



# PROTECT YOUR ORGANIZATION FROM NARRATIVE ATTACKS CAUSED BY DEEPAKES, MISINFORMATION AND DISINFORMATION

**N**arrative attacks are a new threat vector organizations must contend with. We define narrative as 'any assertion that shapes perception about a person, place or thing in the information ecosystem.' The risk comes when narrative attacks from misinformation and disinformation scale and turn harmful, impacting corporations, governments, and other organizations, spanning financial, reputational, and societal harm.

- » Breaches
- » Brand risk
- » Insider threat
- » Supply chain risk
- » Critical manufacturing & infrastructure
- » Vulnerability management
- » Due diligence / M&A / Corporate intelligence
- » ESG
- » Executive attacks
- » Physical security

## \$78B

lost each year to private firms due to disinformation<sup>1</sup>

## 88%

of investors consider disinformation attacks on corporations a serious issue<sup>2</sup>

## 53%

of US respondents: "CEOs & business leaders should do whatever they can to stop the spread of misinformation."<sup>3</sup>

## 25%

of respondents thought business leaders were currently doing enough<sup>4</sup>

### THE WORLD'S LEADING ORGANIZATIONS RELY ON US. YOU CAN, TOO.

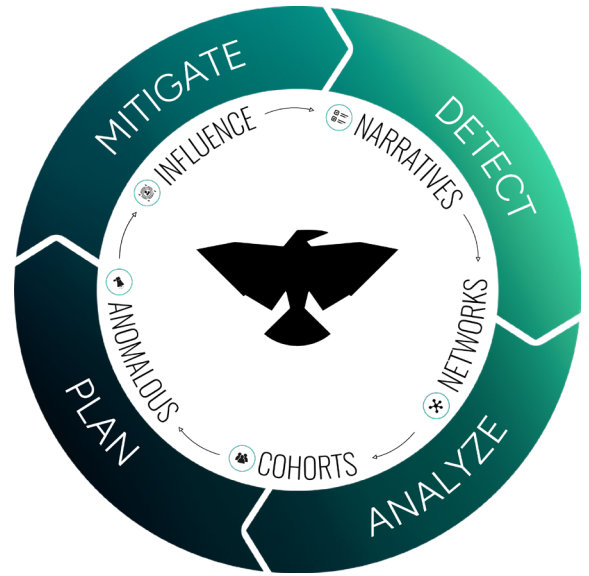


<sup>1</sup> Michelle Castillo, Exclusive: Fake News Is Costing the World \$78 Billion a Year, CHEDDAR (Nov. 18, 2019, 11:53 AM), <https://cheddar.com/media/exclusive-fake-news-is-costing-the-world-billion-a-year>.  
<sup>2</sup> Robert Moran, Preston Golson, and Antonio Ortolani, Enter the Imposter, BRUNSWICK REV. (Sept. 18, 2019), <https://www.brunswickgroup.com/disinformation-attacks-insight-research-integrity-112018/>.  
<sup>3</sup> Preston Golson, The Disinformation Wildfire, BRUNSWICK REV. (May 5, 2021), <https://www.brunswickgroup.com/disinformation-wildfire-118810/>.  
<sup>4</sup> Golson, The Disinformation Wildfire.

# BLACKBIRD.AI'S CONSTELLATION NARRATIVE INTELLIGENCE PLATFORM

The only purpose-built platform that redefines how organizations detect, measure, gain context, and prioritize narrative risk for critical decision-making. Analyze risk in text, images, and memes across the dark web, social media, and news in 25+ native languages.

- ✦ **Narratives** are created to surface storylines that form around a topic or organization.
- ✦ **Networks** reveal information flow patterns between users, the concepts they share, and how narratives propagate.
- ✦ **Cohorts** are like-minded communities segmented to understand how online tribes interact with key narratives across a sector, industry or topic.
- ✦ **Anomalous** includes inorganic behavior and manipulation that amplify or dampen a narrative and it's spread.
- ✦ **Influence** measures the impact of harmful actors and trusted voices that drive narratives.



# BLACKBIRD.AI'S CONSTELLATION DASHBOARD

Discover emergent threats and get ahead of narrative attacks created by misinformation and disinformation.

## NARRATIVE INTELLIGENCE

Automatically surface emerging narratives that drive online conversations and how they spread and grow.

## ACTOR INTELLIGENCE

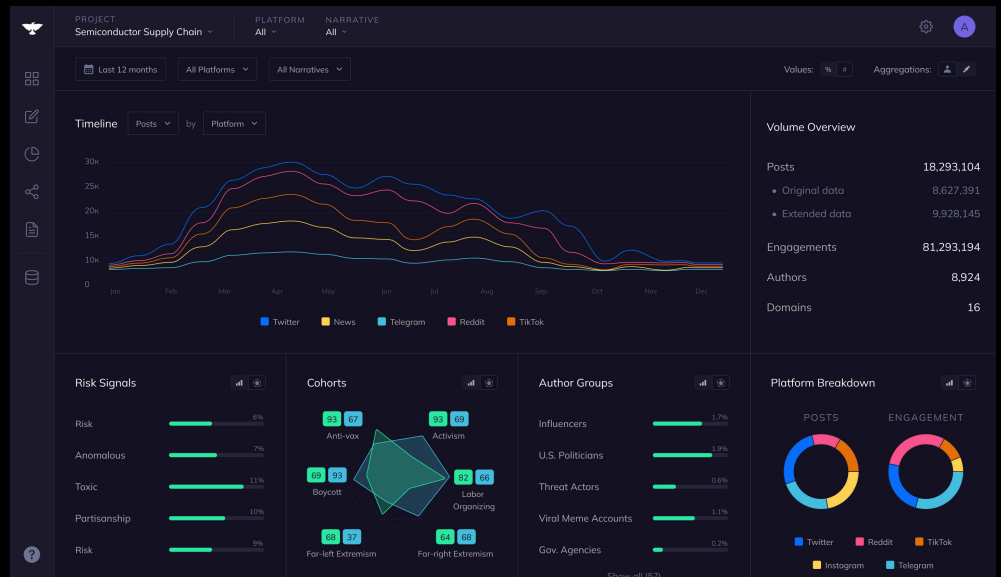
Identify and map the most influential actors, coalitions and their networks as well as their intent and motives.

## THREAT INTELLIGENCE

The Blackbird.AI Risk Index scores threats related to toxicity, polarization, automated networked activity, sexism, hate speech, and manipulation.

## IMPACT INTELLIGENCE

Understand and predict the impact of ongoing harmful activity across the information landscape while measuring the success of mitigative efforts.



# BLACKBIRD.AI IS IN A UNIQUE POSITION TO PROTECT YOUR ORGANIZATION FROM NARRATIVE ATTACKS

Platform benefits include:

## ✦ ANALYZE ACROSS MULTIPLE PLATFORMS

High speed engine ingests and analyzes conversational data and maps information flow across networks from social media, dark web, fringe websites, and news.

## ✦ AI POWERED NARRATIVE DISCOVERY

Scans hundreds of millions posts and groups them into nodes of related conversations to see what's being said.

## ✦ UNCOVER HIDDEN THREATS & RISKS

Emergent threats are discovered with customizable risk profiles that score automated activity, toxicity, generative AI and risk.

## ✦ ENABLE STRATEGIC DECISION MAKING

Rapidly detect threats with actionable intelligence to respond and counter message with greater confidence and precision.

"Blackbird.AI is transforming our reactive crisis management business to a proactive resilience practice." ~ Chris Perry, CIO Weber-Shandwick

"We've never met with a group that posed the 'disinformation analytics problem' in as complete a fashion as Blackbird.AI, and you have the only approach that could work." ~ US Army

## ABOUT BLACKBIRD.AI

BLACKBIRD.AI protects organizations from narrative attacks created by misinformation and disinformation that cause financial and reputational harm. Our Constellation AI-driven Narrative Intelligence Platform – identifies key narratives that impact your organization/industry, the influence behind them, the networks they touch, the anomalous bot behavior that scales them, and the cohorts and communities that connect them. This information enables organizations to proactively understand narrative threats as they scale and become harmful for better strategic decision-making. A diverse team of AI experts, threat intelligence analysts, and national security professionals founded Blackbird.AI to defend information integrity and fight a new class of narrative threats. Learn more at [Blackbird.AI](https://blackbird.ai).

