



Digital Data Spain

Driving Data and Artificial
Intelligence Innovation

Safernews- Global Monitoring of Digital Platforms
Project- Misinformation detection

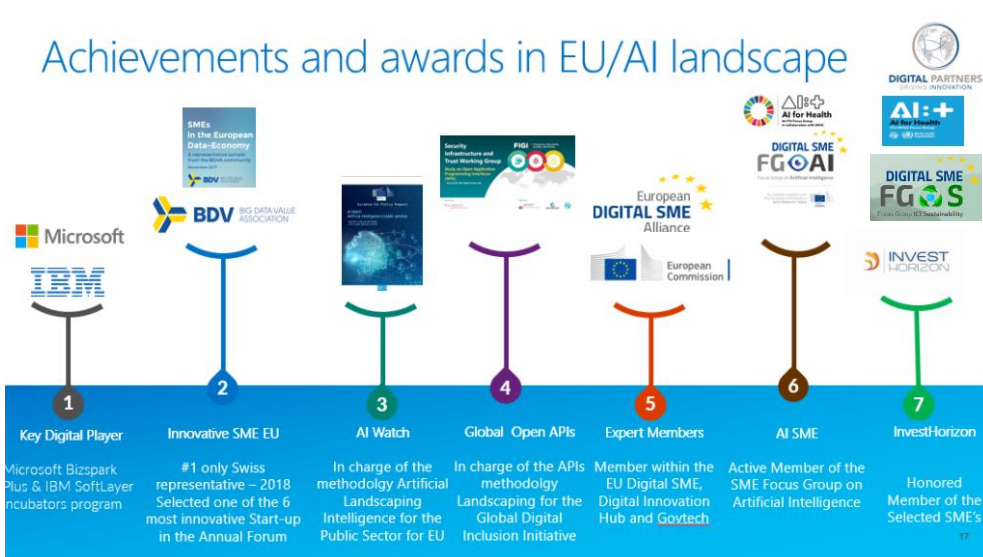
Anys Boukli – Founder & CEO anys.boukli@digitalgroup.ch

Who we are?

Digital Data Spain/ Digital Partners (**Spain/ Switzerland**) leading expertise in Data Driven Artificial Intelligence Platforms and Strategic analysis for International organisations, Health organisations, Sport and Public Services verticals.

We are member of BDVA – European Union Big Data Value Association , member of the European DIGITAL SME Alliance Focus Group on Artificial Intelligence (AI) & ICT Sustainability, the ITU/WHO Focus Group on Artificial Intelligence for Health (FG-AI4H) and Member of the NEM- New European Media initiative .

Ambition: Answer several opportunities and challenges of a growing market related to Digital Monitoring Platform of Web and Social Media using Big Data, AI, APIs and Analytics.



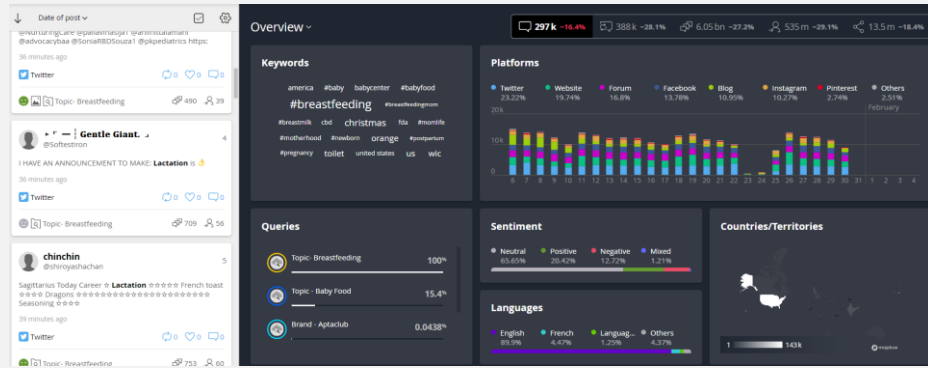
Global Online Monitoring

Digital Health	Healthcare Artificial Intelligence	Global media monitoring tools market
USD \$639.4 billion by 2026	USD \$51.3 Billion by 2026	11.54 billion by 2029
37.1% growth in 2021	CAGR of 41.4% 2020-2026	CAGR of 17% 2022-2029

What we do? From data to intelligent Analytics



Global Monitoring Platform for Decision Support



A Data Driven **Global Monitoring platform for Social Media and Web** for decision support enabling Multi types of data ingestion, data analytics using cognitive computing technologies; Open-source intelligence, including analysis of text NLP and semantical technology, image recognition, social interactions and relevant metadata on other web platforms;

SOCIAL PLATFORMS



TRADITIONAL WEB SOURCES



Data Spaces with Content curation solution & Automated competitive intelligence



Data Space 1

Data Space 2

Data Space 3

- **Content selection** (Content suggestion engine, Content alerts, Feeds monitoring (RSS, Twitter, media, sites & blogs, YouTube...), Owned content (web, presentations, MS Office files, images, videos...))
- **Content hub** (Customized private / public hubs(header, footer, banners, logo, font ...), Content tagging, Content history search)
- **Content Distribution** (Content calendar / Content scheduling, Share on social media, Newsletters campaigns management, Integrate on websites)

Global Online Monitoring

Other applications for public interest in addition to Elderly

Listening all the public information's Structured & Unstructured data to produce intelligence insights & Analytics to reinforce public policies and analyse Digital Marketing strategies.

Common Misuses Logos

SPONSORS

BROADCASTERS

LONDON 2012

NIVEA

¡Vamos España!

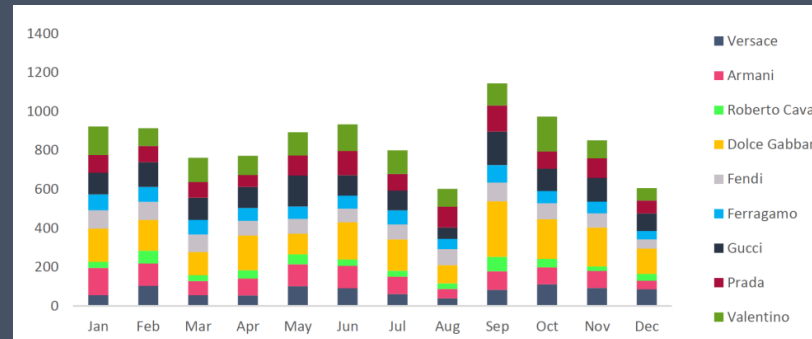
Sport Monitoring during event "Ambush Marketing"



PROMOTION OF HARMFUL PRODUCTS (I.E. TOBACCO AND ALCOOL) to adolescent



FAKE NEWS AND DIS/MISINFORMATION



Luxury brand Monitoring & Monitoring Social Media and counterfeit

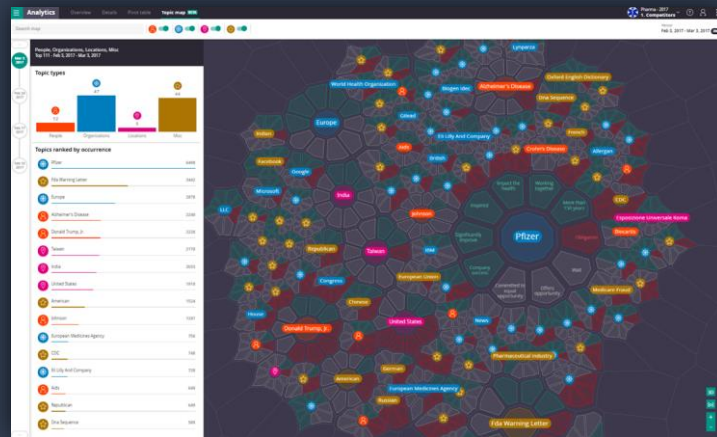
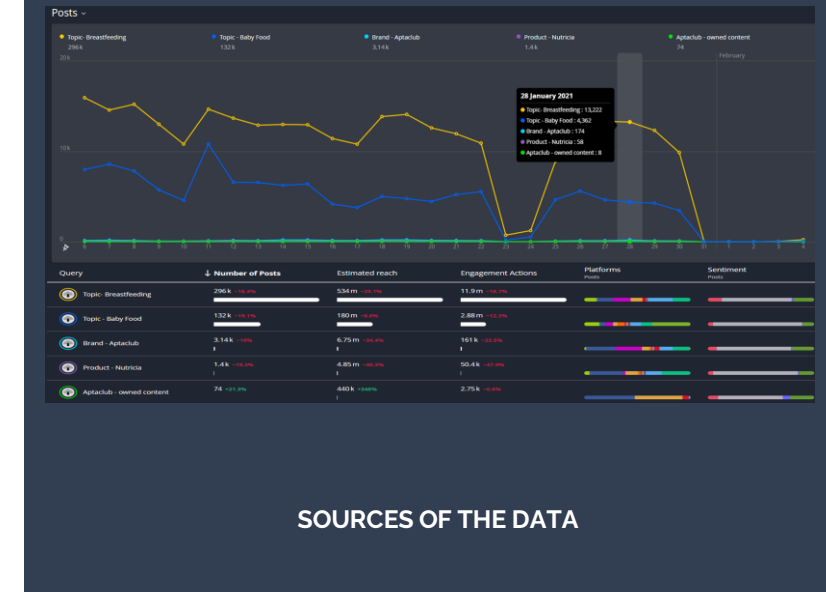
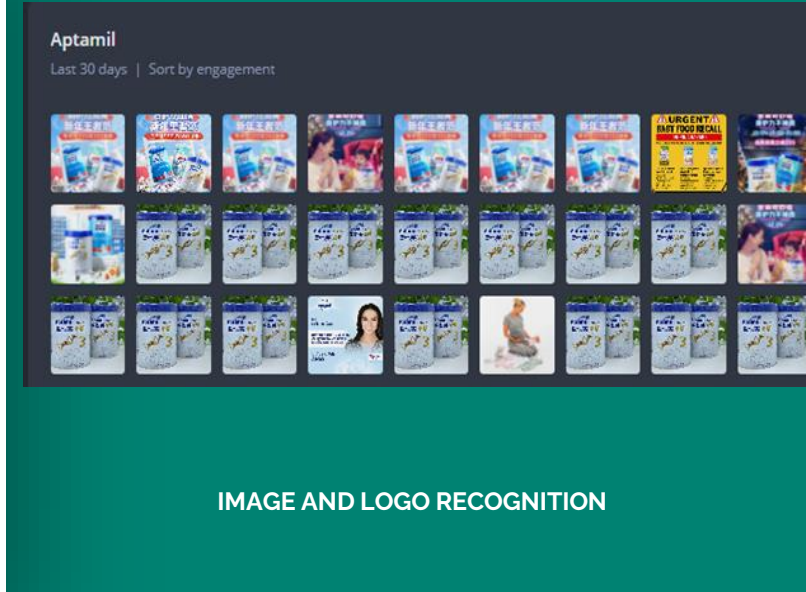


Propaganda Monitoring

Safernews Global Digital Platform Monitoring

A Use Case Centric approach.

Based on our main use cases and our industry expertise, provides a set of standards "Insight tools" replicable on all projects with parameters like Geography, Constituents: Influencers,, Communities, Keywords



Success Story: WHO our project Result

WHO reveals shocking extent of exploitative formula milk marketing [Link](#) and Report [here](#)

The second report in a series detailing exploitative marketing practices employed by US\$ 55 billion baby formula industry, shows parents, particularly mothers, are being insidiously and persistently targeted online

28 April 2022 | News release | Geneva | Reading time: 3 min (907 words)

Formula milk companies are paying social media platforms and influencers to gain direct access to pregnant women and mothers at some of the most vulnerable moments in their lives. The global formula milk industry, valued at some US\$ 55 billion, is targeting new mothers with personalized social media content that is often not recognizable as advertising.

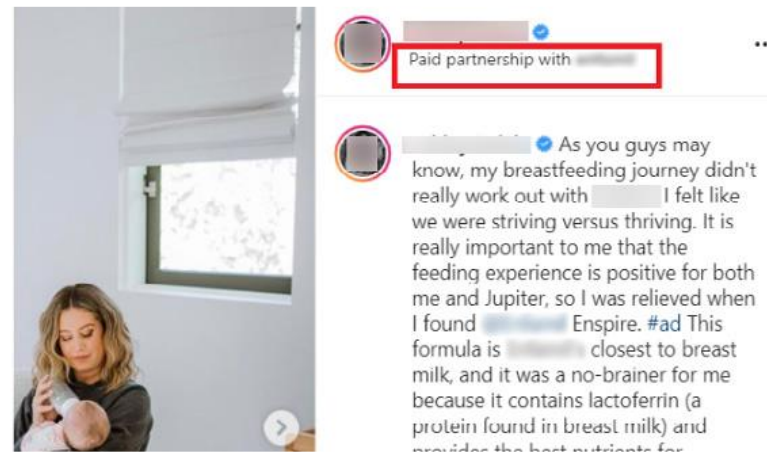
A new World Health Organization (WHO) report titled [Scope and impact of digital marketing strategies for promoting breast-milk substitutes](#) has outlined the digital marketing techniques designed to influence the decisions new families make on how to feed their babies.

SCOPE AND IMPACT OF DIGITAL MARKETING STRATEGIES FOR PROMOTING BREASTMILK SUBSTITUTES

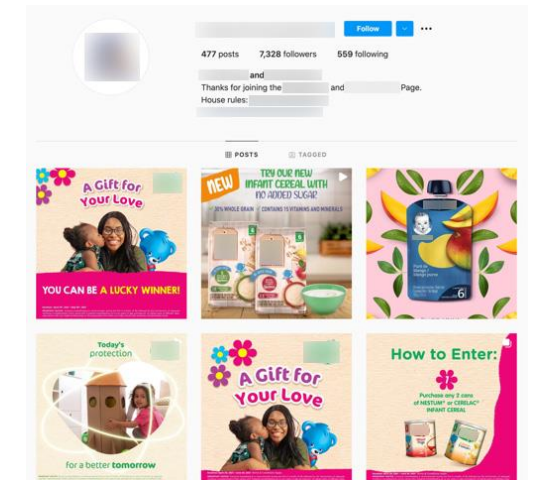
We extend our thanks to colleagues at Digital Partners Switzerland SA (DPSA), the George Institute for Global Health, Australia, and M&C Saatchi World Services, United Kingdom, for their support in the preparation of this report.



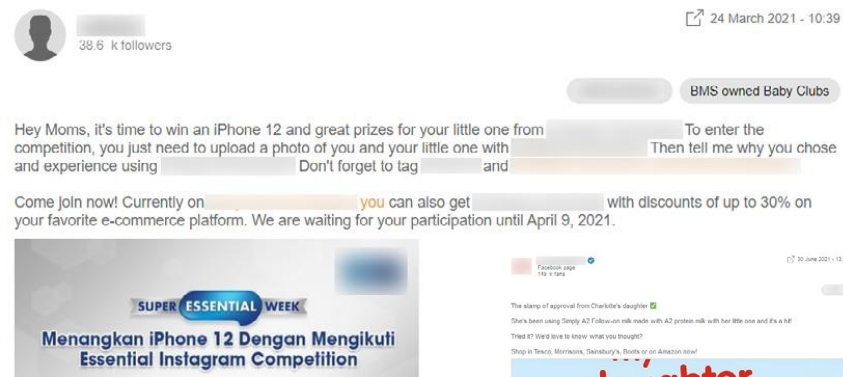
Example of an influencer promoting a BMS product



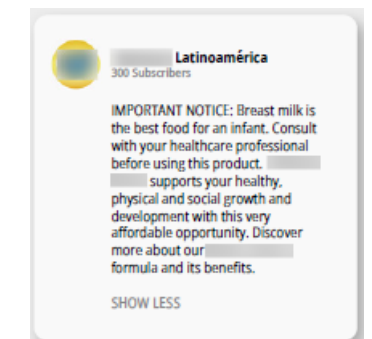
Example of a BMS manufacturer's cross-Caribbean communication strategy to promote baby foods



Example of a promotional post for a formula brand launching a competition (#SuperEssentialWeek)



Example of a BMS manufacturer's single YouTube channel for Latin America



Digital Data Spain Team & Advisors



Anys Boukli
Founder & CEO



Amanda Martinez
Senior Digital Project Manager



Daniela Negreda
Senior Digital Marketing



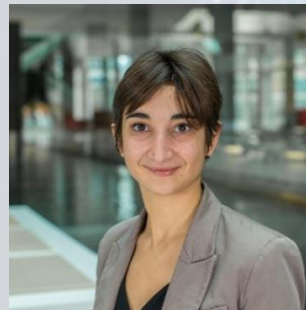
Dr. Pierre Morgon
*Health Expert & Board
Advisor*



Mark Boyd
API Architect



Nabil Babaci
Senior Enterprise Architect



Maëli Astruc
Data Analyst



Carlos Carrasco
PHD AI, Misinformation Expert



Aurélie Rosemberg
Health Project director



Antoine Cao
Program Director AI

Clients, Partners and Business model

Existing Clients

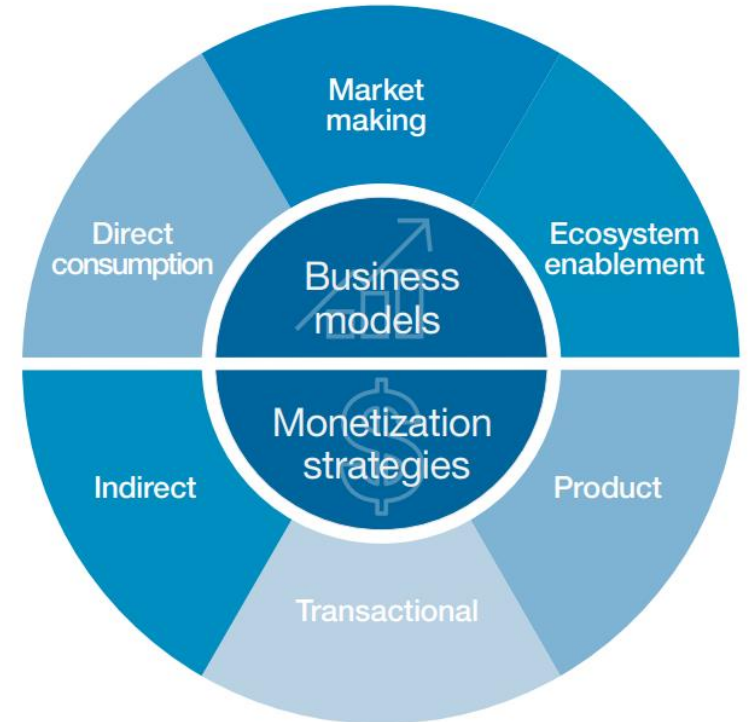


Customer Pipeline



Partners

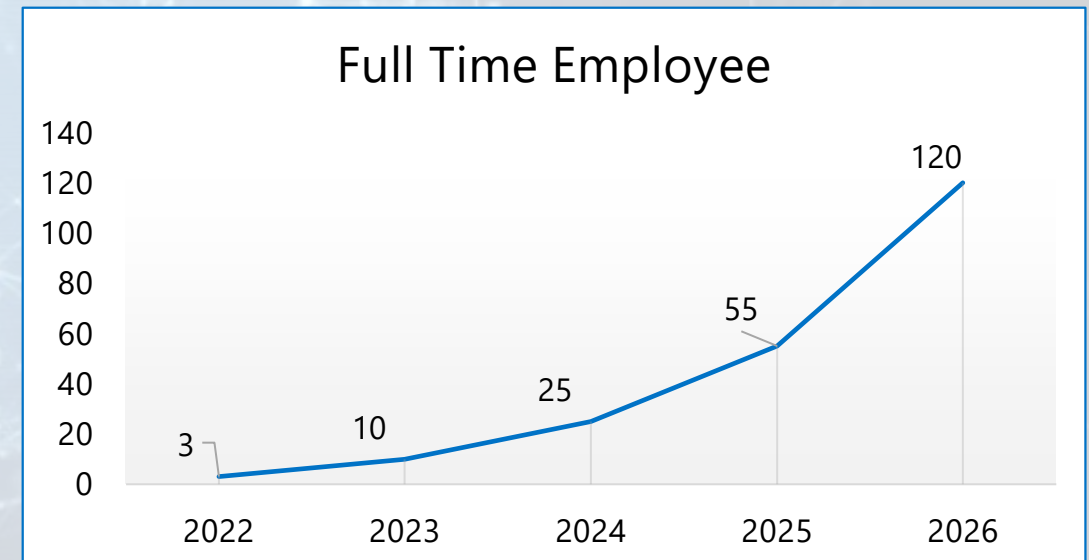
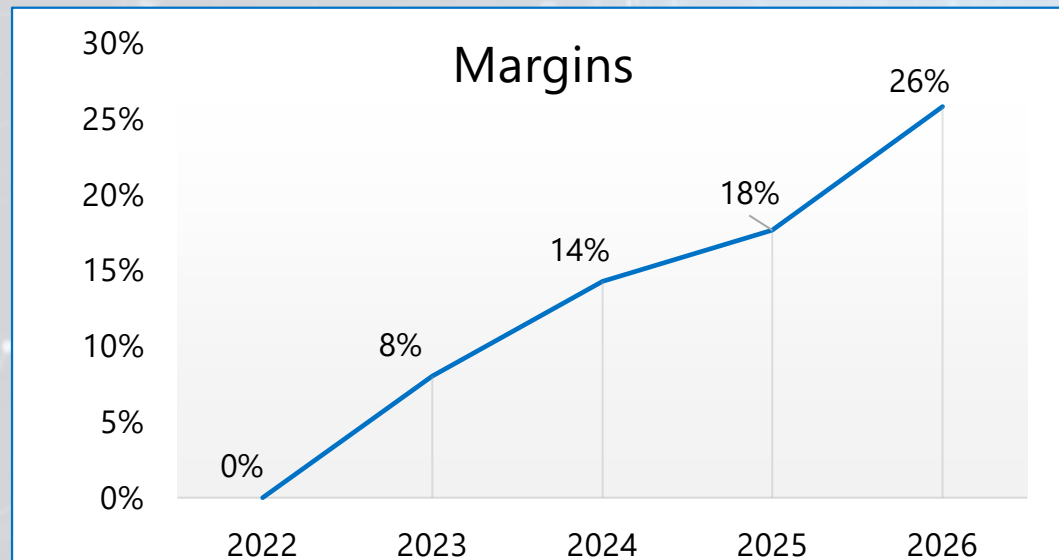
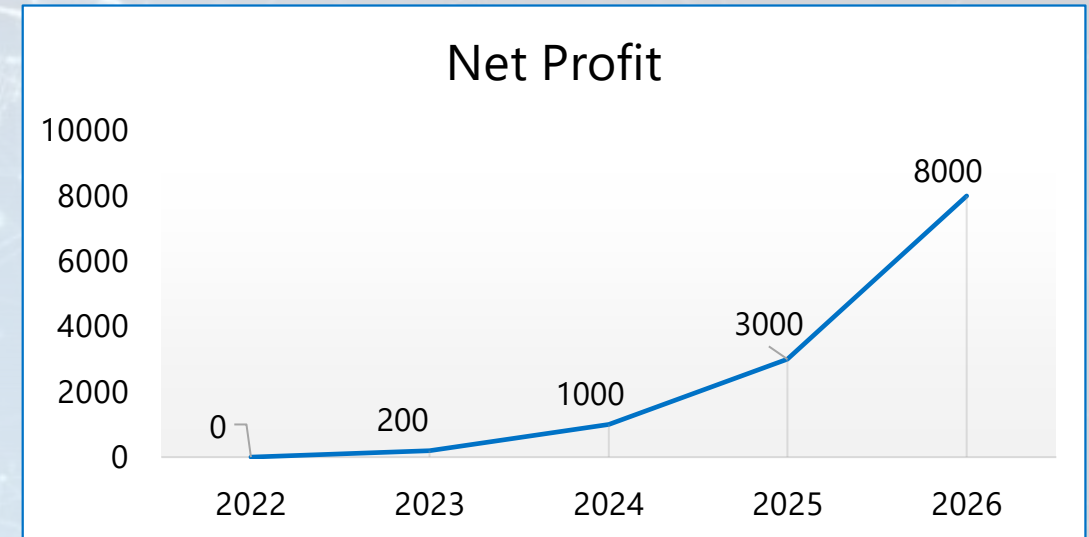
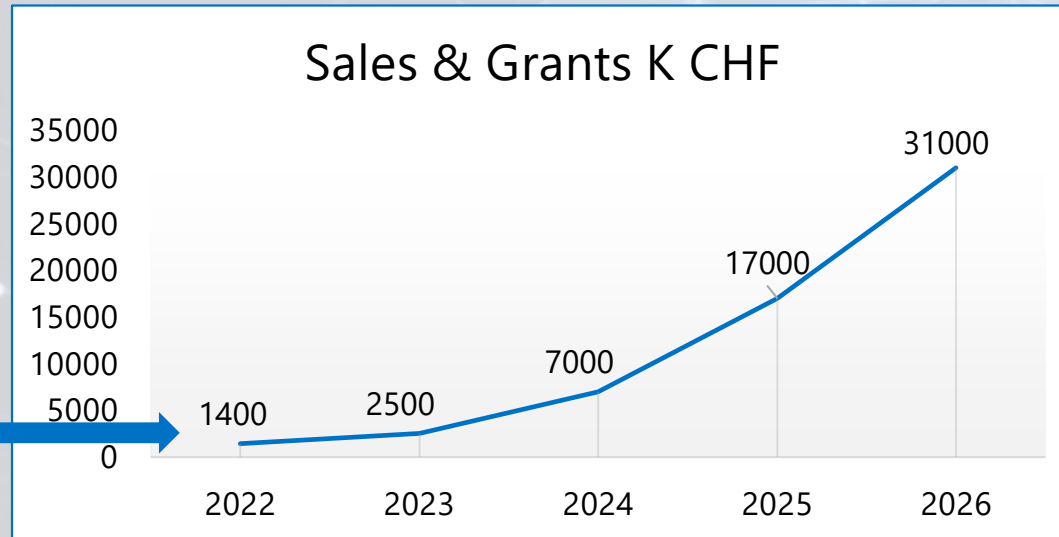
Hospitals,
European
Union,
United Nations
International
Sport
federations
with
International
and world-wide
impact



Sales and Expected Revenues

Cumulated Spanish and Swiss branch

Cumulated
2017-2022




Competition Analysis


Tools That Fight Disinformation Online

[Tools That Fight Disinformation Online | RAND](#)


[Tools to Monitor Disinformation - EU DisinfoLab](#)


 **AdblockPlus** Blocks advertisements and websites through the use of filtering lists


 **THE SEARCHMONITOR** Monitor brand and trademark use, affiliate compliance, and competitive advertisers


 **Bot Sentinel** Detect and track troll bots and untrustworthy Twitter accounts

 **Botometer** Web-based program that uses machine learning to classify Twitter accounts as bot or human

 **ClaimBuster** A web-based automated, live fact-checking tool developed by University of Texas at based on NLP which fit research and academia

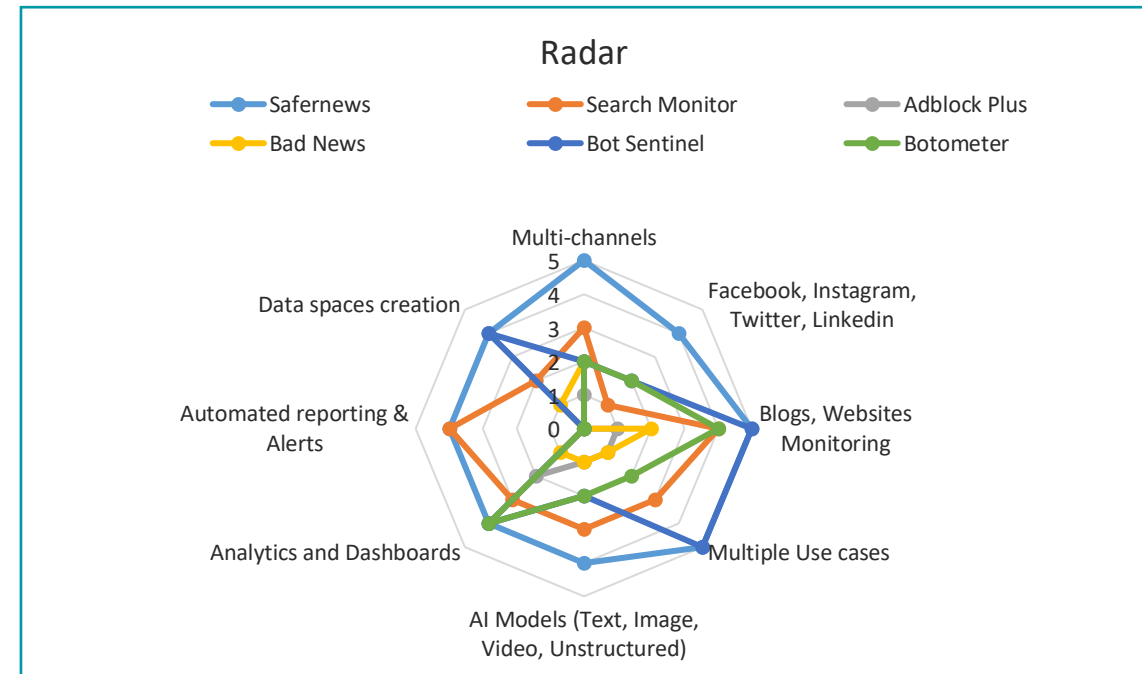
 **GDI Global Disinformation Index** A web-based tool that rates news outlets based on the "probability of disinformation on a specific media outlet."

 **accountanalysis** Check the recent activity (last 500 tweets) of a Twitter account

 **crowdtangle** This plug-in allows to understand which Facebook pages have shared a website/link on social media as well as the interactions metrics of these shares

 **BAD NEWS WS** Game exposes players to fake news tactics

Most of the tools have a vertical use case approach and generally one social media analysis like twitter or using only one technique like Natural Language Processing



THANK YOU

For more information please contact:

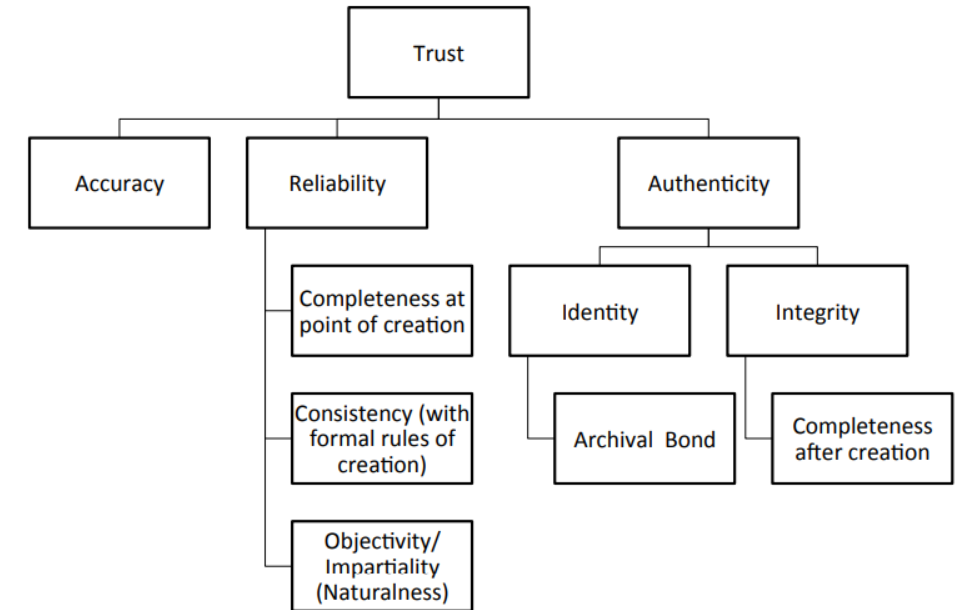
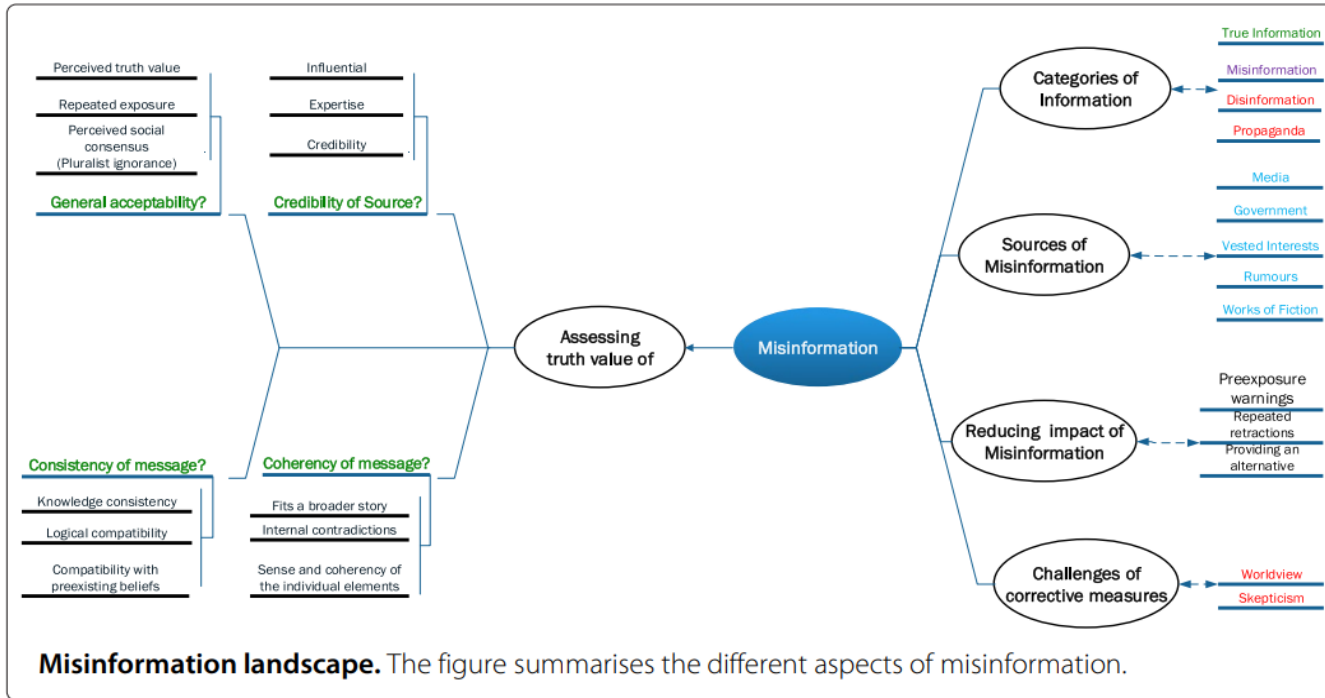
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Backup slides

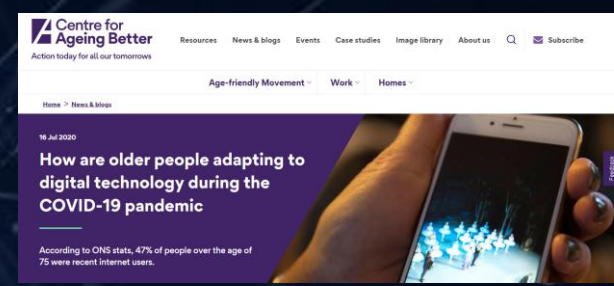
Market Problem - Mis/Disinformation



Source : Victoria Lemieux

Mis/Disinformation is a **complex phenomenon** that **cannot be efficiently addressed with monolithic solutions**. What is required is a set of complementary policies and digital tools to effectively tackle the different political, social and media issues connected with the root causes of this problem. Addressing Misinformation is one of the biggest challenges of our societies, and a priority for public authorities, the United Nations (UN^{*}) the World Health Organisation (WHO^{*}) and the European Union (EU^{*}) the European Parliament^{*} on the impact on democratic processes and human rights in the world. Other initiatives like EDMO^{*} the European Digital Media Observatory Media vision 2030^{*} An additional important initiative is the 2022 Code of Practice on Disinformation^{*} **which includes commitments on behalf of social media platforms and internet advertising companies.**

Elderly Mis/Disinformation use case

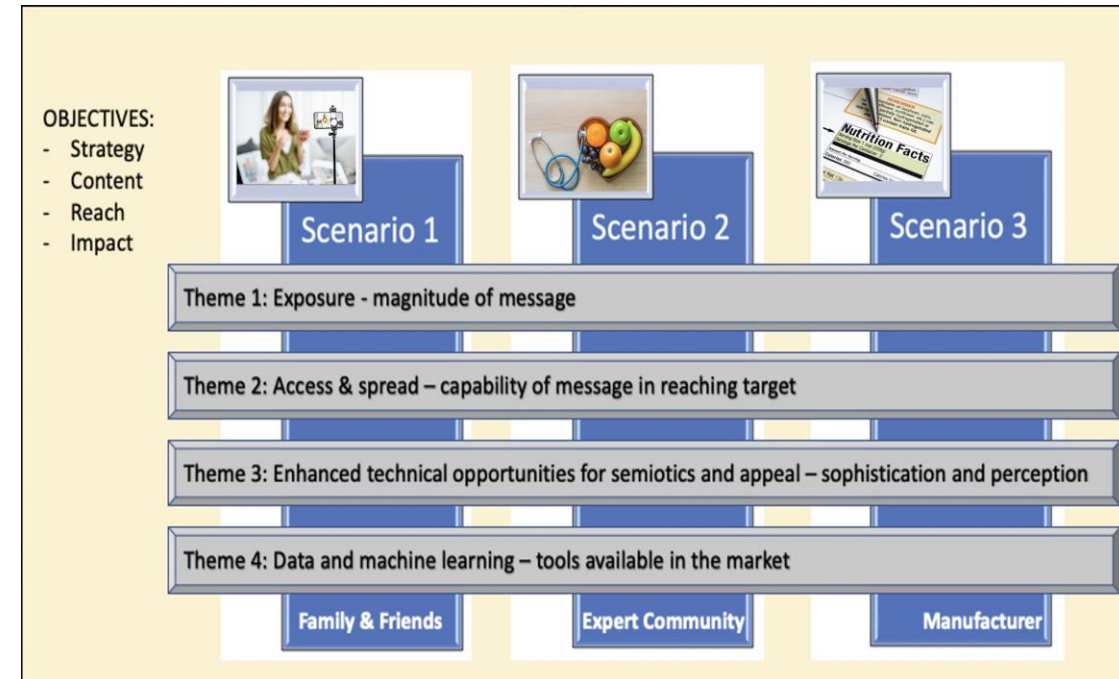


Social media and digital technologies usage among the elderly has soared in recent years. **The group 65 to 74-year-olds in particular have become increasingly active users.**

In 2019, 76 percent of the respondents in this age category said they had used social media, up from 40 percent five years previously. An increase in social media use was also seen among people aged 75 and over.

Objective: Compile, analyse and monitor the digital communication proliferation, source and conduct regarding active and health ageing topics that can be detrimental to senior’s quality of life such as:

- **Fake news** i.e., ingestion of large quantities of garlic will prevent contracting covid-19, so no other preventative measure is required see example: <https://www.nytimes.com/2020/02/06/health/coronavirus-misinformation-social-media.html> or
- **Misguided information** i.e., strenuous exercise once a week, replaces a daily active lifestyle and healthy eating see example: https://www.researchgate.net/publication/265378122_2_Misinformation_Effect_in_Older_Versus_Younger_Adults_A_Meta-Analysis_and_Review
- **Promotional messages** i.e., bladder-control medications recommended by influencers, that can mask an illness that requires medical attention see examples: <https://www.fbi.gov/scams-and-safety/common-scams-and-crimes/elder-fraud>



LOIs for the Elderly use case

Concept Notes: Proliferation of detrimental information for elderly

The idea:

The presence of the elderly population on social media and digital world is increasing. This population is susceptible a misinformation due to the novelty of the medium. In order to improve the ageing population quality of life, a monitoring and intervention on social and web-based platforms by a regulating health institution such as the World Health Organisation.

Life expectancy is not the only factor increasing, the growth of internet usage is spread worldwide. Similarly, to the life expectancy, some Regions still lack behind. Although 97% of the world's population lives within reach of a mobile service, only 53% of the population used the internet in 2019. Between 2005 and 2019, the number of Internet users grew on average by 10 per cent every year. Considering this growth and the accessibility of the service, it is expected the gap presented by the WHO Regions will decrease rapidly within the next decade.

Social media and digital technologies usage among the elderly has soared in recent years. The group 65 to 74-year-olds in particular have become increasingly active users.

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Sources : <https://www.emerald.com/insight/content/doi/10.1108/JET-10-2017-0041/full/html>
<https://www.cbs.nl/en-gb/news/2020/04/more-elderly-active-on-social-media>
<https://www.ageing-better.org.uk/blogs/how-are-older-people-adapting-digital-technology-during-covid-19-pandemic>

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Approach: Utilise pre-existing digital platform which monitors social Media and web data, incorporating App APIs and other data sources that Public authorities receives from health ministries.

This data will be cross-related and generate basis for implementing a monitoring system which will target elderly and the different stakeholders influencing them (Care givers, Friends and family and retailers/ promotional platforms)

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Slovenia, EU

DIGITAL DATA SPAIN, SOCIEDAD LIMITADA
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29631 Benalmádena
Malaga

Dear Mr. Anys Boukli,

The purpose of this letter is to acknowledge that DEOS d.o.o. is interested in joint projects connected to digital solutions to support the life of the elderly individuals. In a world where new technologies such as social and web-based platforms overwhelm us with information, it is detrimental that individuals can filter these vast quantities of information. It is important that are actions are guided by relevant and true data.

DEOS is the largest private provider of institutional care for the elderly in Slovenia (on 31.03.2022, the market share of DEOS d.o.o. equals 7.0% with 1.385 out of 19.728 spaces in all nursing homes in Slovenia) (source: <http://www.ssz-slo.si/>). Additionally, in 2020 DEOS obtained a concession for another 214 spaces in institutional care on two locations in Slovenia which will be on the market by 2024. The company also provides various other services in the field of long-term care such providing care at home, providing care at assisted living accommodations, day care centres, extended hospital treatment, etc. We are also the largest partner in the »Združenje koncesionarjev domov za starejše«, which is an Economic interest group of Slovenian privately owned companies in the field of care homes.

We believe that DIGITAL DATA SPAIN has developed an interesting project idea. If realised, it would have a profound impact not only on the quality of lives of the elderly individuals, but also on the companies, professional organisations and policy makers which work with the elderly.

DEOS would be happy to contribute to future projects connected to this topic, since its main objectives have important synergies with our institution. We believe that a collaboration between our institution and DIGITAL DATA SPAIN will result in high-quality results, with important contribution to the lives of the elderly.

Thank you for including us in these efforts and we wish you the best of luck!

Kind Regards,

Miha Kranjc, director of DEOS d.o.o.

DEOS

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Azienda pubblica di servizi alla persona ITIS

OGGETTO: Letter of intent

prot. 6081/22

34129 TRIESTE.

18 ottobre 2022

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fax. ++39 0403736220

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Dear Mr. Anys Boukli,

The aim of this letter is to acknowledge that Azienda Pubblica di Servizi alla Persona ITIS, is interested in joint projects connected to digital solutions to support the life of the elderly. In a world where new technologies such as social and web-based platforms overwhelm us with information, it is detrimental that individuals can filter these wide quantities of information. It is important that these actions are guided by relevant and true data.

A.S.P. ITIS is a public company established in 2003 following the transformation of the original "Istituto Triestino per Interventi Sociali" (Public Institution of Assistance and Charity) which dated back to 1818. Over the years it has specialized in providing accommodations services, health care and social services to elderly people with specific reference to the disabled ones. 300 of our guests out of the overall 411 have a high degree of disability. In the city of Trieste about 8% of the elderly population is disabled and about 8.000 people aged 80 and over live in urban areas where the main services provided by ITIS are located.

Our company also offers many other different services within the framework of the long-term care such as care services at home, assisted living accommodations, day care centres, etc.

We believe that Digital Data Spain SL has developed an interesting project idea. If it will be implemented, it would have a deep impact not only on the quality of the life of the elderly, but also on the companies, on professional organisations and on policy makers which work with the elderly.

A.S.P. ITIS would be happy to contribute to future projects connected to this topic, since its main objectives have important synergies with our institution. We believe that a collaboration between our institution

DEOS, celostna oskrba starostnikov, d.o.o.
osnovni kapital 2.915.000€
št. reg. vl. 061/12632200 pri Okrajnem sodišču v Ljubljani
ID za DDV: SI1727332 | matična št.: 5895448