

# Recorded Future (a company)

**Recorded Future** is a temporal analytics engine that evaluates topics of interest. The topic's exposure and conversation in the media generate a timeline, activity line and sentiment temperature index that one might predict future activity from.

The Recorded Future site suggests some potential uses of their services:

- Financial Analysis & Trading
- Competitive Intelligence Research
- Brand monitoring

For instance, if you are a practice thinking of adding botox administration to your services and wondered if the market for botox was cooling, you could pose your question to Recorded Future and they could give you the historical data on where botox has been and possibly, where it's going. More adoption? Adoption by younger people? Greater penetration on the East Coast than the West Coast, etc.