

What sets Locus Elite apart.

How Locus Elite compares · as of 30 August 2026

Most evaluations weigh Locus Elite against three kinds of provider: a leading global media-intelligence suite, a leading social-listening platform, and a regional monitoring agency. We haven't named them — you'll recognise them.

Capabilities vary by vendor and plan; verify line by line.

CAPABILITY	LOCUS ELITE	GLOBAL SUITE	LISTENING PLATFORM	REGIONAL AGENCY
Every media type under one contract — broadcast, print, online, social, podcasts, communities, reviews	✓	⬤	—	⬤
Near-real-time broadcast — TV & radio transcribed in minutes	✓	⬤	—	—
Social listening at global scale	✓	✓	✓	⬤
Arabic-first — dialect-aware sentiment (Gulf, Levantine, Maghrebi, Egyptian)	✓	⬤	⬤	⬤
Inside images & video — faces, logos, text-in-frame	✓	⬤	⬤	—
Agentic AI — cited answers, generated decks, drafted statements	✓	⬤	—	—
One API + MCP across every media type — broadcast and print included	✓	⬤	⬤	—
One measurement methodology across all media	✓	—	⬤	⬤
In-region analyst desk — support 18+ hours a day	✓	—	—	✓
No subcontracted coverage — one pipeline, one quality standard	✓	—	⬤	⬤
Sovereign / on-premise deployment	✓	—	—	—
20 years of searchable archive	✓	⬤	⬤	—

✓ INCLUDED
⬤ PARTIAL · VIA PARTNERS OR ADD-ONS
— NOT TYPICALLY OFFERED

The archive row is the easiest to verify: ask each vendor how far back their searchable history goes. The answers published in this market run from a few months to two years. Ours is twenty.

Ten reasons clients choose us.

- 01** Every media type. One supplier.
Broadcast, print, online news, social, podcasts, communities and reviews — one contract, not five vendors stitched together.

- 02** Near-real-time broadcast
TV and radio transcribed into searchable text in minutes — not tomorrow's clip reel.

- 03** No subcontractors
One pipeline end to end. Nothing resold from third-party bureaus, so quality never changes hands.

- 04** One platform, one API, one methodology
The same AI, the same metrics, the same reporting standards across every media type.

- 05** Beyond text — all content, searchable
Spoken content in videos and reels, visual content in images and posts, creator-driven media — not just what was written.

- 06** Advanced visual & entity detection
Key individuals and organisations identified across images and videos, and the context they appear in.

- 07** Hyper-local intelligence no one else can match
In the regions and industries we focus on, we don't just monitor — we map the ecosystem: key influencers, regional narratives, the voices that move the conversation.

- 08** Industry-specific, not generic monitoring
No one-size-fits-all. For every sector we support — aviation, government and beyond — the monitoring is tuned to that world.

- 09** Early-warning systems for what matters
Local context, influencer mapping and multi-format analysis combine to surface emerging risks and narrative shifts before they break.

- 10** Built for markets where others struggle
Global platforms do well in mainstream, English-heavy ecosystems. We're built for regional markets, non-English ecosystems and the platforms others miss.

Five contracts, or one.

Most organisations assemble their media picture from parts — a broadcast vendor here, a print bureau there, a social tool, an aggregator, a translation layer. Every join costs something: metrics that don't reconcile, feeds on different clocks, quality that changes hands.

Locus Elite is built as one supplier. Every media type captured by our own pipeline — no subcontractors — measured by one methodology, and served through one platform and one API. One supplier to hold accountable, end to end.

THE COVERAGE BEHIND EVERY ROW

1B+

social accounts

100K+

online news sources

100K+

communities & review platforms

10K+

print titles & podcasts

600+

TV channels & radio stations

200+

languages

200+

countries

20 yrs

of searchable archive

Put us in the evaluation — line by line.

Send us your RFP capability matrix and we will complete it, with evidence for every row: live demonstrations, methodology documents, references at the level your evaluation requires.

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