assess their effectiveness in real-world scenarios

Capability: Force Protection and Election Support

Novetta's comprehensive open-source collection methodology and best-in-class metadata enrichment strategies provide unmatched insight and crucial awareness of real-time events in austere locations.

NMA identifies real-world events described and broadcast in open-source content and categorizes those events according to bespoke taxonomies that allow customers to focus on risks and threats that endanger personnel and mission success. In operational environments ranging from Amman to Bujumbura, NMA refines vast amounts of content into actionable, minute-by-minute information customers need to ensure the safety of diplomatic deployments across the world.



NMA has Eyes on the Sky and Ears on the Ground

- Monitors high-threat events, including civil discord and political violence, that could disrupt local elections and endanger diplomatic missions in support of democratic processes.
- Corroborated threat events are distinguished from unsubstantiated reporting, allowing operators to separate fact from rumor.
- Tracks and visualizes low-threat events, including traffic delays, severe weather, and other hyperlocal incidents that require attention to logistics.