

webLyzard technology

A stylized white lizard graphic is integrated into the 'y' of 'Lyzard' in the main title. The lizard's body forms the vertical stroke of the 'y', with its head and tail curving around the letter. Its legs are positioned as if gripping the letter.

Web Intelligence | Big Data | Visual Analytics

Value Creation

Big Data Platform with a Focus on Brand Communication and Success Metrics, News Data Value Chains and Semantic Search for Corporate Publishing

IP & Technology

Technology Leadership based on Research Funding of more than EUR 12 Million between 2006 and 2022 (EU Horizon 2020, FFG & the Google News Initiative)

Reference Clients

Multiple Awards and High-Profile Reference Clients including the United Nations and the U.S. Department of Commerce (NOAA Climate.gov)

Team Structure

Experienced Team of Innovators and Software Developers Looking Back on more than 15 Years of Successful Collaboration

Team Structure and Portfolio

Co-Founders

- **Managing Partner**
Prof DDr Arno Scharl
- **Chief Technology Officer**
Prof Dr Albert Weichselbraun
- **User Experience & Visual Analytics**
Alexander Hubmann-Haidvogel, MSc
- **Knowledge Extraction**
Max Göbel, MSc



Strategic Partner

CEO, Ketchum Publico
Dr Saskia Wallner
PR & Communications



Portfolio



Reference Clients

National and International Corporate Brands, National Oceanic & Atmospheric Administration (NOAA) of the U.S. Department of Commerce, United Nations Environment Programme (UNEP), Vienna Chamber of Commerce

R&D Funding of more than EUR 12 Million

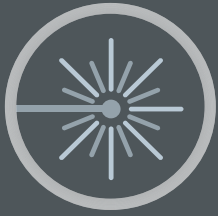
- Austrian Research Promotion Agency (FFG)
- European 7th Framework and H2020 Programs
- Google Digital News Initiative (DNI)



Research Partners

- Modul University Vienna
- Modul Technology
- FH Graubünden





Publish & Promote

Semantic Search
Impact Optimization



Listen & Predict

Brand Communication
Success Metrics



Integrate & Visualize

Knowledge Hub
Visual Analytics

The webLyzard web intelligence platform supports the entire **digital content value chain**, from the data-driven production to the distribution, promotion and analysis of content assets.

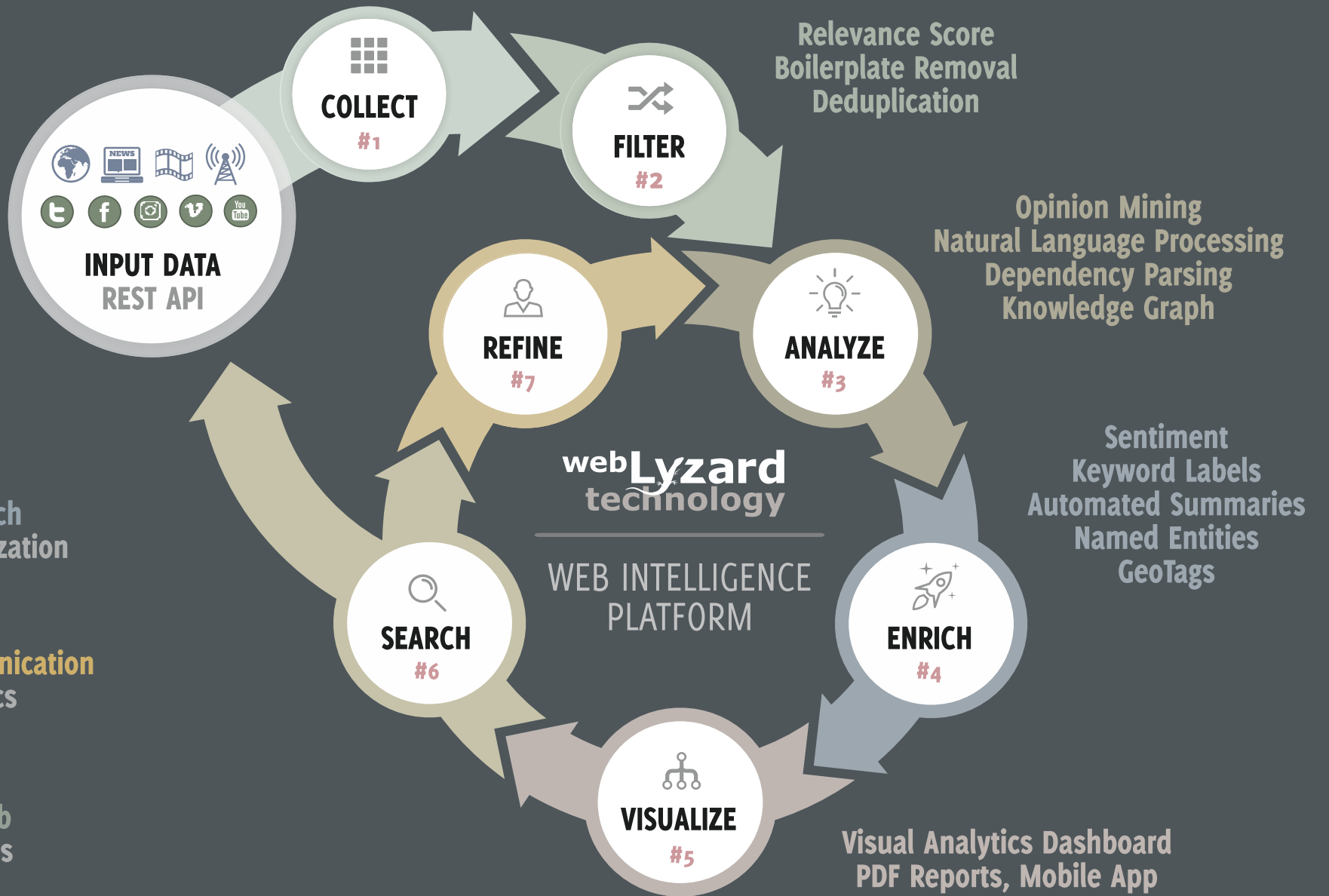


Data Sources

News Media Coverage,
Stakeholder Websites,
User-Generated Content
from Social Media

Time Series Data
Business Metrics

Content Management
Systems (CMS)
Multimedia Archives
Editorial Databases



Publish & Promote

Semantic Search
Impact Optimization



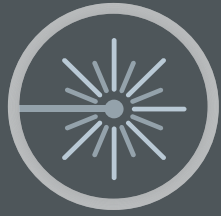
Listen & Predict

Brand Communication
Success Metrics



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Visual Analytics



Publish & Promote

Semantic Search
Impact Optimization



Listen & Predict

Brand Communication
Success Metrics



Integrate & Visualize

Knowledge Hub
Visual Analytics

Content Optimization

Maximize the impact of campaigns and online communication

storypact.com

Visual Search Tools

Present the own digital content with award-winning site search features

weblyzard.com/climate-gov



Storypact.com

Content Optimization

Maximize the Impact of Your Story

Web Pages

Press Releases

Social Media Postings



Web Pages | SEO

Optimize the wording of your articles to boost attention and organic Web traffic



Press Releases & Newsletters

Ensure that your latest announcements reinforce your organization's strategic positioning goals



Social Media Postings

Analyze the latest trends across channels to trigger and amplify viral effects



January 2021 brought contrasting **climate** patterns to the Northern Hemisphere
 Author: Rebecca Lindsey, February 16, 2021

Last week, NOAA's National Centers for **Environmental** Information released their summary of the **global climate** for January 2021. Averaged across the **land** and ocean, it was the **seventh**-hottest January on **record dating** back to 1880, with average **global** temperature 0.80 degrees Celsius (1.44 degrees Fahrenheit) above the twentieth-century average.

According to NCEI, During January 2021, northern **North America**, northern Africa, southeastern Europe, and parts of the Middle East **had** the most notable temperature **departures** that were at least 2.5°C (4.5°F) above average...**Record** warm January temperatures were present across parts of the Pacific and Atlantic oceans, as well as, parts of eastern Canada, northern Africa, the Mediterranean Sea, and southern Asia. As a **whole**, about 5.93% of the world's **surface had** a **record**-warm January temperature—the third highest January **percentage** since **records began** in 1951.

Areas that experienced a cooler-than-average January include Western parts of **Australia**.

Regarding Europe, NCEI wrote,

- Cooler-than-average conditions engulfed much of Spain during January 2021. The national temperature that was 0.6°C (1.08°F) cooler than average—this was the coldest January since 1961, the 16th coldest since national **records began** in 1961.

- The United Kingdom **had** its coldest January since 2010 with a temperature departure of 1.5°C (2.7°F) below average. Regionally, England and Scotland and Northern Ireland also **had** their coldest January since 2010. **According** to the UK **Met Office**, the first two weeks of January brought wintry conditions to the region, which caused some travel disruption.

started +1346.79
 commenced +1.58
 Ignorieren

DOCUMENT KEYWORDS Top Suggestions 274 WORDS · 1567 CHARACTERS

- temperature X
- record X
- northern hemisphere X
- met office X
- climate X
- climate patterns X
- noaa X
- +

⚠ To fetch enough documents that contain your focus keyword, the time interval of the analysis has been extended to three months. Alternatively, please use a more generic term or add another keyword.



Optimize Current Text

All Word Forms ▾

Frequently Searched

	#
surface	8,005
dating	7,281
australia	5,301
environmental	4,465
according	3,739

Rarely Searched

northern hemisphere	3
departures	8
seventh	11
whole	14
regarding	15

Google Search ▾
 Unpopular ■ ■ ■ Popular

Visual Search Tools – U.S. Department of Commerce

National Oceanic & Atmospheric Administration (NOAA)

Semantic Site Search and Visual Navigator for

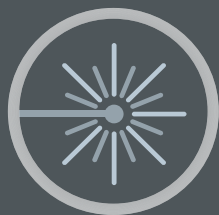
- NOAA Climate.gov and the
- U.S. Climate Resilience Toolkit



Project Description

webLyzard integrates and classifies climate-relevant online content in order to provide a **visual analytics portal** and a **faceted search widget** to help U.S. citizens and environmental stakeholders identify the most relevant information resources across the Web sites of 13 government agencies and participating climate centers.

- Environmental Protection Agency
- Department of Energy
- Department of State
- Department of Commerce
- Department of Transportation
- Department of Agriculture
- Department of Defense
- Department of the Interior
- Department of Health & Human Services
- National Aeronautics and Space Administration
- National Science Foundation
- The Smithsonian Institution
- U.S. Agency for International Development



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Integrate & Visualize

Knowledge Hub
Visual Analytics

An official website of the United States government [Here's how you know](#)

Facebook Twitter Instagram YouTube

climate

powered by weblyzard technology

News & Features Maps & Data Teaching Climate Resilience Toolkit About

climate

Hide Visual Navigator

All

News & Features

Maps & Data

Teaching Climate

Climate Resilience Toolkit

Filter by Clear All

Topics

Categories

Date

Departments

Authors

1-10 of 1417 results for climate Sort by Relevance

Other Climate Patterns that Impact U.S. Winter Climate

Department: ENSO Blog
Published: June 20, 2016

Oscillation (NAO)/ Arctic Oscillation (AO). Another major non-ENSO influence on winter **climate** is an atmospheric pattern called the North Atlantic Oscillation (NAO; Wallace and Gutzler 1981). The NA ...

Climate Matters

Department: Images & Video
Creator: Ned Gardiner
Published: April 20, 2016

crisp and easy to understand. Recently, Gandy expanded his reports to include locally focused **climate** science information on topics that directly touch viewers' lives. No controversy here, says Gandy ...

Climate Science 101: Climate Change Communication and Public Engagement

Department: Images & Video
Creator: NOAA climate.gov
Published: November 04, 2016

s Ocean Choking Marine Life? Limiting the Magnitude of & Adapting to Future Climate Change. **Climate** Change Communication: Focusing on Public Engagement. Ethics and Issues Surrounding Geo-Engineeri

acidification activity adaptation agencies alaska arctic areas assessment assets carbon coupled drought enso evaporation greenhouse heat heat-trapping ice impacts intercomparison literacy mitigation nasa niña niño noaa nines observations ocean oscillation outlooks permafrost precipitation projections rcp rcps re-use resilience scope sea snapshot sta surface temperature temperatures toolkit tribal usgs variability vulnerability

MOST POPULAR

IN NEWS & FEATURES
(based on search term)

- Climate Change: Atmospheric Carbon Dioxide
- Climate Change: Global Temperature
- Climate Change: Global Sea Level

[Explore News & Features](#)

IN MAPS & DATA
(based on search term)

- Climate Data Primer
- Climate Models
- Climate Forcing

Success Metrics – U.S. Department of Commerce

News and social media channels represent important interfaces to customers and stakeholders. webLyzard's award-winning Web intelligence platform analyzes and visualizes emerging trends across these channels.

To support decision makers, we identify relevance and sentiment of online content, measure brand reputation and provide the industry's most advanced communication success metric.



Given the intense attention that online media channels attract these days, key questions for large organizations such as NOAA are how stakeholders perceive specific issues, how opinion leaders react to new insights, and how journalists present scientific knowledge to the public. The metrics and visualizations of webLyzard have proved invaluable for addressing these questions.

David Herring

AAAS Fellow and Director of Communications at the Climate Program Office of the U.S. National Oceanic and Atmospheric Administration (NOAA)



Explore >> Track >> Compare

www.weblyzard.com/science-communication



NOAA 1380



Persons ▾ Joe Biden Donald Trump Will J. White Sharon L. Gleason Duncan Kennedy Kerry Emanuel Barack Obama Howard Hughes Gene...

ASSOCIATIONS

<input type="checkbox"/> whales	160
<input type="checkbox"/> hurricane	212
<input type="checkbox"/> fisheries	238
<input type="checkbox"/> storms	282
<input type="checkbox"/> snow	249
<input type="checkbox"/> atlantic	295
<input type="checkbox"/> weather	600
<input type="checkbox"/> winds	233
<input type="checkbox"/> drought	131
<input type="checkbox"/> tornado	79
<input type="checkbox"/> reefs	78
<input type="checkbox"/> storm	332
<input type="checkbox"/> temperatures	390
<input type="checkbox"/> climate scientist	92
<input type="checkbox"/> fishing gear	89
<input type="checkbox"/> atmospheric	706
<input type="checkbox"/> mph	105
<input type="checkbox"/> fishery	64

METADATA

Sources - Aggregated

<input type="checkbox"/> News	1042
<input type="checkbox"/> Twitter	168
<input type="checkbox"/> NGOs	137
<input type="checkbox"/> Other	33

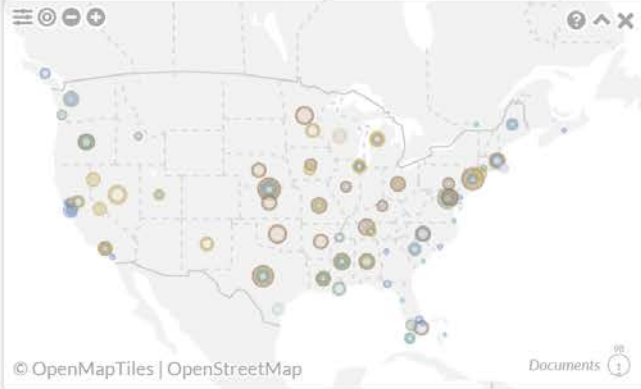
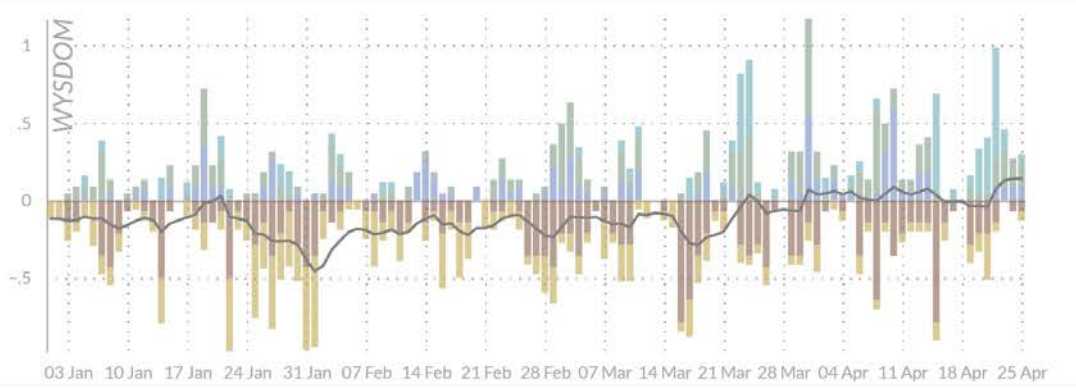
Sources - Detailed

Sentiment

<input type="checkbox"/> Negative	655
<input type="checkbox"/> Positive	507
<input type="checkbox"/> Neutral	218

Emotions

<input type="checkbox"/> Anticipation	746
<input type="checkbox"/> Fear	408
<input type="checkbox"/> Trust	275
<input type="checkbox"/> Interest	232
<input type="checkbox"/> Acceptance	204
<input type="checkbox"/> Surprise	169
<input type="checkbox"/> Amazement	112



STORM · HAIL · HAILSTONES 46 Articles

- Super-cold thunderstorm sets temperature record**
... image caption Cumulonimbus incus: The anvil shape forms when the rising cloud reaches the tropopause. We've all seen those majestic anvil storm clouds that form on a hot summer's day, but...
bbc.com · 30 Mar
- Another Round of Severe Thunderstorms, Including ...**
weather.com · 08 Apr
- Records shattered as seasons play tug-of-war across the US**
accuweather.com · 06 Apr
- More Flash Flooding Is Possible Across Tennessee This ...**
forbes.com · 30 Mar
- Violent Tornado in Georgia Destroys One Side of a Street, ...**
wsj.com · 26 Mar

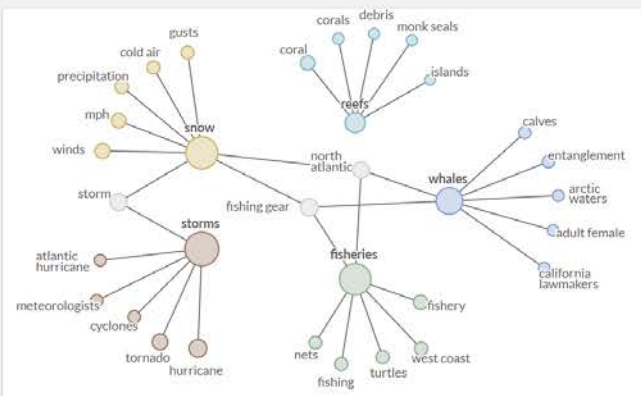
JET STREAM · ARCTIC · HEAT WAVES 40 Articles

- Forecast: Wild Weather in a Warming World**
... Disturbances to the upper-atmosphere phenomena known as the polar vortex can send icy blasts from the Arctic into the middle latitudes, chilling Europe, Asia and parts of North America.
nytimes.com · 29 Jan
- All-time April low could fall in Alaskan city**
accuweather.com · 08 Apr
- 2021 predicted to yield more tornadoes than 2020. Here's ...**
accuweather.com · 25 Mar
- Gusty thunderstorms, flooding to threaten southern US ...**
accuweather.com · 18 Mar
- Severe weather risks likely to return to US next week**
accuweather.com · 17 Mar

HURRICANE · CYCLONES · MCNOLDY 36 Articles

- Forecasters expect another overactive hurricane season with 17 named storms**
... Colorado State University (CSU) released its 2021 Atlantic hurricane season forecast on Thursday morning and is predicting another above-average season this year. ... When El Niño is...
edition.cnn.com · 08 Apr

accuweather anglers atlantic beaches beluga biologists
calf calves chinook coral corals cyclones debris die-off
disasters drought entanglement fish fisheries
fishermen fishery fishing forecast forecasters gulf
gusts hail hawaii hurricane inches islands landfall
lows mammal mcnoldy meteorologists mortality mph
nets niño noise one-quarter orca outlooks porch
precipitation reefs ridge runoff salmon sardines seals
showers snow snowfall snowpack storm storms
temperatures thunderstorms tornado turtles vortex
weather **whales** winds





Publish & Promote

Semantic Search
Impact Optimization



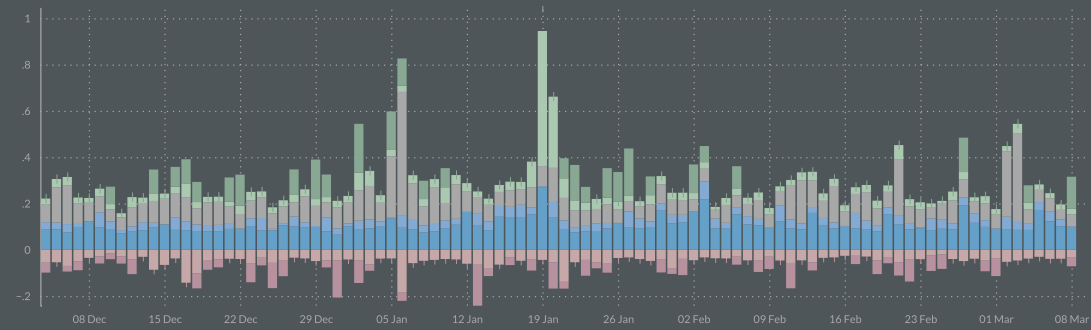
Listen & Predict

Brand Communication
Success Metrics



Integrate & Visualize

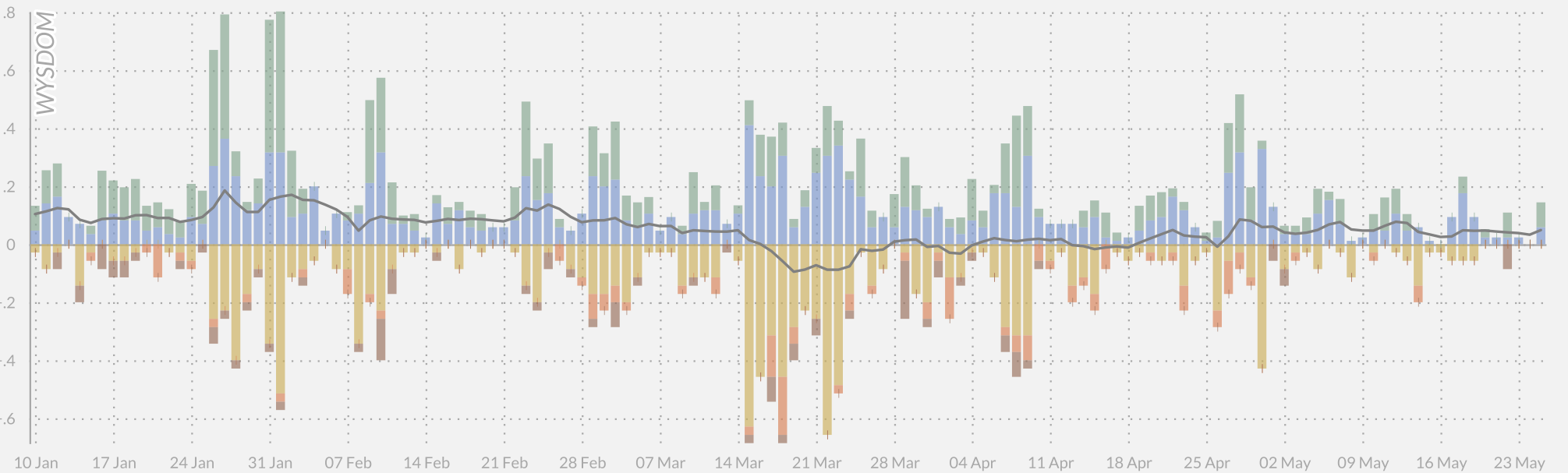
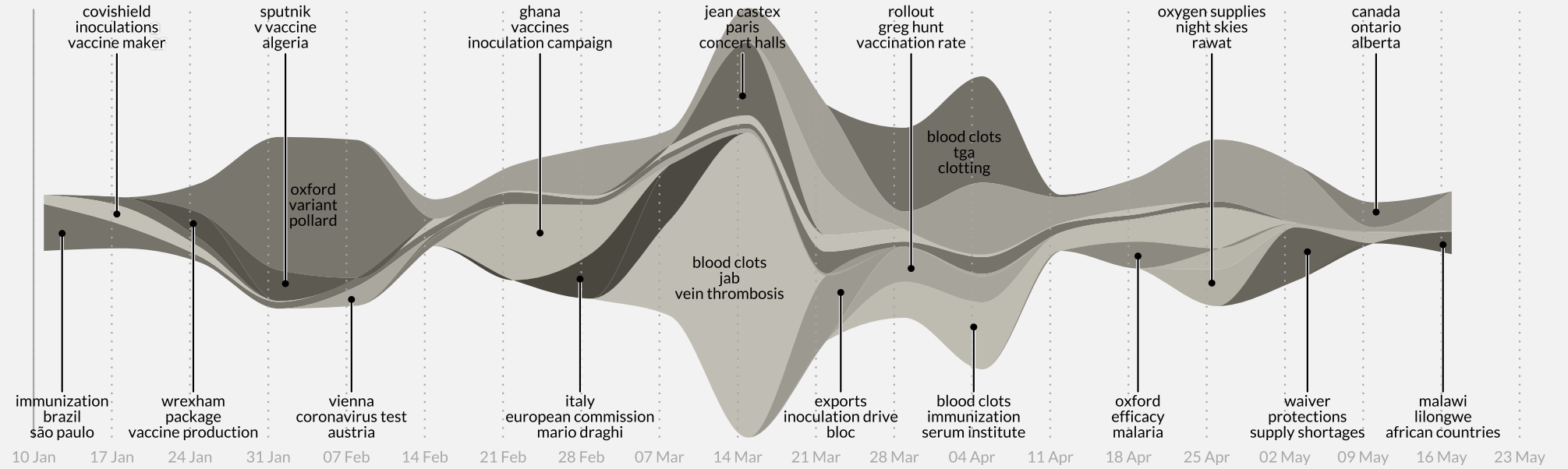
Knowledge Hub
Visual Analytics



Story Detection | Success Metrics

New methods to identify emerging stories and track perceptions across media channels

Weichselbraun, A., Steixner, J., Braşoveanu, A., Scharl, A., Göbel, M., and Nixon, L. (2022). "Automatic Expansion of Domain-Specific Affective Models for Web Intelligence Applications", *Cognitive Computation*, 14(1): 228-245.



Legend
 Acceptance
 Anticipation
 Fear
 Grief
 Anger



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Semantic Search
Impact Optimization



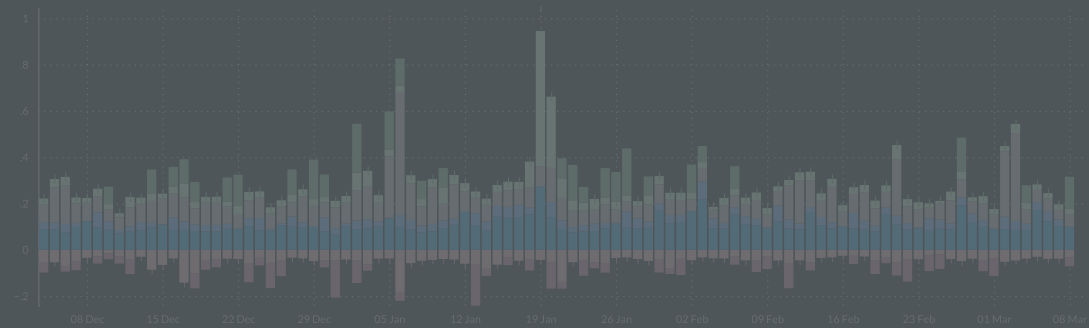
Listen & Predict

Brand Communication
Success Metrics



Integrate & Visualize

Knowledge Hub
Visual Analytics

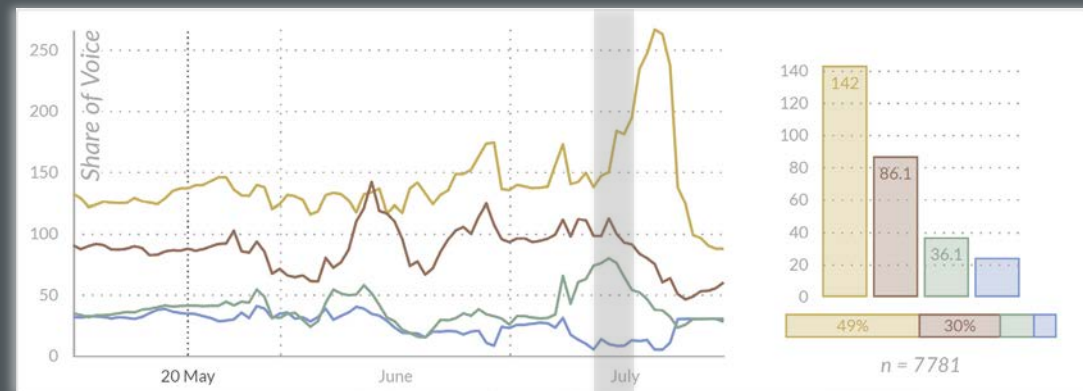


Story Detection | Success Metrics

Novel methods to identify emerging stories and track perceptions across media channels

Event and Topic Prediction

Anticipate future trends to optimize campaigns and identify publication opportunities





Publish & Promote

Semantic Search
Impact Optimization



Listen & Predict

Brand Communication
Success Metrics



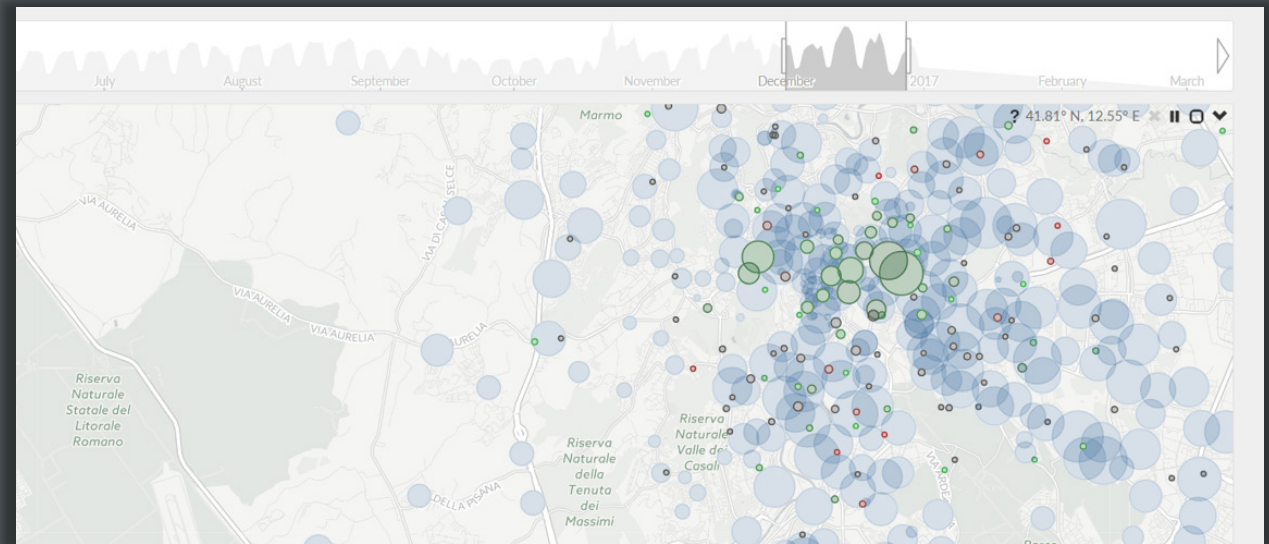
Integrate & Visualize

Knowledge Hub
Visual Analytics

Semantic Data Integration

Better understand not only real-world processes (environmental risks, events, consumer decisions, etc.), but also what drives the public debate about these processes

www.weblyzard.com/unep-live





UNEP Live Web Intelligence

unep.ecoresearch.net

Developed by the Department of New Media Technology of
MODUL University Vienna; powered by webLyzard technology
www.weblyzard.com/unep-live ▪ unep.ecoresearch.net



Data Integration

Knowledge Hub
Visual Analytics



UNEP Live WEB INTELLIGENCE
Documents 0-50 out of 5271
Date Range 19 Mar 2016 - 19 May 2016
Data Sources Multiple / All
Interface Options Unfiltered / EN
Visualizations
Export

UNEP Regions

- North America 12352
- Europe 12330
- Asia and the Pacific 9126
- Africa 8587
- Latin America and the Carib... 4774
- West Asia 2904
- Polar/ Arctic 2641

UNEA-2 Meeting

- Food, Energy, Water 6881
- Extractive Sector 7841
- Air, Climate Change 5271
- Oceans, Marine Systems 1972
- UNEP 1879
- Resource Efficiency 1242
- Natural Capital 1235
- UNEA-2 106

Environmental Themes

Current Search

- Air, Climate Change: All 5271

Associations

- mexico 6473
- megalopolis 541
- environmental consciousness 293
- air pollution 3333
- indoor air 381
- hpi1 10189
- norm 10189

05/19 Jarvis Didn't Change Minds of Vocal Opponents of Monument
in northern Maine won't place restrictions on land or impose air quality standards that could stymie certain in...
[abcnews.go.com](#)

05/19 Fort McMurray re-entry for wildfire evacuees to begin June 1 - as long as conditions are safe
including there being no safety concerns because of fire or air quality, the functioning of critical infrastruc...
[news.nationalpost.com](#)

05/19 2 killed in Falcon Field crash identified: 1 was foreign-exchange student from Turkey
Gregor, a spokesman with the Federal Aviation Administration. A bust storm moved through the area Tuesda...
[accidentcentral.com](#)

05/19 Umweltschutz in Oberösterreich: "Keine Belastungen, aber einige Baustellen"
Totalverbot von Glyphosat (siehe Interview rechts), Wind die Luftqualität in OÖ besser oder schlechter? Die S...
[meinbezirk.at](#)

05/19 IMCO pide actualizar políticas de transporte ante contaminación
Ante la crisis que padece la Ciudad de México por la mala calidad del aire y la congestión vehicular, los especia...
[laprensa.com.mx](#)

05/18 Suspenden las clases en el colegio del Quilón y recomiendan confinamiento a los vecinos
Por otro lado, según los informes de las unidades móviles de calidad del aire instaladas en la zona, se ha obser...
[escolar.es](#)

05/18 Se suspenden mañana las clases del CEIP 'El Quilón' y se recomienda el confinamiento para la...

alberta asthma atmosphere atmospheric cars china cities city cleaning clientearth club committee contingency cse csiro delhi diesel echo exxon exxonmobil fire fort fuels gutierrez imeca index judge khan landis london lung madrid mayor medellin megalopolis mexico mobility monitoring motorcycles no2 notley now ozone particle particulate phase pm10 pm2 points pole pollution responsible restrictions school smart smoke taxis tires traffic transport trump urban valley vehicle vehicles ventilation wildfire wood

03 - Good Health and Well-being 1171



Organizations Centers for Disease Control and Prevention AstraZeneca World Health Organization World Health Organisation Food and Drug Administration...

METADATA

Sources - Aggregated

- News 950
- NGOs 221

Sources - Detailed

Sentiment

- negative 583
- positive 502
- neutral 86

Recency

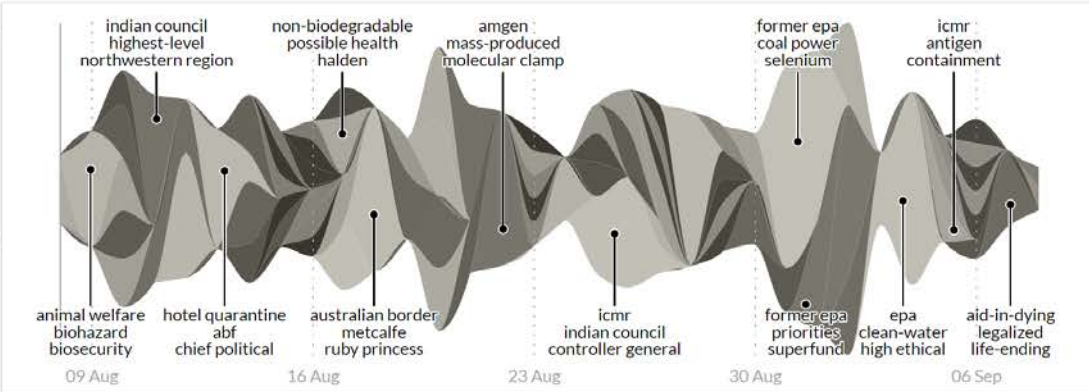
Emotions

Source Locations

- United States 342
- Australia 122
- United Kingdom 107
- India 106
- Canada 64
- New Zealand 64
- South Africa 63

ASSOCIATIONS

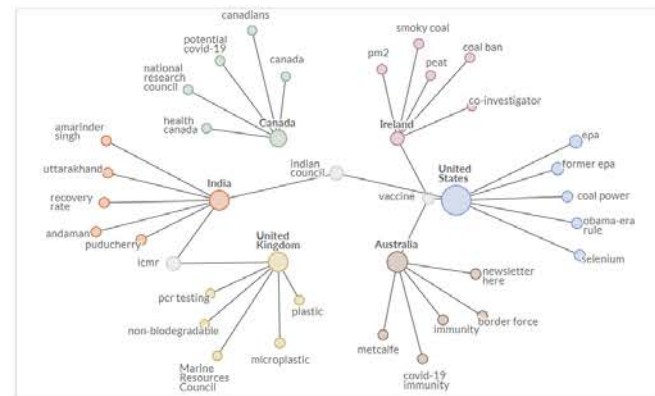
- indian council 197
- icmr 122
- covid-19 vaccine 121
- medical research coun... 93
- former epa 21
- recovery rate 44
- covid-19 tally 32
- sars-cov-2 74
- air pollution 76
- noguchi 22
- bhargava 16
- rapid antigen 26
- rt-pcr test 24
- bhargava 17
- oxford vaccine 22
- coal power 16
- single-day spike 25
- litter 26



Description	Count	Reach	Impact	Sentiment
TH thehindu.com indian council · icmr · recovery rate	80	0.91	73	-0.07
G theguardian.com archbishop · a-level · anthony fisher	25	0.94	24	-0.25
AFR afr.com immunity · francesco de · abf	24	0.82	20	+0.1
ABC abc.net.au aborted · ruby princess · oxford university	20	0.92	18	-0.3
R reuters.com covid-19 vaccine · cansino biologics · pot...	19	0.94	18	+0.08
F forbes.com wakashio · mauritius · oil spill	19	0.94	18	+0.17
CNN edition.cnn.com annual fundraising · aerial · aedes	19	0.94	18	-0.24
NEWS thenewsminute.com icmr · rt-pcr test · andaman	21	0.82	17	-0.09
C newswire.ca terramera · atopic dermatitis · canada	20	0.83	17	+0.27
SMH smh.com.au air quality · amgen · australian border	17	0.92	16	-0.35
A theage.com.au adria tour · abf · amgen	17	0.89	15	-0.39
CHRON chron.com former epa · severe covid-19 · 20th strai...	14	0.91	13	-0.46
TC theconversation.com	13	0.90	12	-0.13



abf aborted amgen andaman antibiotic-resistant bhargava
 biosecurity brigham chennai clean-water co-investigator
 covaxin dep discovery djokovic donoghue drummer epa
 fauci genome haveli highest-level icmr igg immunity
 lakes latent list manipur mass-produced mauritius metcalfe
 methane microplastic mit munro neurosis niv
 non-biodegradable nose novavax npl obstetric peat pfizer
 plastic pm2 priorities puducherry pulpy rao reinfection
 sars-cov-2 sdg seawater selenium slurry superfund
 terramera therapeutics topol tuberculosis uttarakhnad
 vaccine wakashio wheeler



R&D Funding – Selected Projects



Social Innovation
www.decarbonet.eu



EUR 1.95 Mio | 2013-2016
Scientific Coordinator

Networked Media
www.linkedtv.eu



EUR 8.5 Mio | 2012-2015
Scientific Coordinator

Big Data - Veracity
www.pheme.eu



EUR 2.92 Mio | 2014-2017
Work Package Leader

Video Verification
www.invid-project.eu



EUR 3.5 Mio | 2016-2018
System Integration



Horizon 2020



Open Data / Communities
www.communidata.at



EUR 634,000 | 2016-2019
Work Package Leader

Scalable Analytics
www.asap-fp7.eu



EUR 2.75 Mio | 2014-2017
System Integration

Semantic Observatory
www.weblyzard.com/sonar



EUR 225,000 | 2018-2020
Technical Coordinator

Content Repurposing
www.retv-project.eu



EUR 3.1 Mio | 2018-2020
R&D Leader



Horizon 2020



Event Prediction
www.epoch-project.eu



EUR 500,000 | 2019-2021
Project Coordinator

AI / Deep Learning
www.weblyzard.com/gentio



EUR 650,000 | 2019-2021
Project Coordinator

HPC and Big Data
www.weblyzard.com/evolve



EUR 11.0 Mio | 2018-2021
Dashboard Integration

Impact Measurement
www.indices-culture.eu



EUR 3.0 Mio | 2020-2022
InfoViz Task Lead



Horizon 2020

Visual Analytics Dashboard

weblyzard.com/dashboard

Standard & Professional Version

PDF Report Generator

weblyzard.com/pdf

Print & 16:9 Slides

API Data Services

Embeddable Visualizations

weblyzard.com/api

weblyzard.com/category/visualizations

Content Editor & SEO Tool

storypact.com

A wide range of **output formats** and a modular, horizontally scalable REST API framework reflect the maturity & flexibility of the webLyzard platform for a wide range of use cases.



story ✕ journalism ✕ news ✕

publication ✕

access amortization analysts arizona
 astroworld automated azcentral bears
 beast billionaire blackhawks bulls canada
 caption catholic cdc celeb cells chicago
 church cinematographer cop26 cops
 covering deals defamation diary dispatch
 drama dune edinburgh editor estimate fda
 film filmmaker flyers forecasts fox
 glasgow haugen hawaii hopkins houston
 hutchins income inflation ipo irs
 journalism journalist journalists jurors jury
 lawsuit line lockout loss losses manuscript
 memoir mlb nba news24 newspapers
 newsroom newsweek nfl nhl nobel novel
 novels npr ottawa papers pentagon people
 peoria phoenix playbook playhouse podcasts
 politico prize profit publisher publishers
 puck punisher quarter raiders rebounds
 revenue rss rust saguaro scottsdale
 self-defense shares shooting shortstop
 showbiz siladitya slang **snapshot**



▲ CONTENT FILTER

must contain exclude

✕

must contain exclude

✕

+ Add term

▼ TIME RANGE

14 Nov 2021 – 14 Dec 2021

▼ SOURCES

Instagram + Facebook

▼ SENTIMENT

Not specified



▼ CONTENT FILTER

2 terms

▲ TIME RANGE

select last select next

1 · 2 · **3** · 4 · 5 · 6 · 7

days · weeks · **months**

select start date

September 2021						
Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

select end date

December 2021						
Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19



webLyzard technology

Web Intelligence | Big Data | Visual Analytics



Newsletter

www.weblyzard.com/newsletter



Technology Showcases

www.weblyzard.com/showcases



E-Mail

info@weblyzard.com

