



Media Monitoring and Information Threat Analysis Support

Service Definition Document

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Overview

This service provides cloud-based operational support to help public sector organisations identify, assess and respond to information threats across global media environments. It combines multilingual media monitoring with expert human analysis to deliver near-real-time, practitioner-ready insights. The service supports situational awareness, risk assessment and timely decision-making during both routine monitoring and heightened risk periods.

Scope

The service covers monitoring and analysis of open-source media, including social media platforms, online news, and state-aligned or state-sponsored outlets, across dozens of languages. It focuses on identifying emerging narratives, coordinated information activity, and potential information threats relevant to the buyer's remit.

Outputs include regular reports, alerts, and briefings tailored to operational, policy, security or communications teams. The service does not include content takedown, direct engagement operations, or analysis of classified or non-public data.

Delivery Approach

The service is delivered remotely using secure cloud-based systems. Monitoring is continuous or scheduled according to buyer requirements, with analyst-led review ensuring relevance, accuracy and context. Automated processes are used to surface high-volume content, which is then assessed and validated by specialist analysts.

Reporting is designed for non-technical users and prioritises clarity, relevance and actionability. During incidents or periods of elevated risk, delivery can scale to provide more frequent updates, rapid alerting and closer coordination with buyer teams. A named technical account manager oversees delivery and acts as the primary point of contact.

Ethics

The service operates in line with ethical open-source intelligence principles. Monitoring is limited to lawfully accessible, publicly available content. Analysis avoids profiling individuals unnecessarily and focuses on narratives, trends and behaviours rather than personal characteristics.

Human oversight is maintained throughout the analytical process to reduce bias, contextualise automated outputs and ensure responsible interpretation. The service does not support disinformation generation, covert influence activities, or unlawful surveillance.

Security and Data Handling

All service delivery is conducted using secure cloud environments with appropriate access controls. Data is handled in accordance with UK data protection legislation, including the UK GDPR, and relevant government security expectations.

Only the minimum data required to deliver the service is collected and retained. Access to systems and outputs is restricted to authorised personnel. Sensitive outputs are shared with buyers through agreed secure channels. No classified material is processed or stored as part of the service.

Onboarding and Offboarding

Onboarding begins with a structured discovery phase to confirm objectives, priority topics, languages, geographies, reporting formats and escalation pathways. Monitoring parameters and reporting schedules are agreed collaboratively before delivery begins.

Offboarding includes secure handover or deletion of buyer-specific data, termination of access credentials, and a final service review if required. All data is retained or disposed of in line with agreed retention policies and legal obligations.

Commercials

This service is provided on a bespoke basis, with pricing agreed at call-off to reflect the scope, duration and expertise required for each engagement. Pricing may be agreed using day rates, fixed-price projects or a combination of both, depending on buyer requirements. Indicative pricing and example day rates are provided in the separate pricing document. Fixed-price work can be agreed following an initial discovery phase where requirements and deliverables are clearly defined. Delivery is remote-first, and costs associated with remote delivery are included in agreed pricing. Any travel or on-site delivery costs are agreed in advance with the buyer. Discounts may be available for educational organisations and for longer or repeat engagements, subject to agreement.