

Separating Real News from Fake in 40 Milliseconds

(DESCRIPTION)

cloudera and Thomson Reuters logos

(SPEECH)

KHALID AL-KOFAHI, HEAD CORPORATE RESEARCH & DEVELOPMENT AT THOMSON REUTERS:
At Thompson Reuters, we are in the business of building information based solutions for our professional customers.

Everyone having a smart device on themselves all the time essentially means we have a lot more witnesses to a lot more events. So the challenge for us is how can we enable journalists to investigate and capture and detect news events that are happening around the world in real time without drowning them with false alarms and false positives. And our answer to it is Reuters News Tracer.

This is massive. We process about 12 to 13 million tweets a day and we capture these events as they happen live. Cloudera and others provide us with state of the art technology tools to help us analyze data, synthesize text, extract value and meaning from data to deliver the insights that our customers are looking for.

This whole thing runs in under 40 milliseconds. We have dozens and dozens of examples where Reuters News Tracer actually discovered events, popular events, ground-breaking events ahead of major news organizations, including us.

We are able to free up journalists to focus on higher value work as opposed to just reporting and we are able to alert out customers when market moving events happen in real time or near real time.

(DESCRIPTION)

Text: cloudera - Powering possibility
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