



Onclusive

Onclusive Services

360 Monitoring

Our suite of services have been designed to support the full life cycle of communications



Onclusive
Manage

All of our services are offered with 24/7 access to service support. We ensure our clients are at the centre of what we do.

We offer a robust framework of regular reviews and QBRs to ensure accountability, high service levels and open and honest communication.



Onclusive
Planner

We have a unique database of forthcoming news events and announcements.



Onclusive
Contact

Global media contacts database, press release distribution & CRM, with newsroom services.



Onclusive
Monitor

We offer comprehensive monitoring across all digital and broadcast media types.



Onclusive
Press Review

We provide editorially managed services such as content selection, categorisation, summaries & newsletters.



Onclusive
Social

We offer social listening across all social platforms including LinkedIn, TikTok and Bluesky.



Onclusive
Analytics

We manually analyse all media for custom metrics aligned to each client's comms objectives.

A reliable partner

Combining advanced technology with expert human judgment.

We are a legacy monitoring, analysis & planning business operating for 25+ years, brought together as Onclusive in 2022. We process over 10 million articles, 200 million mentions, and 120 million minutes of broadcast content each month, covering 850 million+ online sources. We have a team over 300+ analysts, working with the latest technology to surface and deliver insights that empower our clients to maximise their communications function.

Broader data coverage.

Our advanced technology allows us to offer one of the most comprehensive and wide-ranging monitoring solutions in the industry.

We harvest and analyse content from all available media outlets including traditionally hard-to-track sources such as LinkedIn.

Industry leading technology.

Experience PR/Comms focused technology that not only tracks emerging trends but also understands the nuances of sentiment shifts and regional dynamics.

Stay ahead with AI that predicts changes in brand perception and offers insights that drive proactive, informed decisions.

Flexible delivery options.

Choose from AI-powered alerts for instant updates and customised reporting deliverables for in-depth analysis.

Our platform offers analytics, search and customisable dashboards to help you make informed decisions, gain insights and track key metrics.

We are customer centric.

Our comprehensive support ecosystem includes AI efficiency, data expertise, specialist analysts and dedicated 24/7 support.

We offer expert advice and a dedicated set-up and account management team to ensure accuracy, allowing you to focus purely on your goals.



**Cut through the noise
with AI-powered earned
media monitoring**





Capturing the world's earned media

AI Sense powers Onclusive's earned media content ingestion and enrichment

3+ million

channels for online, broadcast, and print

14 seconds

– the time it takes to process a digital clip

130+ markets

capturing the coverage you need, no matter where it is

11+ million

hours of broadcast content captured in the past year

1,200+

IPTC Media Topics for media categorisation

28+ million

pieces of content captured per day

Widest Earned Media Content Available

360° Coverage

Print

Traditional print publications including newspapers and magazines

30,000+ global print titles

Includes:

-  National dailies
-  Regional newspapers
-  Professional magazines
-  Consumer magazines

Online

Digital news and information websites

3 000 000+ global websites

190 000+ news sites crawled every minute

Includes:

-  Digital versions of print publications.
-  Web-only news sites
-  Blogs
-  Forums
-  Paywall content

Broadcast

Television and radio

3 000+ global TV & Radio sources

Includes:

-  TV programs
-  Radio broadcasts

Social & Podcasts

Content from major social media platforms: X, Facebook, Instagram, YouTube

Over **10,000+** podcasts



Track, Search, and Act on Media Coverage with Onclusive 360



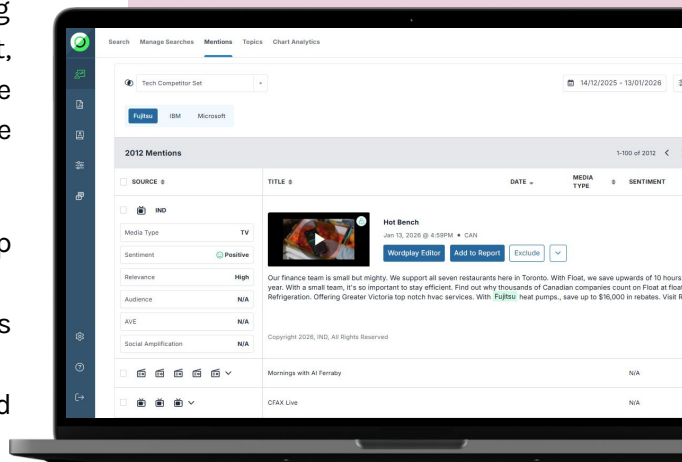
Onclusive 360

Take control of earned media intelligence

Onclusive 360 is a self-search tool that gives PR, communications, and marketing teams direct, real-time access to global earned media coverage. Covering print, online, social, TV, and radio, it allows teams to monitor, search, and report on the stories that matter most, helping you understand, act on, and demonstrate the impact of your communications.

- Monitor global media coverage in real time: search and save queries with up to 12 months of historical content
- Get instant intelligence with AI-powered relevance scoring and custom alerts or digests with AI summaries
- Generate stakeholder-ready insights on demand with one-click reports and dashboards
- Access comprehensive global coverage across 30,000+ print titles, millions of websites, core social media channels, and thousands of TV/radio sources, all copyright-compliant

With Onclusive 360, your team gains precision, speed, and control over earned media monitoring – driving smarter decisions and clear, measurable impact across communications.



Onclusive 360: Our Integrated Solution



Your monitoring solution

Every year, Onclusive captures and stores over **2 billion pieces** of content. Onclusive 360 gives you access to all our content, so you have a comprehensive understanding of your brand's media presence.



View millions of online and offline channels

Track up to 12 months of mentions from web and broadcast channels. Get fully licensed print content in pdfs, and receive a selection of articles and real-time alerts by email.



Self-search – least effort, most results

Write your own queries via Boolean, adding the keywords that matter and tailoring the monitoring experience to your specific needs, on your terms, whilst also staying aligned with your brand's specific interests.



Easy to use dashboards

Navigate through coverage easily, using **different filters** and sort options to quickly identify the most relevant and impactful articles.



Impactful Reporting

Demonstrate value to stakeholders by creating benchmarks and reports comparing key metrics for your brand and competitors. Download and share easily with **one click PowerPoint Reports**.



Sharing coverage that matters

Keep your team fully informed with **threshold-based alerts**, daily email digests, and **AI-powered 'In Brief' summaries** that transform coverage and alerts into actionable, easy-to-digest insights.

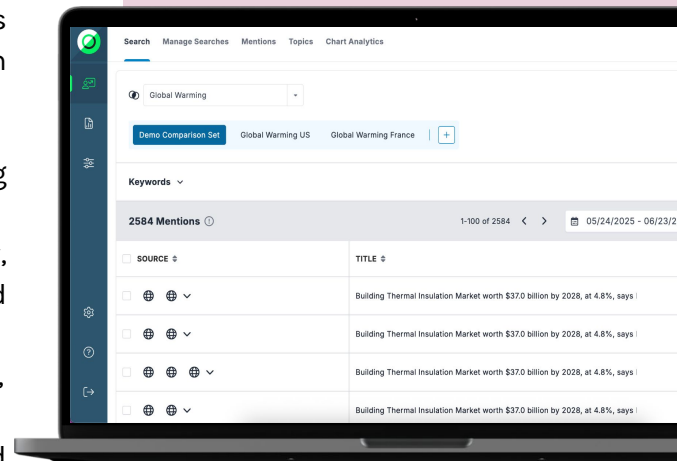
Real-Time Media Intelligence at Your Fingertips

Monitor coverage across all channels

Onclusive 360 empowers teams to track, search, and analyse earned media coverage across print, online, social, TV, and radio, giving real-time visibility into the stories that matter most. With AI-enhanced search and flexible Boolean queries, you can tailor monitoring to your brand, competitors, or topics of interest.

- Collect all relevant mentions of your brand, competitors, or key topics using keywords or custom Boolean queries
- Filter and prioritise coverage by media type, reputation, relevance, geography, and sentiment to quickly identify high-impact stories, authors, and publications
- Track and edit broadcast content through Onclusive's Wordplay editor to clip, share, and download TV/radio coverage
- Access up to 12 months of global coverage across millions of online and offline sources, capturing over 28 million pieces of content daily
- Tailor monitoring with AI and Boolean: refine searches in real time to align coverage with your brand's priorities and strategic interests

With Onclusive 360, your team can monitor coverage precisely, act on insights quickly, and demonstrate the impact of earned media across all channels.



Broadcast Monitoring & Coverage

Real-time visibility across global TV and radio

Onclusive provides comprehensive access to TV and radio coverage across key global markets, delivering 24/7 visibility into broadcast media. With monitoring across 3,000+ trusted television and radio sources, teams gain timely insight into emerging stories, narrative shifts, and potential reputational risks.

At the heart of this capability is Wordplay, Onclusive's proprietary broadcast editing tool built into the platform:

- Easily edit video and audio clips using intuitive point-and-click tools
- Create precise clips using timestamps and closed captions
- Save and share key segments with internal teams and leadership

This end-to-end broadcast monitoring solution ensures no critical coverage is missed—enabling communications and marketing teams to track, manage, and maximise the impact of broadcast media intelligence.

The screenshot displays the Onclusive Monitor interface, which is divided into several sections. At the top, there's a navigation bar with tabs for Search, Manage Searches, Mentions, Topics, and Chart Analytics. Below this, a search results table is visible, showing columns for Relevance, Reach, AVE, Engagement, and various filters like Media Type, Sentiment, and Source. A specific search result for 'BBC Wales Today' is highlighted, showing a video player with a timestamp of 5:56:02 PM. The video player includes controls for play, pause, and volume, as well as a 'Wordplay Editor' button. Below the video player, there's a section for 'BBC Wales Today' with details about the source, time, and audience. The interface also features a sidebar with various filters and a bottom section with a map and a 'Jump to Selection' button.

Search	Manage Searches	Mentions	Topics	Chart Analytics
Relevance	N/A			
Reach	N/A			
AVE	N/A			
Engagement	N/A			

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Source	Media Type	Sentiment	Reach	AVE	Engagement
BBC1SCO (BBC One Scotland)	TV	Positive	1146000	£1,322.48	N/A
BBC2SCO (BBC Scotland)	TV	Neutral			
BBC1WAL (BBC One Wales)	TV	Positive			

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BBC Wales Today
Jun 4, 2025 @ 6:56PM • GBR
[Wordplay Editor](#) [Add to Report](#)

the industry more, create more jobs and hopefully see more of these along the coast. The Prince of Wales is the founder of the **Earth** shot prize. In 2022, a comp packaging from Pembrokeshire seaweed became one of the winners. And the environmental charity **weir** believes unlocking the power of this underwater algae really does have great potential and we have seen that exploited elsewhere in other countries. We also hope to show that with the

Copyright 2025, BBC1WAL (BBC One Wales), All Rights Reserved

BBC Wales Today
Source: BBC1WAL (BBC One Wales) - United Kingdom
Genre: News Newsmagazine Weather
Time: Jun 04, 2025 05:56 PM UTC
Local Broadcast Time: Jun 04, 2025 6:56 PM BST

National Audience: 1,146,000
National Publicity: £1,146

Clip Length: 00:59
5:56:00 PM - 5:56:59 PM

[Download](#) [Email](#) [Archive](#)

BBC News at Six
6:00 PM - 6:29 PM

The One Show
7:00 PM - 7:29 PM

the industry more, create more jobs and
Prince of Wales is the founder of the **Earth**
from Pembrokeshire seaweed became
believes unlocking the power of this un
potential and we have seen that exploi
that with the Before we go to the real D

5:56 PM

we're going to see an ai version of the
tomorrow night about the impact of the
broadcasters are now using AI-generat
created our own ai Derek and sent him
cross-referenced this with previously ai
could remove the need for me to be in
extraordinary. I am worried what it wou
Derek here now. I am here this evening
unsettled weather on the way, but from
with higher pressure

5:57 PM

becoming more influencing in our weath
Conwy Valley for a visit to the gardens.

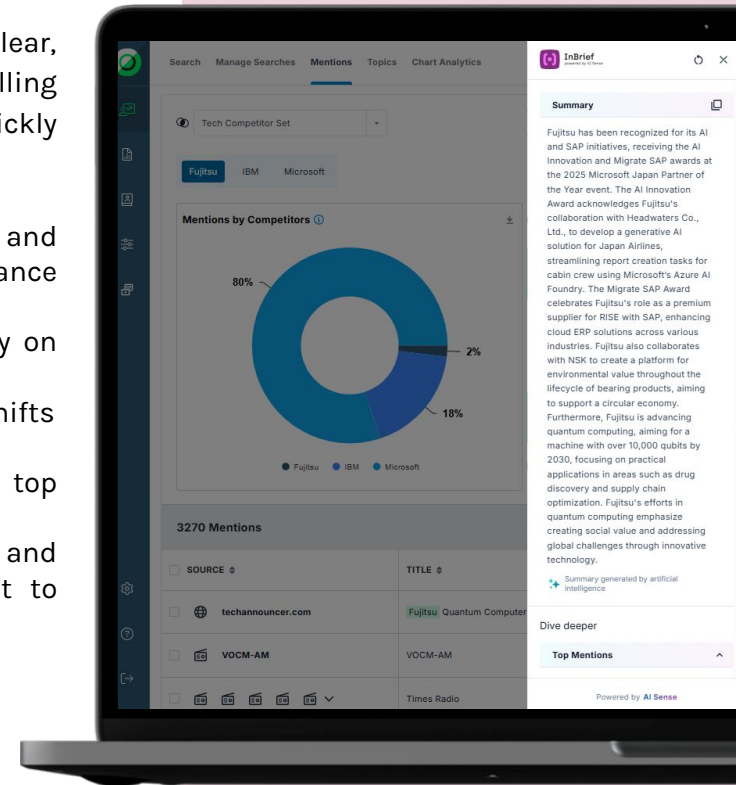
[Jump to Selection](#)

InBrief (powered by AI Sese)

Turn complex media coverage into instant, actionable intelligence

In Brief transforms all monitored media coverage across Onclusive into clear, concise summaries in real time. It analyses coverage as it's collected, distilling complex narratives into key themes, risks, and opportunities, so teams can quickly understand what's happening, why it matters, and what to do next.

- Accelerated understanding: instantly surface key themes, sentiment, and narratives shaping coverage across markets, with local-language nuance preserved
- Smarter, faster decisions: reduce manual analysis and act confidently on comprehensive, AI-driven intelligence
- Trend and issue detection: identify emerging risks, opportunities, and shifts in tone before they gain traction
- Sharper focus for leadership: highlight the most influential stories, top articles, and reputational drivers
- Confidence in accuracy: AI Sense is purpose-built for PR and communications, cross-checking summaries against source content to deliver reliable, hallucination-free insights

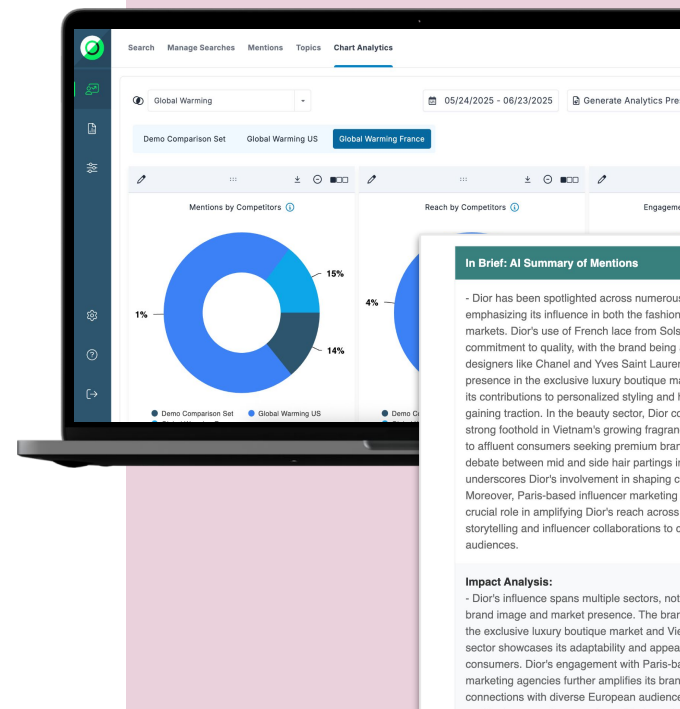


Analyse Coverage & Measure Impact

Turn media data into actionable intelligence

Conclusive 360 not only monitors coverage but helps your team make sense of it, benchmark performance, and demonstrate communications impact. With AI-powered insights and customisable reporting, stakeholders get clarity on what's working, what's trending, and where opportunities lie.

- Compare performance and benchmark: track key metrics for your brand, competitors, or topics to identify trends and measure relative impact
- Demonstrate value to stakeholders: generate clear, professional reports showing coverage, reach, share of voice, and other KPIs
- One-click reporting: download PowerPoint reports instantly for easy sharing with internal teams and executives
- Discover trending topics: AI-assisted topic discovery highlights what's driving media interest
- Stay informed with alerts and digests: threshold-based alerts and daily email digests keep your team up-to-date on key coverage
- Accelerate daily digests with AI summaries: "In Brief" powered by AI Sense condenses digests and alerts into actionable, quick-read intelligence



Expert guidance and instant support

Helping you navigate 360

Onclusive 360 isn't just a platform, it's backed by a team of specialists, dedicated enablement, and intelligent support to help you get set up quickly, use the tools effectively, and prove media value from day one.

- Dedicated onboarding and enablement: our team sets up initial keywords, branding, and provides training to ensure a smooth start
- Video tutorials and help centre articles to learn at your own pace, anytime, anywhere with our on-demand content.
- Trust & compliance built in: international copyright and governance team to support you
- Instant, intelligent support with Otto, **our chatbot!** Get answers, guides, and tips in real time to master the platform and prove media value faster
- Direct access to specialists from the platform: contact our experts when you need personalised guidance

With Onclusive 360 support, your team gains confidence, speed, and accuracy, ensuring every campaign delivers measurable impact.

