



CARMA Press Office
Pilar Jiménez
Marketing Executive
E: pilar.jimenez@carma.com

CARMA launches AI Dashboard revealing who's shaping the conversation at Web Summit 2025

29 OCTOBER 2025, LISBON: Leading global media and reputation intelligence provider, [CARMA](#) will unveil a new AI-powered Dashboard at Web Summit 2025, designed to show, in real time, how global media, startups and industry leaders are shaping the narrative of the event.

The live dashboard will be on display at E109, giving visitors an exclusive look at how AI can turn media coverage into intelligence. As one of the world's biggest technology gatherings, Web Summit generates thousands of stories each day and influence evolves by the minute. CARMA's AI Dashboard will show who's winning attention and who's earning respect, ultimately revealing whether a brand's Web Summit presence is building trust and differentiation.

“At Web Summit, conversations move fast and so does reputation,” said **Timothy Webb, CEO of Europe and Americas at CARMA**. “For over 40 years, CARMA has helped PR and communications leaders make smarter decisions by turning complex data into strategic insight. Our AI Dashboard continuously analyses media and social media coverage to show who's shaping conversations, helping startups, investors and brands see their visibility and sentiment evolve in real time and understand what's driving it.”

The CARMA Web Summit AI Dashboard draws from global, multilingual media coverage, using advanced AI-driven tagging and sentiment analysis to reveal who's creating impact. It delivers real-time intelligence by tracking every relevant mention of Web Summit 2025 across tier one media.

Through smart filtering, the AI removes noise and focuses only on meaningful stories linked to actual participation, giving a clear view of what's driving attention. The dashboard also provides reputational insights, showing how Web Summit is shaping perceptions across six key pillars: Products, Culture, Sustainability, Conduct, Performance and Vision.

Dynamic organisation tagging highlights which startups, enterprises and investors are gaining traction, while thematic mapping uncovers emerging trends across major event topics such as Generative AI, Sustainability and the Future of Work.



CARMA Press Office
Pilar Jiménez
Marketing Executive
E: pilar.jimenez@carma.com

By translating real-time data into context, the CARMA Web Summit AI Dashboard helps organisations understand not who's visible, but also who's credible. Find out more about CARMA's Web Summit AI Dashboard here: [See Who's Really Shaping the Conversation at Web Summit 2025](#)

[ENDS]

Notes to editor

For more information, please contact Pilar Jiménez (pilar.jimenez@carma.com) or Olivia Evans (carma@stormcom.co.uk)

About CARMA

CARMA is a media intelligence service provider helping its clients to operate strategically and demonstrate success with industry-leading media monitoring and communications evaluation, visit: <http://www.carma.com>