

Monitor any mention or appearance across the world's largest video platform

## OVERVIEW

YouTube is the largest media channel in history: 6 trillion minutes watched per year in the US alone. Executives go on podcasts. Analysts publish deep dives. Product reviews shift sentiment. But less than 5% of funds actively monitor YouTube, and most corporate teams have zero coverage. Our YouTube tripwire makes sure you never miss a moment.

## USED BY

**Portfolio Managers:** Track off-script executive commentary and emerging narratives across YouTube before they hit sell-side research

**PR / Comms Directors:** Monitor how your brand, executives, and competitors are discussed in long-form video, reviews, and creator content

**Agencies & Consultancies:** Surface real-time YouTube intelligence for client briefs, industry trends, competitive analysis, and reputation monitoring

## USE CASES

**Company & Executive Monitoring:** Surface off-script executive commentary, guest appearances, and long-form interviews.

**Trends & Narrative Detection:** Identify new framings, product narratives, or emerging themes you did not know to monitor.

**Brand & Competitive Intelligence:** Track how products and competitors are discussed in real demos, reviews, and expert analysis. Spot sentiment shifts before mainstream.

## CASE STUDY

D-Wave stock drops -30% following Zuckerberg comments on Joe Rogan

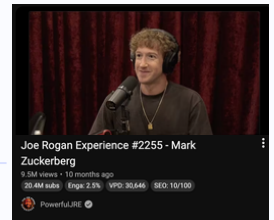
- Jan 10

**Zuck on JRE #2255**  
 Says were "still a decade-plus out from [quantum] being a very useful paradigm"
- Jan 10

**Tripwire Alert Triggered**  
 Subscribed clients receive alert with time, speaker tag, sentiment in minutes
- Jan 13

**Picked Up by Sell-Side**  
 Analysts reference the Rogan clip in sector notes, quantum narrative shifts
- Jan 13

**Stock Drops -30%**  
 \$QBTS and other quantum co's sell-off sharply. Our clients had 3-day headstart



## OTHER EXAMPLES

**MBKHD x Fisker 50%** ↘  
 Scathing EV review cited as 'eroding sentiment' in Chapter-11 filing

**Mark Rober x Luminar 27%** ↗  
 Viral lidar demo favorably compared to Tesla sparks selloff

**Sundar x Lex Fridman 7%** ↗  
 Analysts reference the Rogan clip in sector notes, quantum narrative shifts

**Benioff x Jim Cramer**  
 Analysts reference the Rogan clip in sector notes, quantum narrative shifts

## PRODUCT TIERS

### 1 Channel Tripwire \$

Monitor a curated set of YouTube channels with full transcript coverage, speaker tags, and sentiment for every video published. Comms team watching 50 creator channels

### 2 Keyword Tripwire \$\$

Track custom keywords and boolean queries across all of YouTube. No global identifiers required, just the terms that matter. Analyst monitoring "tariff" AND "supply chain"

### 3 Executive/Product Tripwire \$\$\$

Monitor specific people, companies, or products using unique identifiers with entity-level precision across the full YouTube corpus. PM tracking 30 portfolio names and their C-suites

## DATA FEATURES

Layer	What's Included
Transcript Segments	Timestamped text segments, character offsets, relative importance scoring
Speaker Context	Speaker name, role (host/guest), associated company or entity
Entity Detection	Companies, people, products, and other named entities mentioned in each segment
Sentiment Signals	General sentiment (positive/negative/neutral) and explicit buy/sell language
Video Metadata	Title, description, publish time, language, duration, video ID
Channel Metadata	Channel name, URL, locale, discovery category, coverage start date
Processing Metadata	Download, transcription, and recording timestamps; version tags

## TECHNICAL SPECS

Attribute	Value
Platform	YouTube
Channel Coverage	15M+ channels in coverage
Delivery Frequency	Intraday (3 hour max lag)
Data Format	JSON or flat-file
Delivery Mechanism	Amazon S3 or API by default