



Babelscape and Atex: AI Text Analytics for Publishers

“Atex adds a new ‘Text Analytics and Smart Tagging’ module to their AI-powered publishing platform. This new feature specifically uses multilingual natural language processing (NLP) to process text in any language, and extract key concepts, entities and domains, to then recommend accurate taxonomic labels, so editors can improve content discoverability, and increase publisher revenues.”

Artificial intelligence (AI) is revolutionizing the way we live, work, and interact. This is why Atex decided to create the [Atex AI](#) Platform, a technological and innovative laboratory within Atex, dedicated to the development of use cases that exploit the different potentialities of Artificial Intelligence in the newsrooms. Among these use cases, smart tagging allows publishing archives to be categorised automatically, saving time and resources.

To help accomplish this, they looked to their longtime partner Babelscape, is a leading AI research company recognized for commercializing their innovative multilingual deep learning technologies to meet the growing needs of global Fortune 500 businesses.

[Professor Roberto Navigli](#), researcher, innovator, and Babelscape co-founder, leads a team of developers that include multiple PhD industrial engineers, to build cutting-edge, state-of-the-art, multilingual semantic software. Their products improve natural language processing and understanding by leveraging the latest research and techniques (including machine and deep learning, symbolic AI and neural networks).

Professor Roberto Navigli, Chief Researcher and Co-Founder of Babelscape:

“We’re proud to be working with Atex to leverage our AI-powered multilingual text analytics capabilities, to bring new powerful features to their platform users. These new tools not only add efficiency and cost savings to their editors work flows, but also increase the audiences for the content published on their CMS, by making it more discoverable through ‘smart tagging’.”

Michele Alessandrini, Chief Technology Officer of Atex:

“Atex built the Atex AI Platform to allow their customers to access all the benefits of artificial intelligence in an easy, controlled and integrated way. The partnership with Babelscape allows us to plug their experience into the workflows of our customers by creating a feedback loop between the algorithms and the data. The result is to be able to offer a service not just able to interpret a language but to do so within the context of our publishers’ domains.”

More About Atex:

[Atex](#) is a leading software company selling solutions for media-rich industries. We are committed to helping companies build revenues and reduce costs through products that are increasingly personalized, localized, collaborative, contextually relevant, and available on demand.

With hundreds of customers worldwide, Atex solutions power the whole content and advertising management workflow, from production to delivery on digital and print channels, of some of the most prestigious, high-performing, and award-winning media-focused companies. Atex is a member of Constellation Software, a leading global software and services provider based in Toronto, Canada.

To speak to a member of the Atex AI team: malessandrini@atex.com

More about Babelscape:

[Babelscape](#) is a deep-tech company focused on multilingual Natural Language Processing, with the mission of enabling multilinguality and understanding in applications which deal with text and speech. Thanks to research from the internationally renowned Natural Language Processing research group headed by prof. Roberto Navigli at the Sapienza University of Rome.

Babelscape’s partners and clients include: [ADOBE](#), [EUIPO](#), and non-profit research organizations and public institutions.

Keep up to date with developments at Babelscape by signing up to their newsletter, [here](#).

For press inquiries or to speak with a member of the Babelscape team, please email: info@babelscape.com

