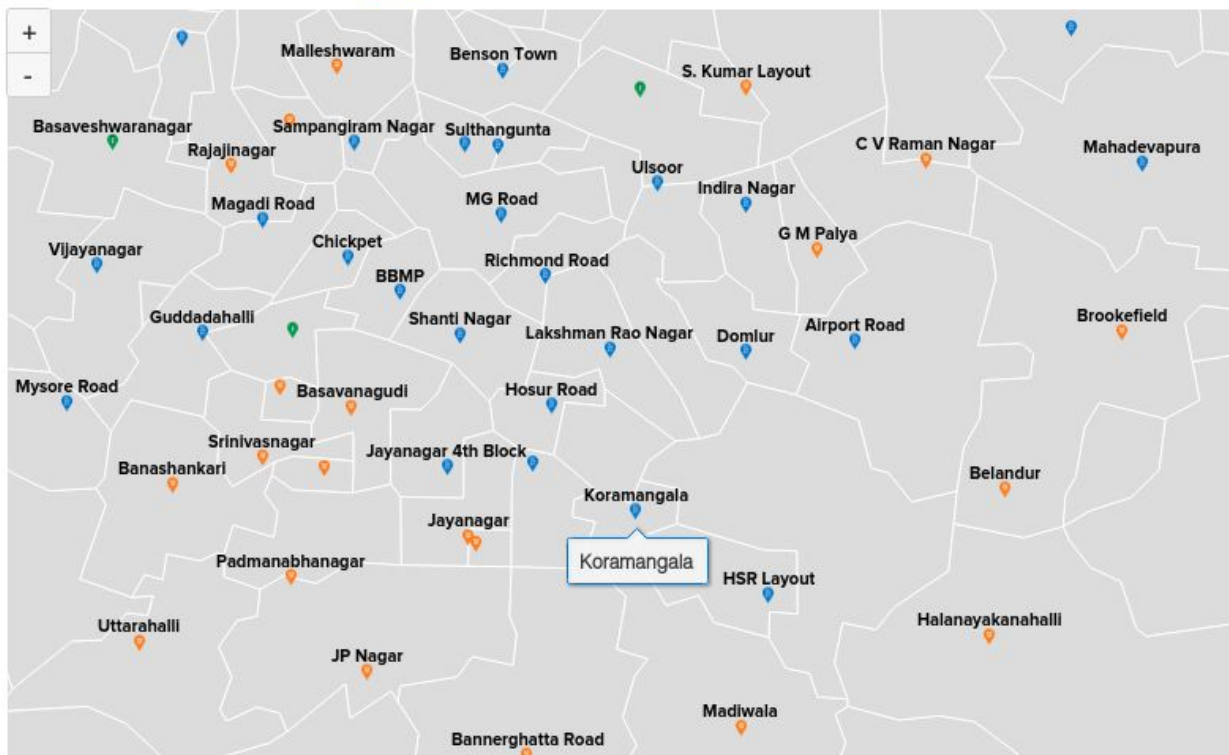


Loki.ai—Case Study

# Automated, real-time news about the neighbourhood

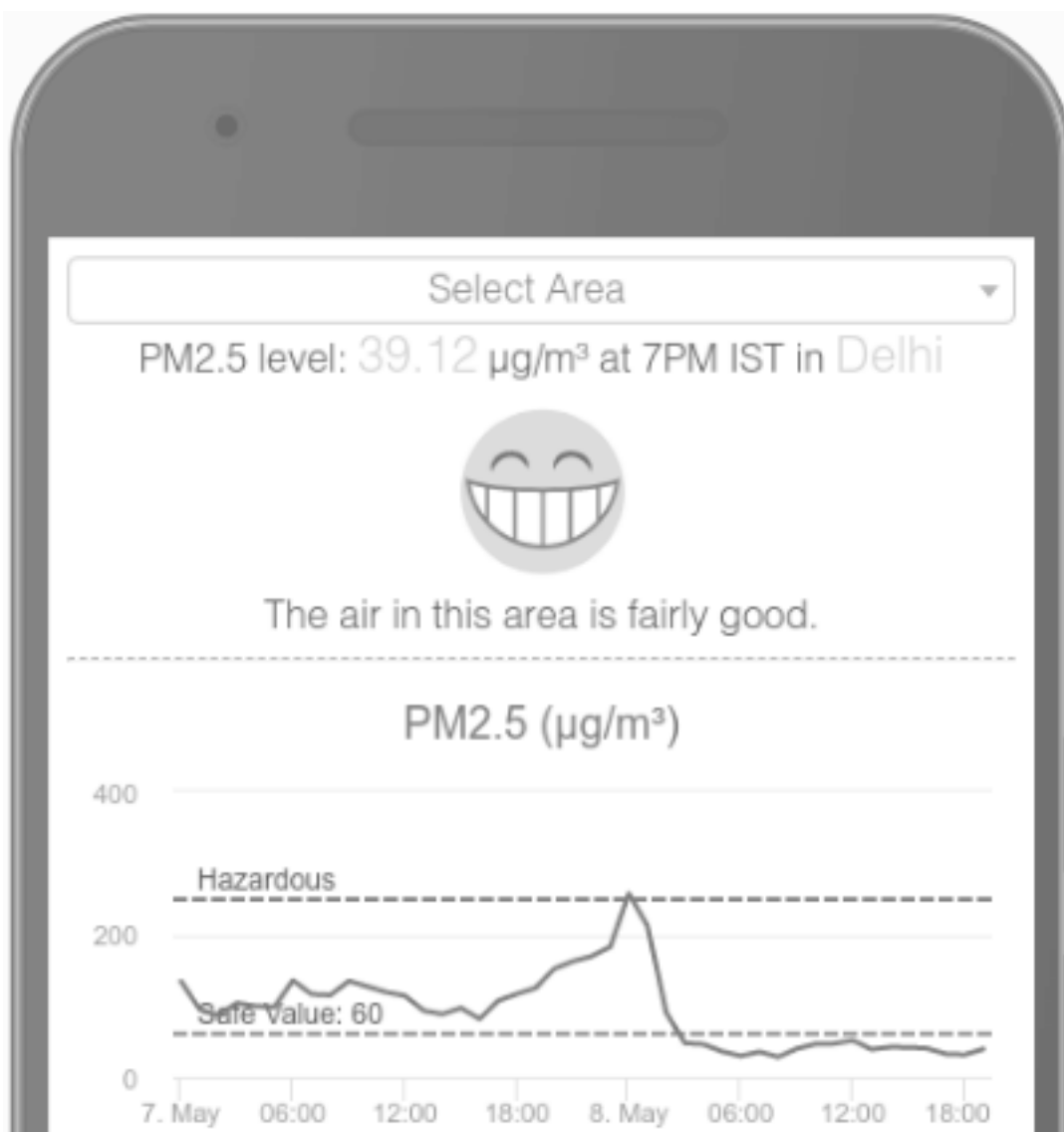


**INC** led in this locality by a **high margin** in 2013.



This locality is part of the B.T.M. Layout assembly seat, which was won by Ramalingareddy of the **INC** by a 44.4% margin in the 2013 Karnataka elections.

*“A lot is riding on how newspapers navigate this period of transition between the print-only world of yesterday and the multiplatform world of today—not the least of which is the ability of the newsroom to have the tools necessary to produce quality local journalism”*

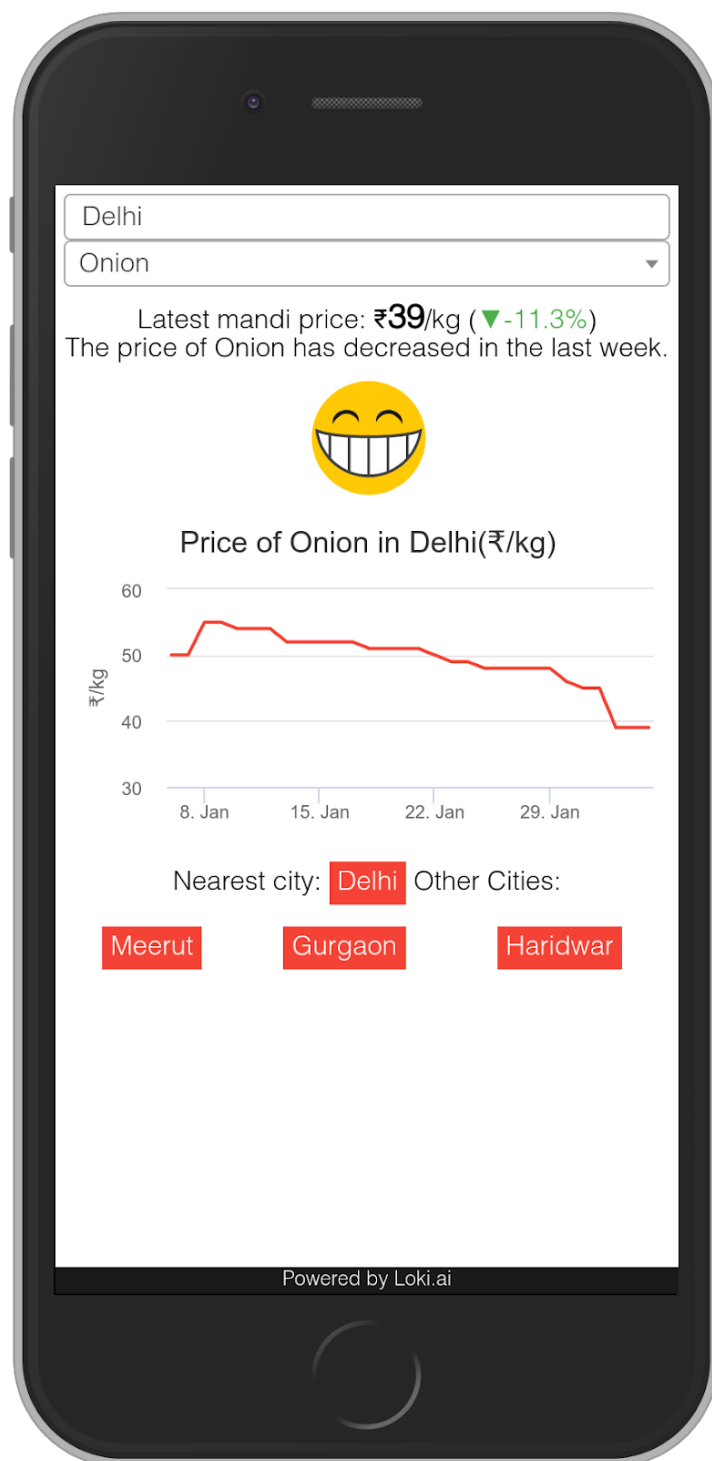


# Executive Summary

## Background

1. We created mobile-friendly interactives, games, data-hubs, and simulations related to pollution monitoring, neighbourhood-level election results, local food prices, and crime monitoring.

2. We supplemented these with research tools that powered stories for video, print, and digital.



# Real-time, hyperlocal content that shapes consumer habits

## Crime Monitoring

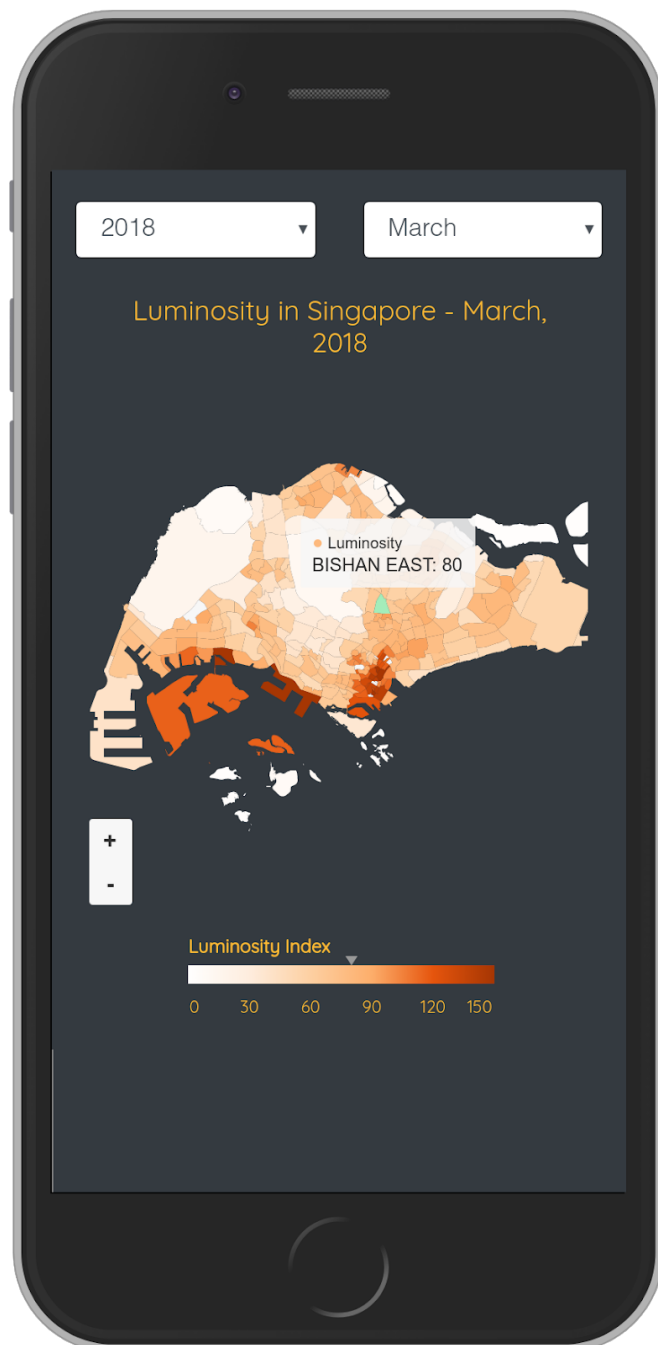
We analyzed all the FIRs made in major metropolitan cities in close to real time, and automatically plot charts and maps to reflect crime trends in individual neighbourhoods.

## Traffic and Pollution Levels

We automatically scrape the traffic conditions and pollution levels of each major neighbourhood, and built both embeds and research tools for reporting on these issues.

## Food Prices, Elections, and more

We automatically update the local food prices, election results, social media information, and many other variables to help inform, automate, and visualize local coverage.



## About Us

Loki.ai is a Singapore-based startup that helps content companies improve their analytics, advertising, and content-creation processes. Our proprietary, innovative products have been recognized by clients across South- and South-East Asia, as well as the Global Editors Network.

The company was founded by Rishabh Srivastava. Rishabh has more than 5 years of experience in creating cutting-edge technology solutions for the media industry, and has helped some of the biggest media companies across South-Asia, South-East Asia, and the Middle-East in their analytics and content strategy.

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## Contact Us

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