# Free AI Tool Tracks Business Impact of COVID-19

**Thursday 2 April, 2020**

**London, United Kingdom – 02 April 2020** – Leading reputation analytics firm Commetric has launched a free service which provides essential insights into COVID-19's impact on companies and industries by analysing media coverage.

The **COVID-19 Business Impact Tracker** uses Commetric's proprietary natural language processing software to automatically analyse media coverage and categorise specific business events linked to the pandemic as they affect individual companies.

The **tool**
tracks more than 450 types of news-reported corporate events and displays the results as interactive graphics. The database, which is updated daily, covers most publicly-traded companies in the US and sources media coverage from 15,500 publications.

"With such high levels of news saturation, it's difficult to gauge how the media's preoccupation with the coronavirus is influencing individual corporate reputation and how this is changing over time." said Commetric CEO Magnus Hakansson. "We hope this tool will help dissect a media discussion which otherwise might seem overwhelmingly hard to grasp."

You can access the **COVID-19 Business Impact Tracker** here:

**COVID-19 Business Impact Tracker**

- ENDS –

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**Editor's Notes**

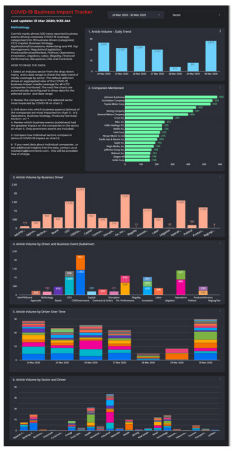
**Commetric** (www.commetric.com)

Commetric provides advanced media analytics solutions that help organisations manage and measure their corporate reputation. We combine AI and expert human insight to enable clients across industry sectors realise the full potential of their media investments. The firm has won numerous communications industry awards and is a leading AMEC member.

**COVID-19 Business Impact Tracker**

The COVID-19 Business Impact Tracker uses Commetric's proprietary natural language processing platform ComVix to automatically analyse media data and then extract and categorise news reports of specific business events that affect companies and industries which are linked to the COVID-19 pandemic. The database covers 4,712 US-listed companies and contains media coverage from 15,500 publications. Commetric's media analysts provide quality control and can offer additional bespoke analysis.

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