

# Adverse media screening

## Reducing reputational and regulatory risk

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### Identify high-risk customers and relationships to safeguard reputation and minimize the risk of regulatory fines

Adverse media screening refers to broad-ranging data sets from news, media, publications, corporate records, and public records, including police or bankruptcy records. If used efficiently, this monitoring captures complex risks to complement risks detected from screening official lists or internal watch lists.

Adverse media screening is a powerful tool for identifying and mitigating against high risk customers and relationships.

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### Regulators worldwide impose adverse media screening requirements

The compliance value of adverse media screening is reflected in the focus placed by regulators worldwide. Government watchdogs expect financial institutions to understand the media screening requirements set out in different jurisdictions and implement a compatible solution as part of their regulatory compliance requirements.

Government agencies such as Global FATF, European 6AMLD, United Kingdom FCA, APAC MAS, HKMA, and AUSTRAC include adverse media screening in their AML guidance. Each requires financial institutions to deploy verifiable adverse media searches to build a client risk profile and understand the nature of a client's business.

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### Update your customer risk profile in real time with optimized adverse media screening and boost efficiency

SymphonyAI Sensa-NetReveal's AI-powered adverse media screening is a valuable tool for creating a dynamic view of customer risk and reducing false positives. Adverse media screening automates investigative media searches traditionally performed manually by compliance teams, thereby boosting efficiency and productivity.

SymphonyAI Sensa-NetReveal's adverse media screening enables high-precision searches and gathers information in real time in 98 languages across more than 15,000 media sources, including across emerging markets. The software uses keyword flags and natural language processing (NLP) techniques, ensuring accuracy by only finding legitimate entities connected to a client.

By integrating adverse media screening into compliance workflows and applying customer risk scores to every step of the AML process, changes in risk scores will dynamically adjust a customer's risk profile. The continuously updated customer risk level can serve as an early monitoring system, a risk parameter within transaction monitoring, and support alerts investigation and enhanced due diligence (EDD) processes.

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### SymphonyAI Sensa-NetReveal's adverse media screening capabilities

- AI-powered automated monitoring that is dynamic and auditable
- Instant access to a proprietary media library across **220 jurisdictions** and **more than one billion articles**
- Information gathered in **98 languages**
- Access to **15,000 media sources**.

## Benefits



### Enhanced KYC and customer review

Develop and maintain customer risk profiles by searching various sources for evidence of customer risk



### Efficiency

Support case management and enhanced due diligence (EDD) by compiling customer dossiers for alert and case investigations



### Simplification

Support risk assessment and decision making across the entire anti-money laundering (AML) value chain



### Comprehensive results

Access to complete media article evidence in results



### Improved productivity

Reduce irrelevant search results and false positives while reducing human monitoring processes

## About SymphonyAI Sensa-NetReveal

SymphonyAI Sensa-NetReveal, a division of SymphonyAI, provides leading AI-based financial crime detection software.

**Request a demo or contact us for more information:**  
**[netreveal.ai/request-demo](https://netreveal.ai/request-demo)**