

How Social Listening Helped Anticipate and Mitigate Crisis Risks at Eurovision

How Senthorus and Onclusive combined social listening and cybersecurity to prevent a reputation crisis during a global event watched by 180 million viewers



“This system allowed us to remain constantly vigilant by combining reputation analysis with cybersecurity. Anticipation was key: we were able to take action proactively, before risks escalated into a crisis.”

Édouard Forler, Senior Manager of Cybersecurity, Senthorus

About SENTHORUS

Senthorus is a next-generation Security Operations Center (SOC) and a subsidiary of ELCA Security, fully operated and hosted in Switzerland. Specializing in 24/7 threat monitoring and detection, the company helps organizations protect their IT, OT, cloud, and endpoint environments while ensuring complete data sovereignty. Its proactive approach enables it to anticipate, detect, and neutralize increasingly hybrid threats.



Challenge: Securing a High-Stakes Global Event

With over 180 million viewers and global media exposure, the 2025 Eurovision Song Contest held in Basel emerged as one of the year's most sensitive cultural events. The contest brought together multiple risk factors: geopolitical tensions, mobilization of activist groups, identity-based stances, and the massive circulation of unverified information.

In this context of intense media scrutiny, controlling the narrative became critical to preserving the event's credibility and image, making crisis anticipation essential.

The central challenge

Organizers were facing an unstable information environment: a surge in conversations and controversies on social media, high risks of misinformation—sometimes generated or amplified by AI—attempts at coordinated activism capable of influencing public debate, and cyber threats targeting critical digital systems (voting systems, official websites, social media accounts).

Traditional monitoring was no longer sufficient, and it became necessary to anticipate crisis dynamics rather than manage them after the fact.

Objectives

1. Continuous Conversational Monitoring - Monitor social media, online media, and sensitive spaces in real time

2. Detection of Weak Signals - Identify early indicators related to geopolitical tensions, activism, and identity-based stances

3. Influencer Mapping - Understand amplification mechanisms and relay networks

4. Cyber Threat Intelligence - Detect phishing attempts, fake websites, digital identity theft, and sabotage attempts

Solution: An Integrated Intelligence and Security Framework

Between December 2024 and May 2025, Senthorus leveraged Onclusive's social listening and media intelligence tools to deploy a coordinated system combining sentiment analysis and cybersecurity.

This initiative was built on several pillars operating in progressive escalation cycles, with near-real-time monitoring as the final phase approached.

- In-Depth Media and Social Monitoring**

More than a dozen monitoring channels have been activated, providing comprehensive coverage of sensitive platforms, media, and digital spaces. Onclusive's solutions have enabled us to identify emerging conversations and analyze their tone, speed of spread, and potential impact to inform strategic decision-making.

Discover with our experts how **Onclusive Social and AI Sentinel** detect key signals and alert your teams in real time so they can take effective action.

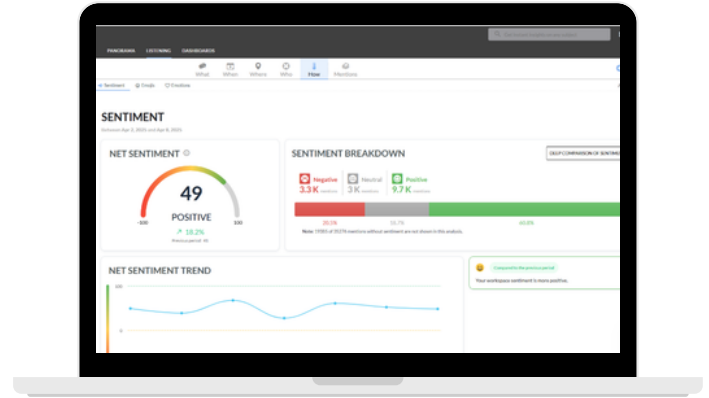
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- **Advanced Threat Analysis**

Cyber Threat Intelligence analyses have detected phishing attempts, fake websites, digital identity theft, and sabotage attempts targeting critical voting and communication systems.

- **Progressive Intelligence Cycles**

The intensity of monitoring increased systematically as the event approached, with near-real-time monitoring during the final week enabling immediate intervention if necessary.



Results: Crisis Prevention and Reputation Protection

This phase of the project highlights the tangible impact of the strategy implemented, both in terms of information management and cybersecurity. Through a proactive and coordinated approach, the organizers were able to prevent crises, contain emerging threats, and sustainably protect the event's reputation amid intense media and digital exposure.

Early identification of coordinated disinformation campaigns targeting multiple candidates and delegations

Defusing waves of controversy before they escalate

Detection and neutralization of phishing attempts and fake websites related to voting

Managing cyber risks without disrupting critical systems

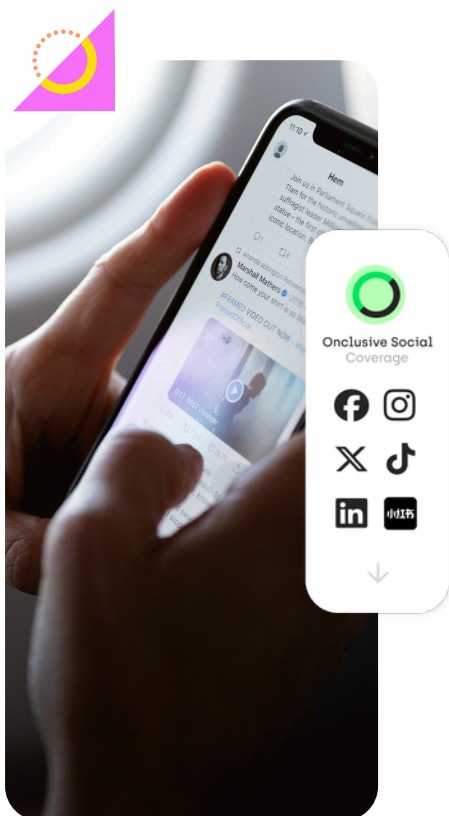
Maintaining the reputational stability of Eurovision 2025 despite a highly exposed environment

▶ The final took place without any major incidents or media escalation, in an atmosphere of trust for organizers, broadcasters, and the public.

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Onclusive Social uses AI Sentinel to monitor social media activity in real time, predicting and alerting you to sudden spikes in mentions on any topic. Be the first to know about new trends, crises, or buzz, and respond quickly and effectively.

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Discover our expertise in social media and market analysis through detailed reports on earned and owned media:

- In-depth analysis of consumer needs
- Brand share of voice
- Issues and challenges for brands
- Interactions and engagement between audiences and social media accounts
- Factors influencing reputation
- Customer and consumer insights
- Analysis of opinion leaders and influencers
- Customer reviews of your products

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About Onclusive

Onclusive is a global leader in media intelligence technologies and services, dedicated to supporting professionals in public relations, communications, and marketing. We offer innovative solutions, human expertise, and unmatched media reach through a suite of media management, monitoring, and analytics tools that cover every stage of the communications cycle. Our unified platform and services enable our clients to make fast, accurate, and data-driven decisions regarding their communication and marketing strategies, empowering them to demonstrate and optimize their value.