



World Association  
of News Publishers



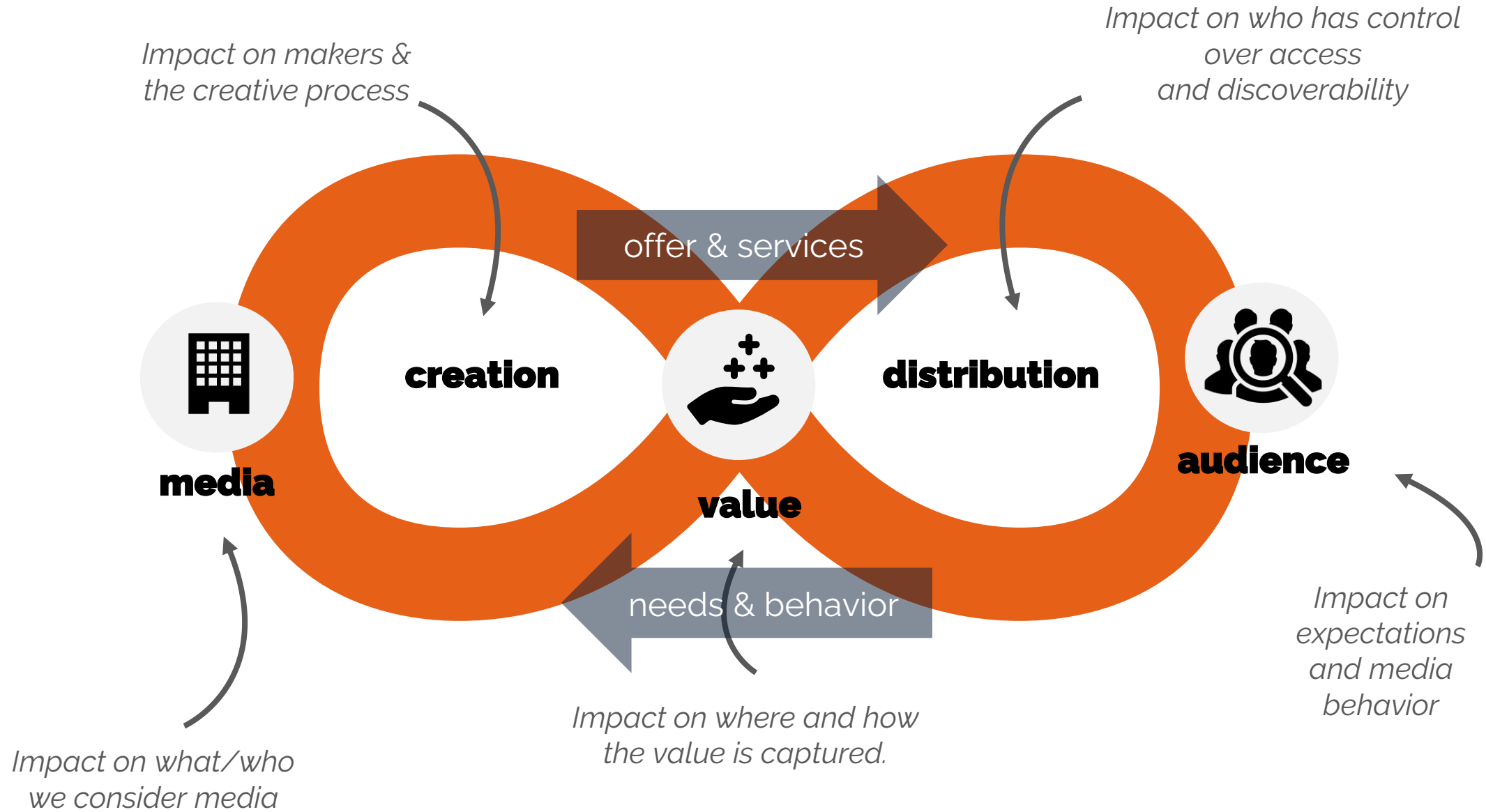
# New Strategic Dimensions

Ezra Eeman, Director of Strategy & Transformation, NPO

Ai Forum, Paris, 20 Nov 2024



# Impacting media



# The third wave of media transformation

## Traditional Media



- ✓ Created by professionals
- ✓ Days to weeks to produce
- ✓ Physical distribution,
- ✓ Mass-market focus
- ✓ Fixed, static formats



1950-2000s

## Digital Media

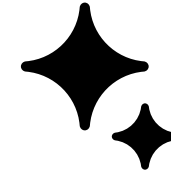


- ✓ Mix of pro + user content
- ✓ Hours to days to produce
- ✓ Multi-device distribution
- ✓ Segmented approach
- ✓ Responsive formats



2000s-2020s

## AI Media



- ✓ AI generated/assisted content creation
- ✓ Real-time & continuous
- ✓ Hyper-personalized delivery
- ✓ Audience of one
- ✓ Liquid & interactive formats



2020s-...



**For Publishers the Shift  
is no Longer About  
Digital Transformation but  
The Transformation  
of Digital**

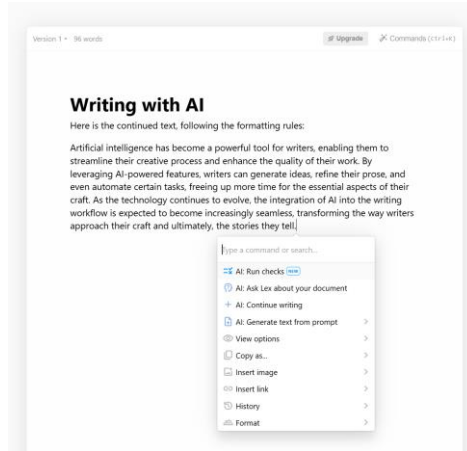
# New Creative Dimensions

AI for everyone



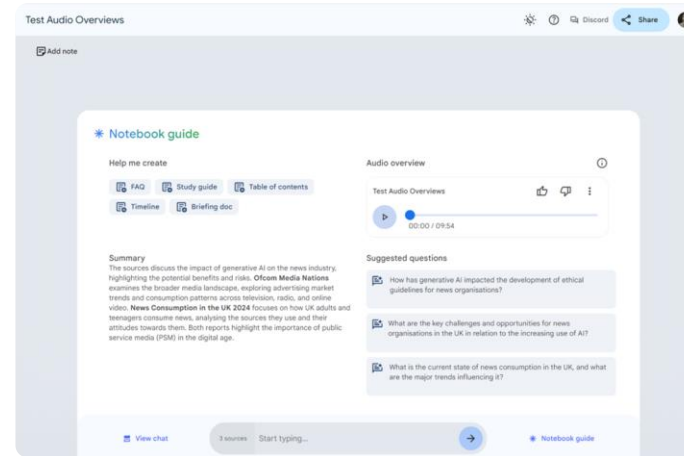
# The big promise: anything can be generated

## Text



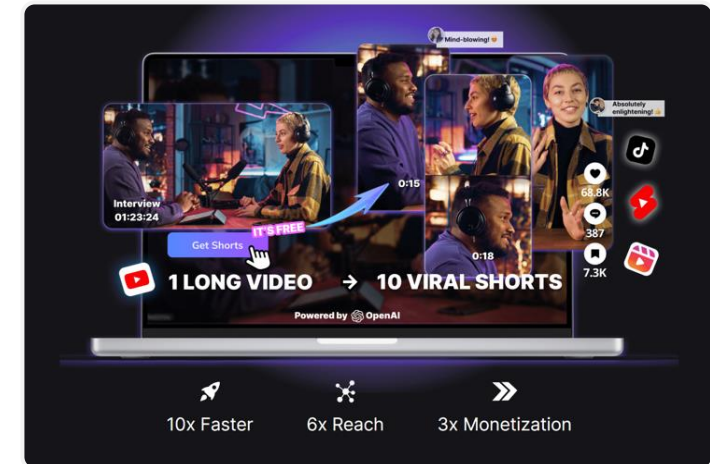
- News articles & updates
- Headlines & subheadings
- Social media posts & captions
- Newsletter content
- SEO descriptions
- Metadata
- ....

## Audio



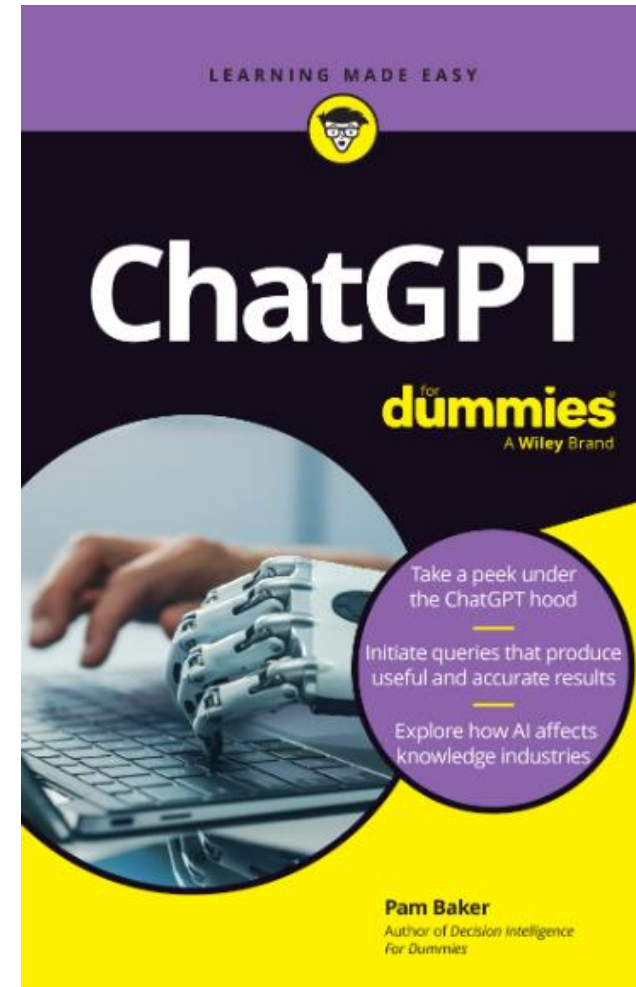
- Interview transcriptions
- Podcast scripts
- Voice-over narration
- News briefings & bulletins
- Audio translations
- Dubbing
- ...

## Video

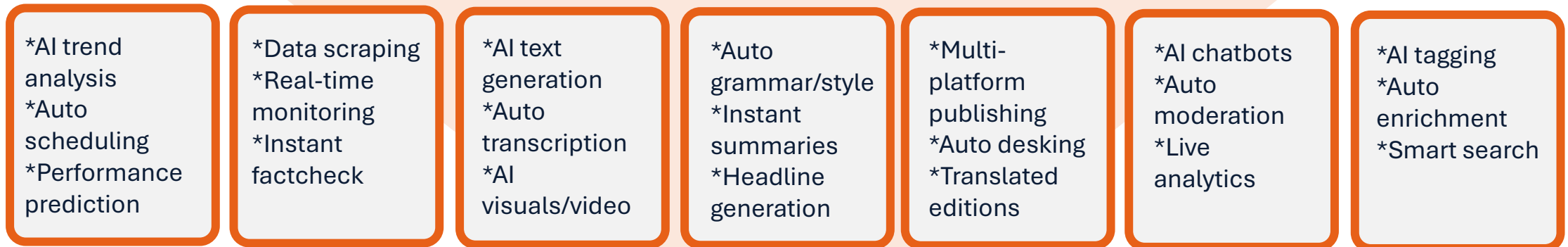


- Short-form news clips
- B-roll footage
- Animated infographics
- News presenter avatars
- Social media stories
- Reels
- ...

# The big disruption: anyone can do it



# The shrinking process

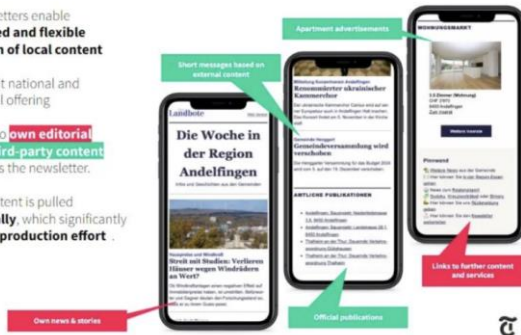


# Some early results

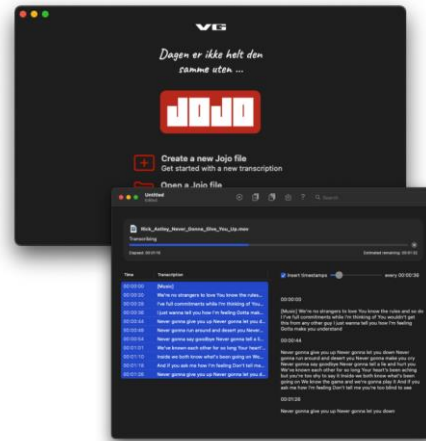


## Close to our readers with local newsletters

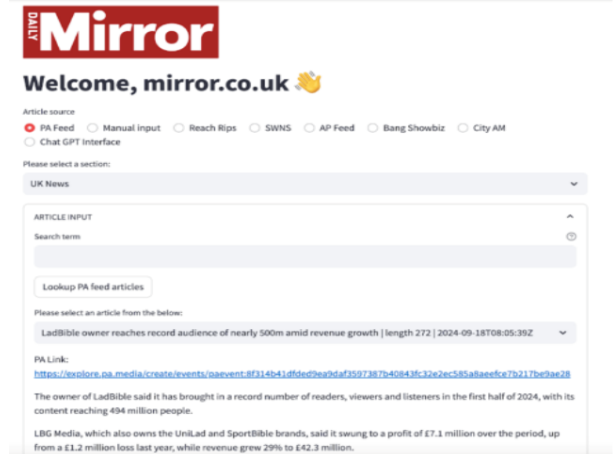
- Local newsletters enable **personalized and flexible distribution of local content**
- Complement national and international offering
- In addition to **own editorial content** **third-party content** supplements the newsletter.
- External content is pulled **automatically**, which significantly reduces the **production effort**.



The production time of local newsletters has been **reduced by 80%**



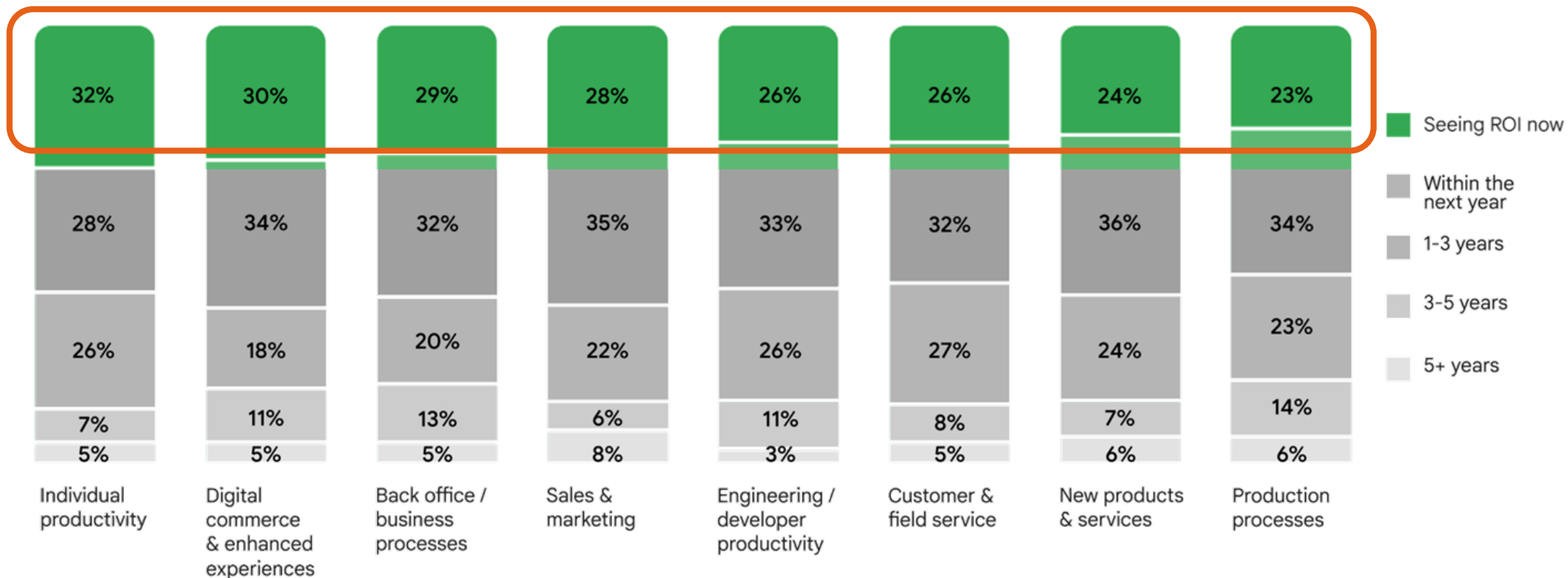
A transcription tool called JOJO has helped to **save nearly 20,000 hours of journalists' time**



The speed of publishing breaking news has **dropped from 9 minutes to just 90 seconds**

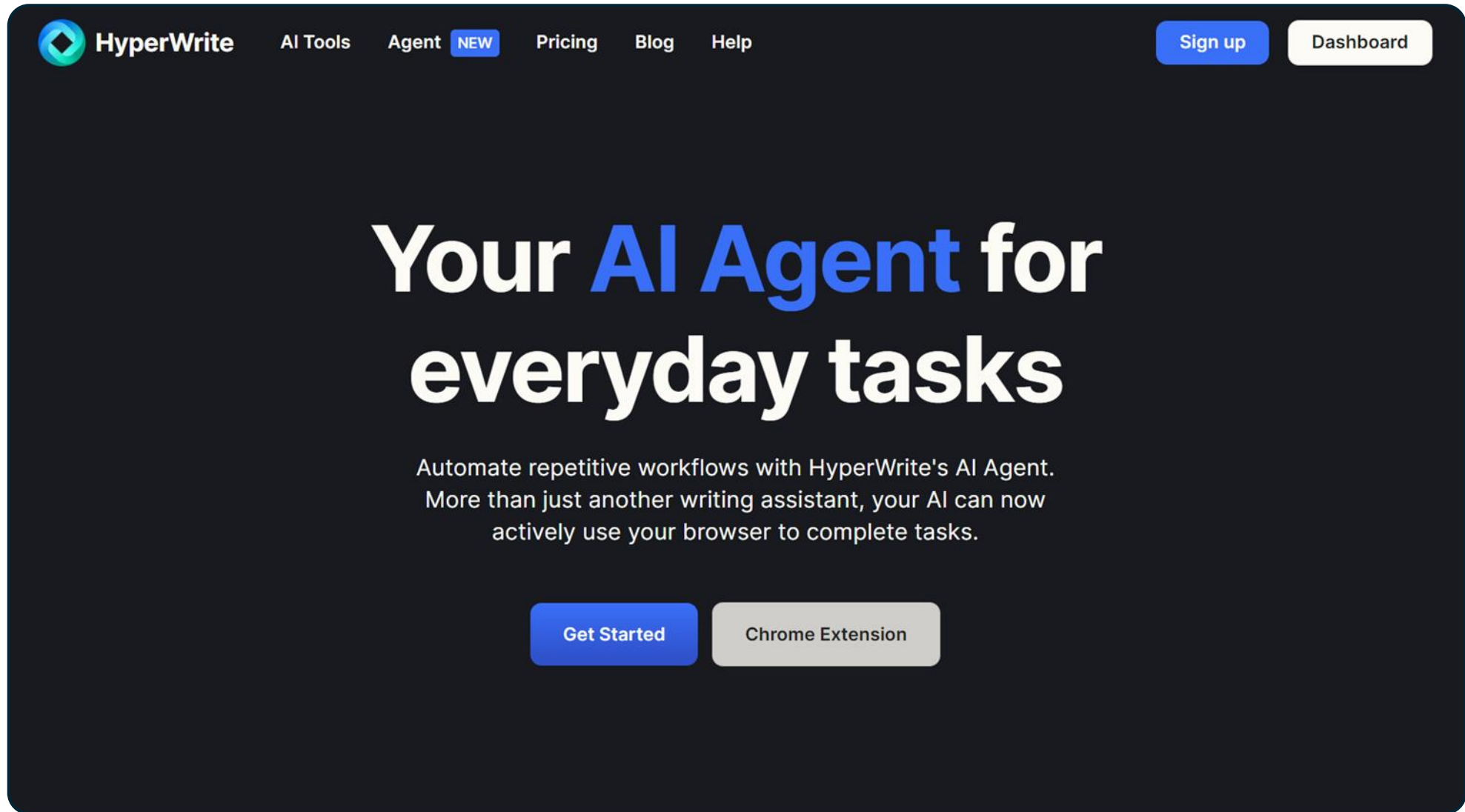
# Early signs of ROI in the media industry

## ROI timeline for gen AI use cases<sup>6</sup>



<sup>6</sup> Media and entertainment organizations currently leveraging gen AI in production that are currently using or planning to use gen AI on use cases: Individual productivity: n=152, Digital commerce and enhanced experiences: n=149, Back office / business processes: n=152, Sales and marketing: n=160, Engineering / developer productivity: n=152, Customer and field service: n=157, New Products and services: n=147, Production processes: n=145

# The promise of agentic AI



The image shows a screenshot of the HyperWrite website homepage. The page has a dark blue background. At the top left is the HyperWrite logo, which consists of a teal diamond shape with a white outline, followed by the text "HyperWrite". To the right of the logo are navigation links: "AI Tools", "Agent" (with a blue "NEW" badge), "Pricing", "Blog", and "Help". On the top right, there are two buttons: a blue "Sign up" button and a white "Dashboard" button with a dark border. The main content area features a large headline in white and blue text: "Your AI Agent for everyday tasks". Below the headline is a sub-headline in white text: "Automate repetitive workflows with HyperWrite's AI Agent. More than just another writing assistant, your AI can now actively use your browser to complete tasks." At the bottom of the main content area, there are two buttons: a blue "Get Started" button and a white "Chrome Extension" button with a dark border.

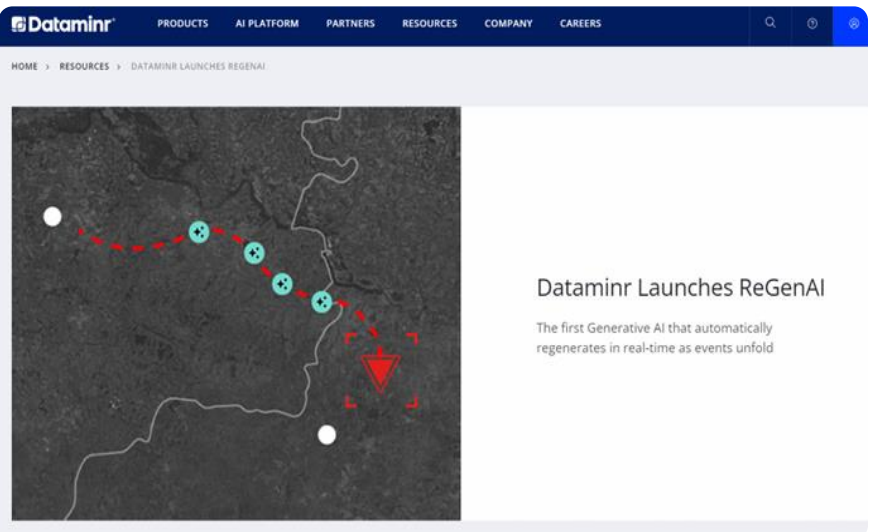
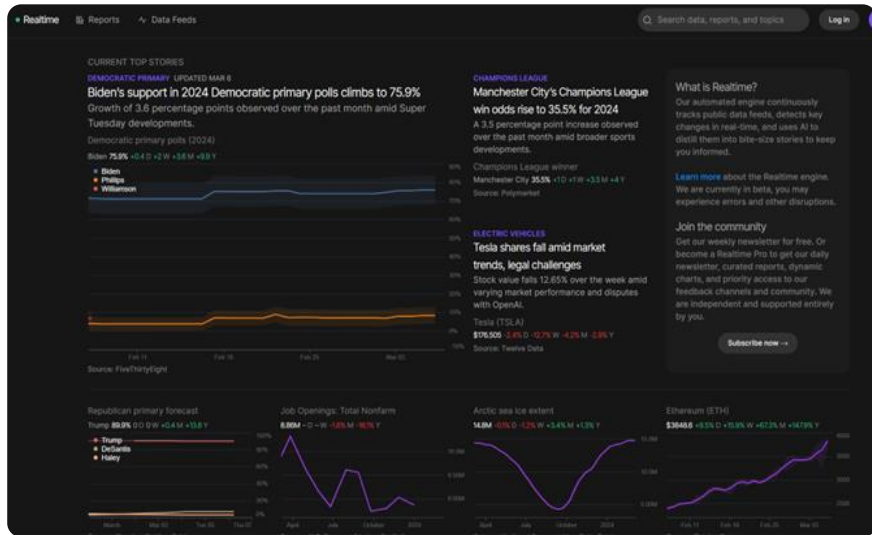
HyperWrite AI Tools Agent **NEW** Pricing Blog Help Sign up Dashboard

# Your AI Agent for everyday tasks

Automate repetitive workflows with HyperWrite's AI Agent. More than just another writing assistant, your AI can now actively use your browser to complete tasks.

Get Started Chrome Extension

# Real time and evolving

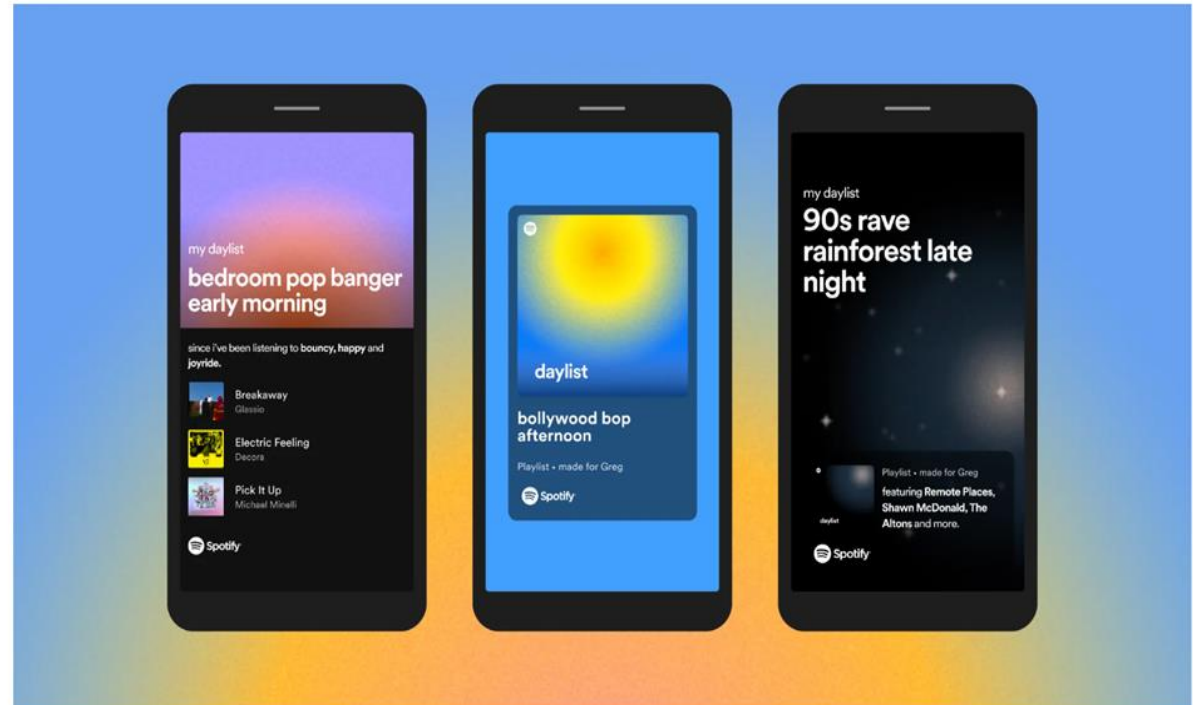


Apps

## Spotify launches its evolving playlist, daylist, globally

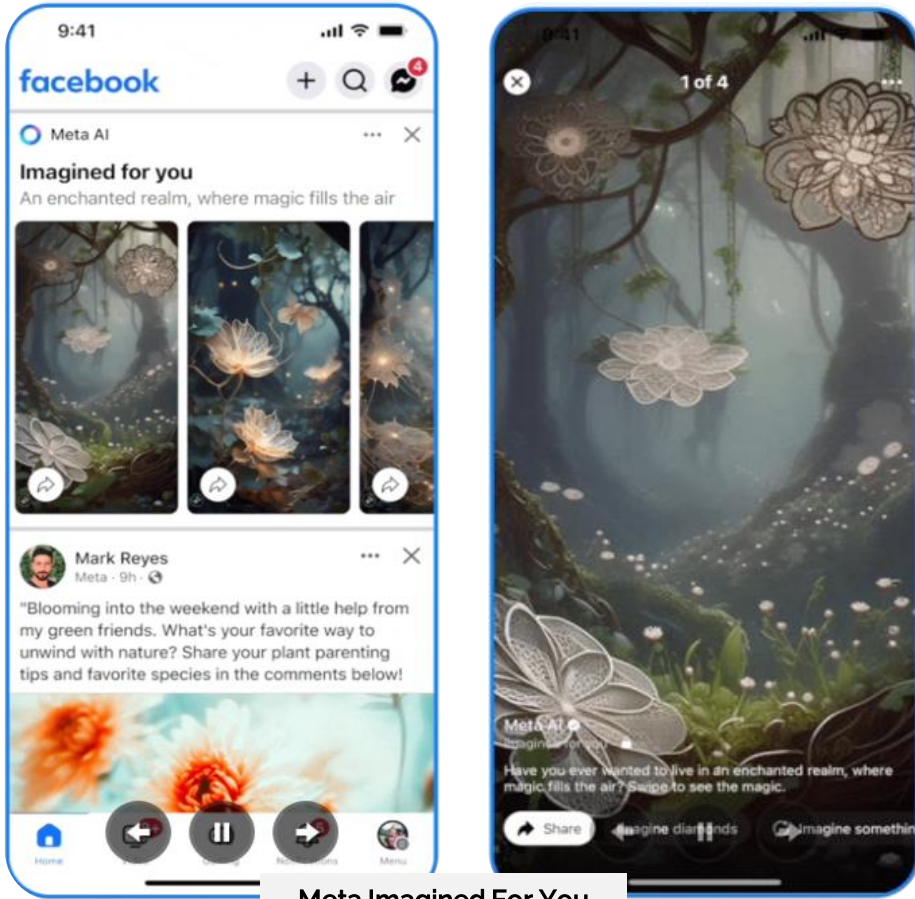
Ivan Mehta / 3:00 AM PDT • September 4, 2024

Comment



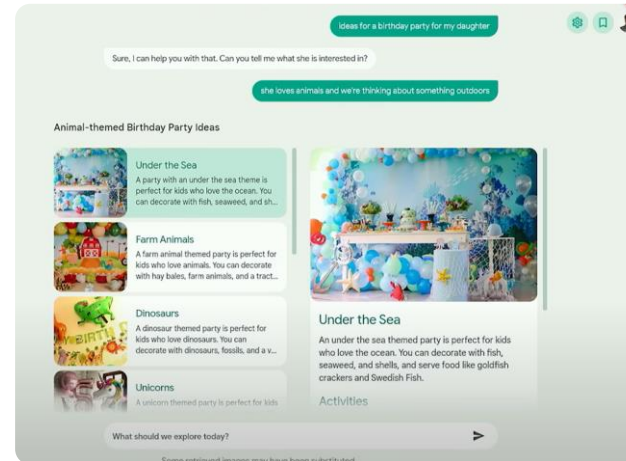
# Imagined for you

Meta

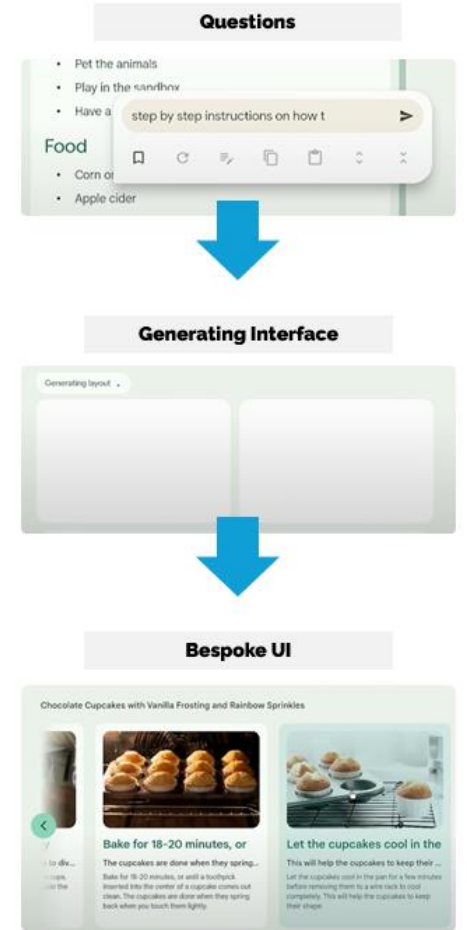


Meta Imagined For You

Google



Google Bespoke UI



# Reality Check



**Far from Perfect**



**Uninspired**



**Noise & Misinfo**

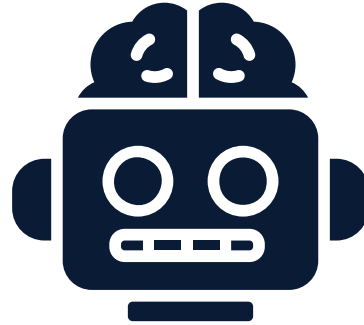
## Increasing noise puts pressure on trust



+40%

DNR 2024

More than 40% of the population (18+) is (a lot) concerned about what is real or fake in terms of online news.



52%

DNR 2024

52% feel (very) uncomfortable with news that is largely made by artificial intelligence.

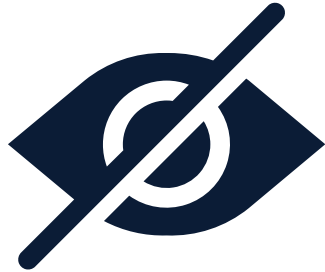


48%

Edelman 2024

48% say they do not trust media to introduce AI innovation that is safe, beneficial, accessible and transparent.

# Increasing 'silent' use



+50%

Semrush State  
of AI 2024

Employees using generative AI at work without employer permission.



64%

Semrush State  
of AI 2024

Employees presenting AI work as their own.

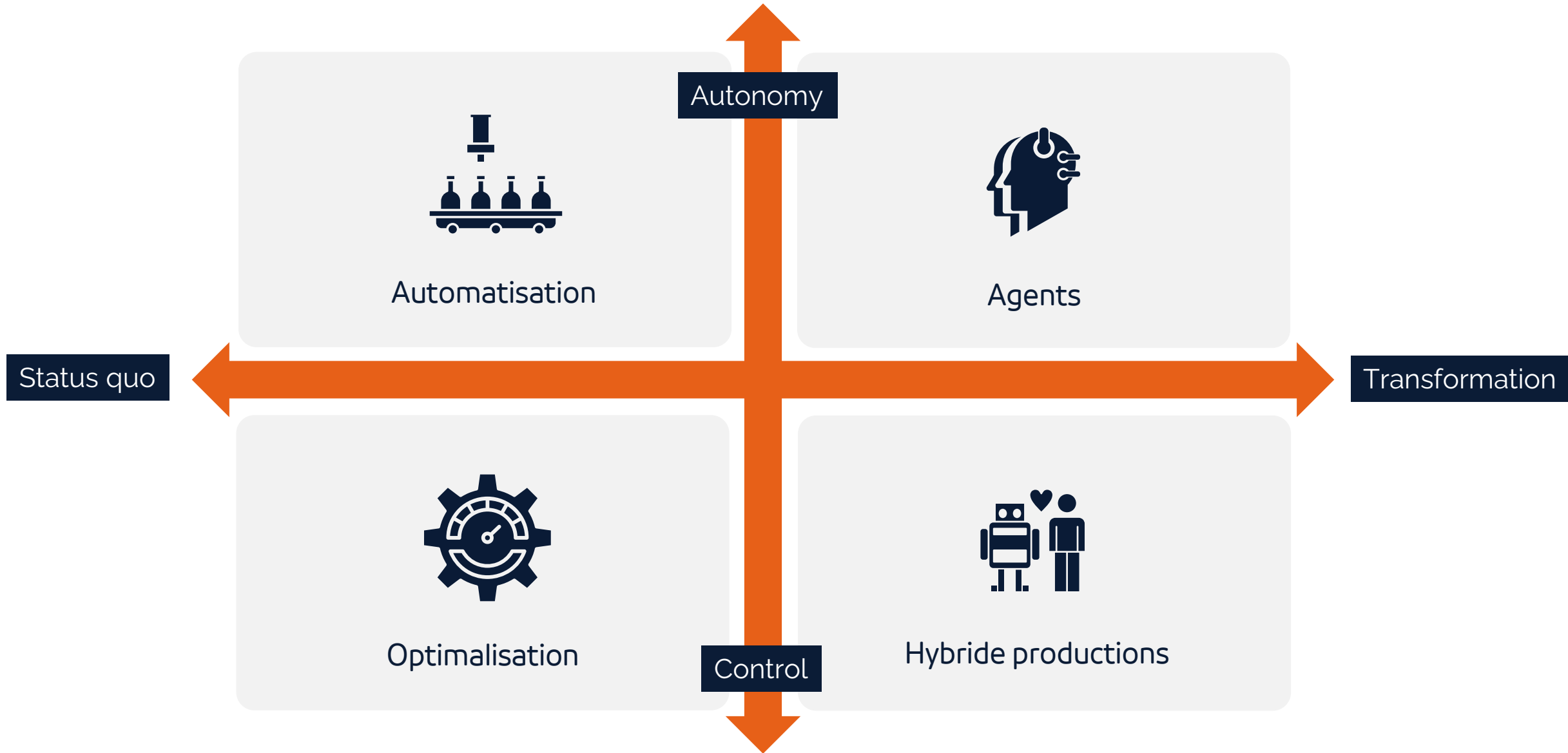


70%

Semrush State  
of AI 2024

Employees without training in ethical AI use.

# Considering where to play



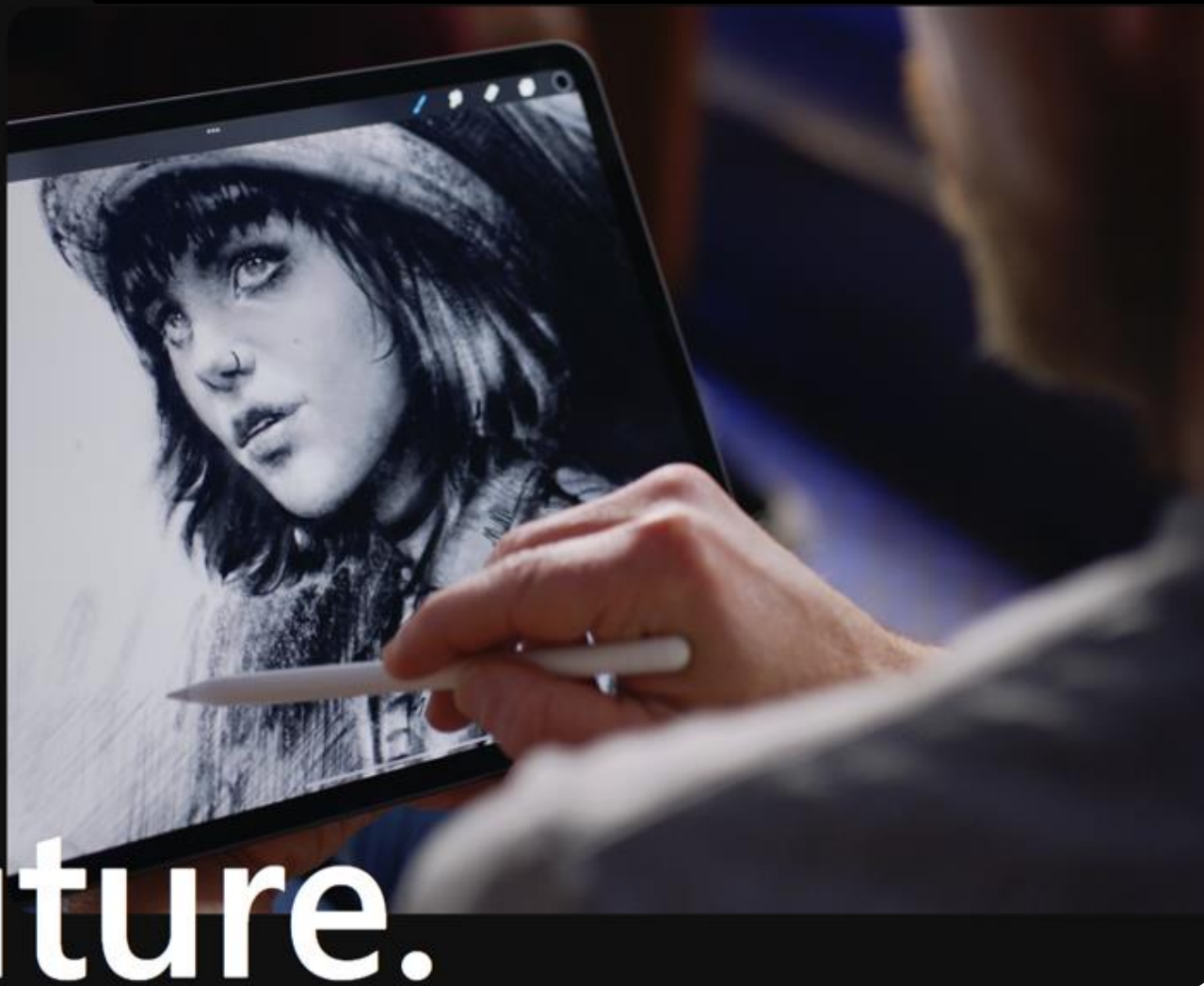
## Consciously say no



*404 Media is reported and written by humans for humans.  
Sign up above for free access to this article.*

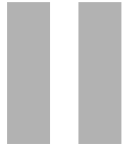
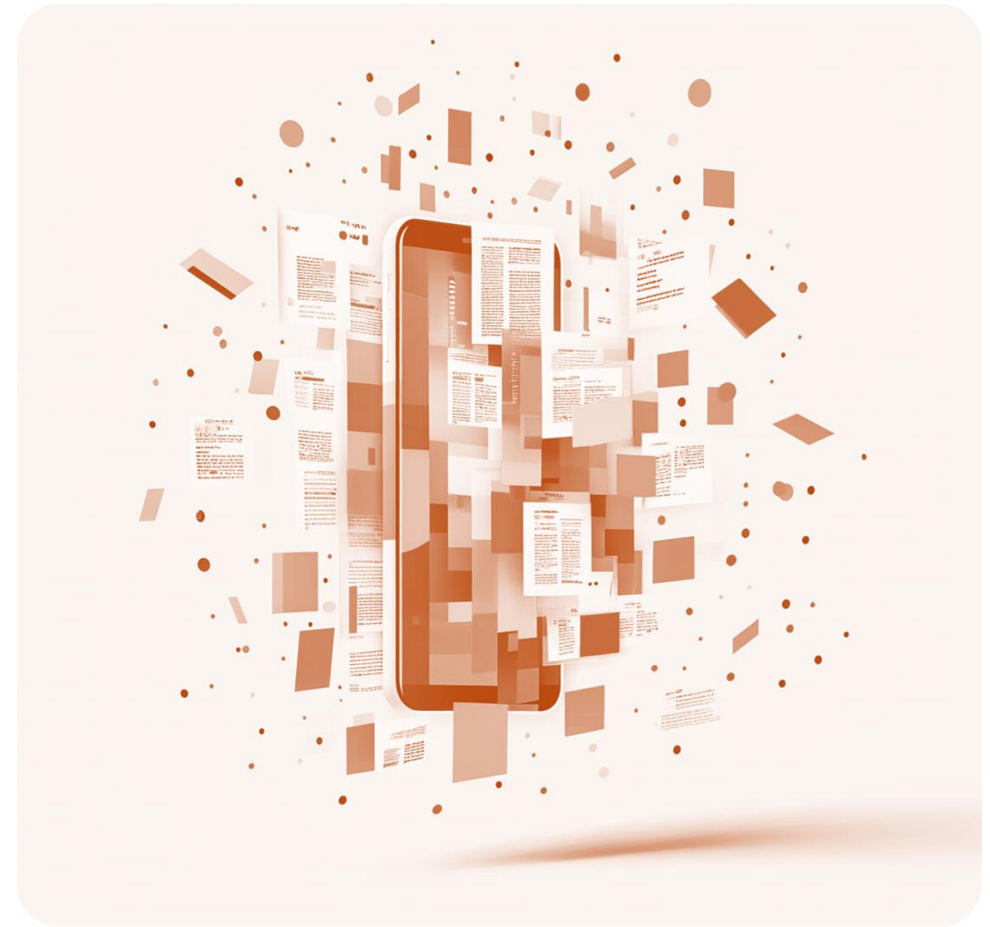
Procreate

AI  
is not  
our future.



# Answering Machines

Competing with gatekeepers  
& endless distribution.



# From search to answering machines



Top stories box with thumbnails

Direct links to multiple primary sources & perspectives

Visible URLs and news organizations

Clear timestamps for each article

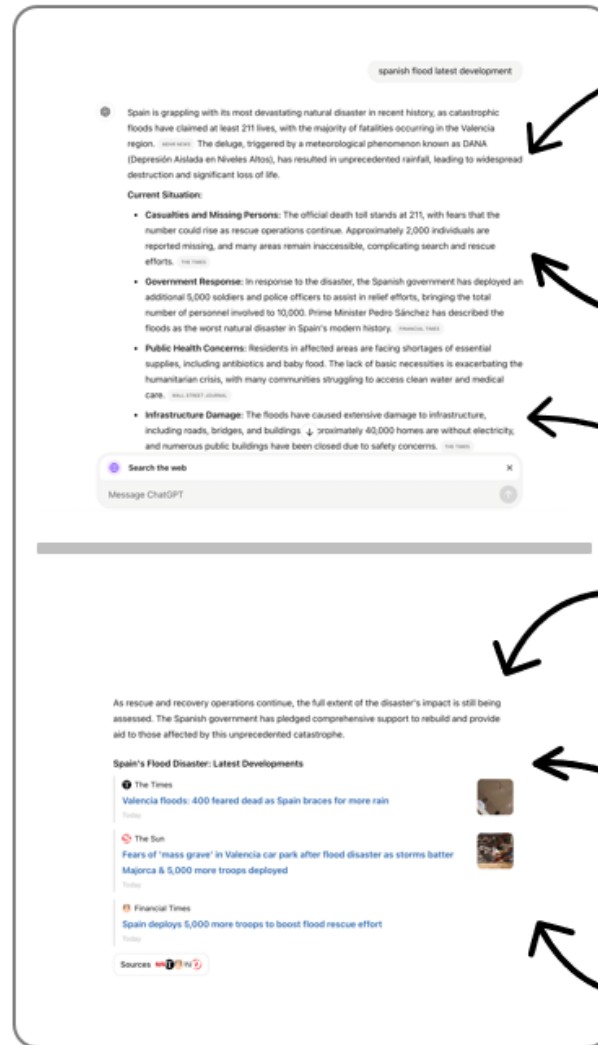
Retains the original headlines

The format inherently suggests there's more to learn by clicking through

above the fold



below the fold



Integrates news into a single narrative

Structured sections and subheadings give quick overview of key aspects

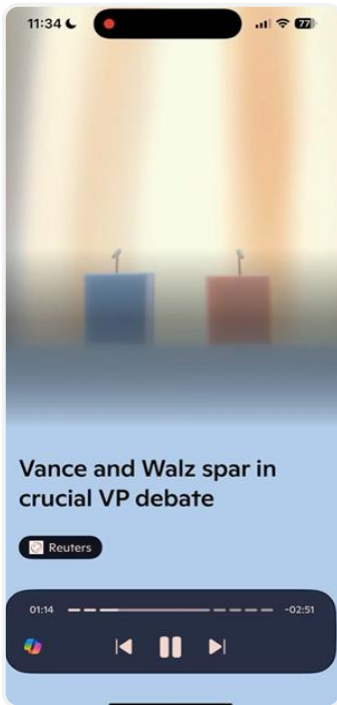
Less clear about exact timing of information

No prominent headlines creating curiosity gap

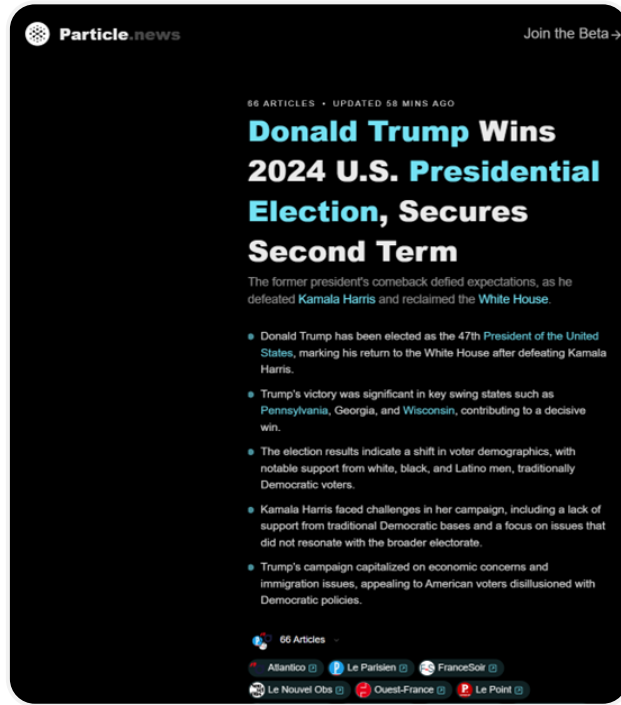
Limited number of sources

Links at the bottom feel secondary

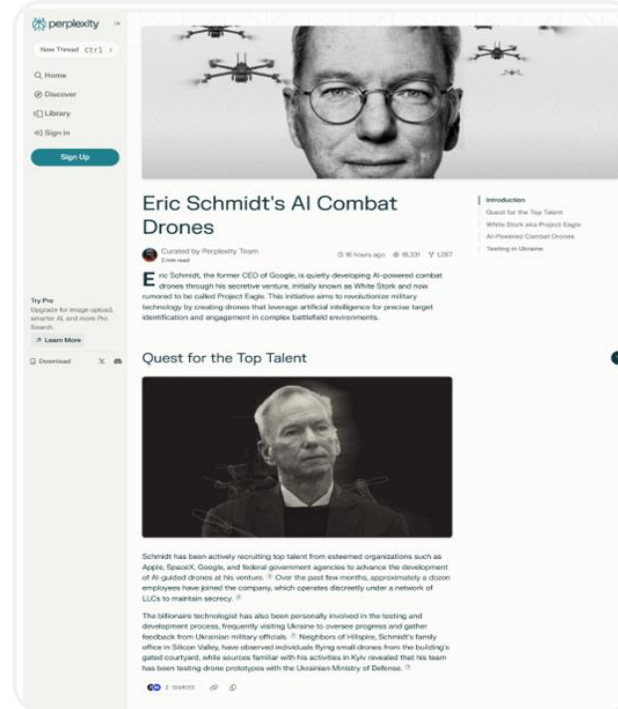
# A growing market of new interfaces for news



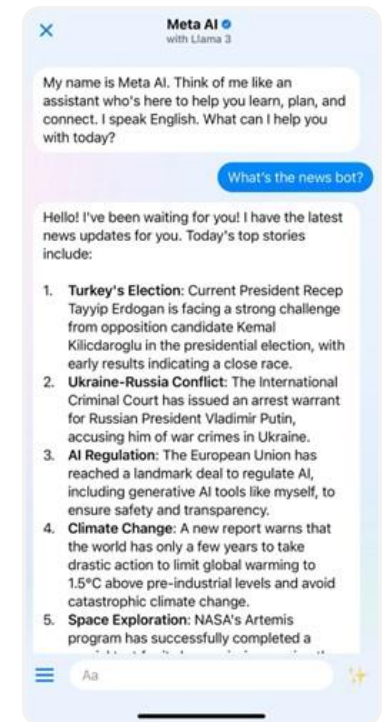
**Operating System Layers**  
**Microsoft Co-Pilot Daily**



**Smart News Aggregator apps**  
**Particle.News**



**AI Model Interfaces**  
**Perplexity**



**Social Media AI Chatbots**  
**Meta AI**

# High-income, high engagement users

Highly-educated, high-income, leaders in their professions

## Our Users (US)

Undergraduate degree

82%

Graduate Degree

45%

Senior Leadership Position\*

30%

High-income white collar\*\*

65%



High-signal queries; high engagement on follow-up questions

## Our Queries (US)

Daily Queries per DAU

7.5

Follow-up Questions

46%

Desktop

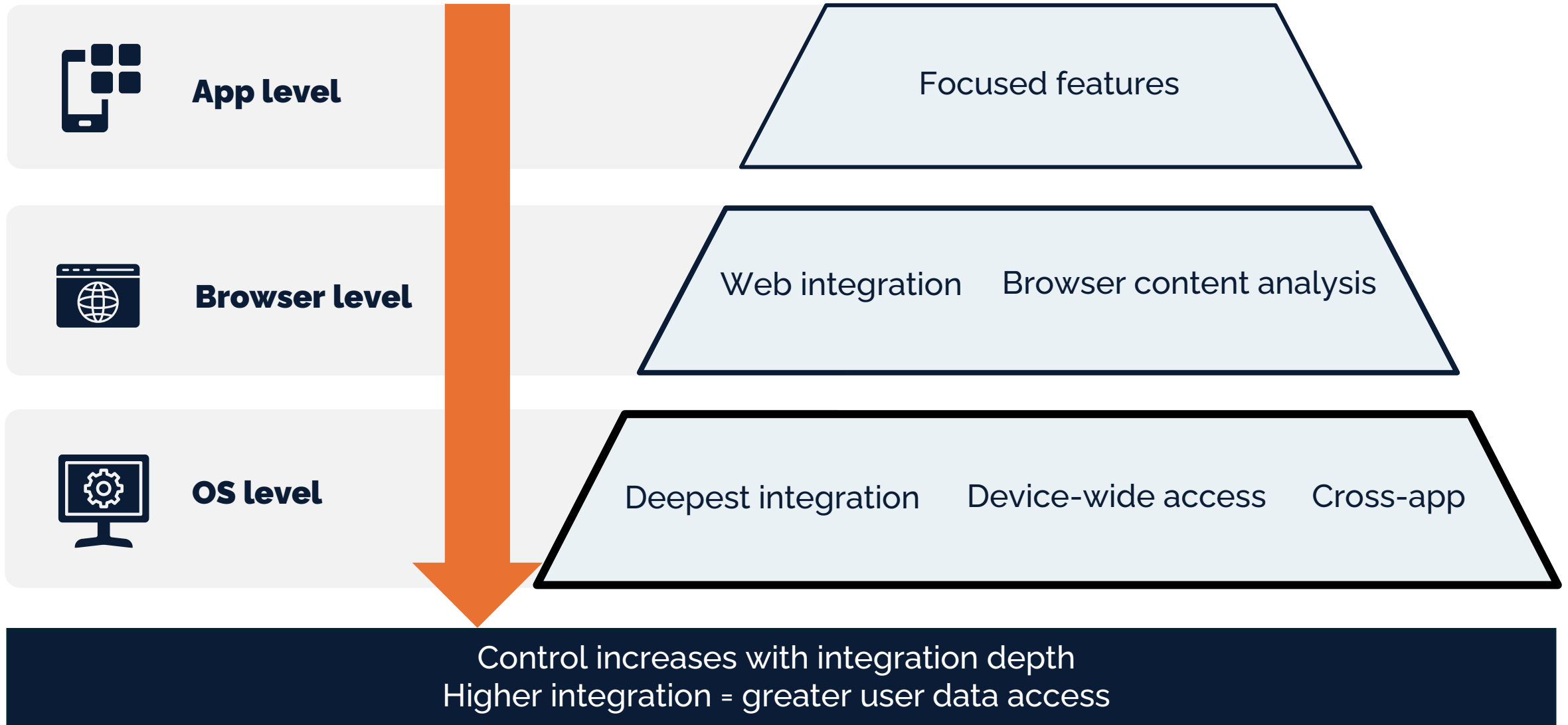
55%

Mobile

45%

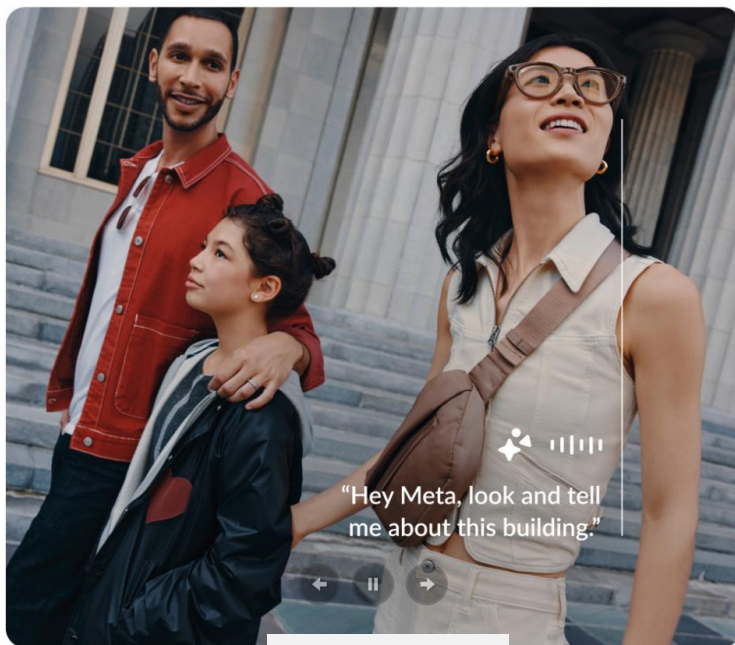


# The battle for the integration level



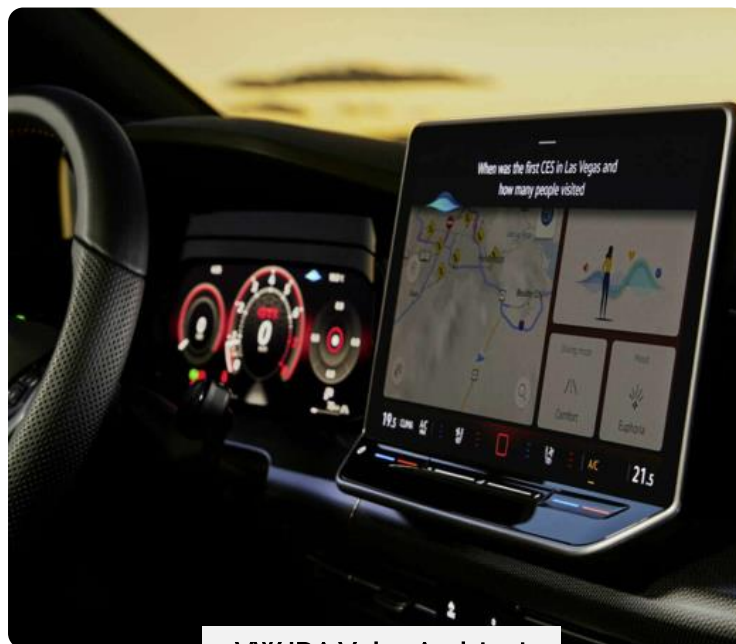
# Beyond the screen

## Smart Glasses



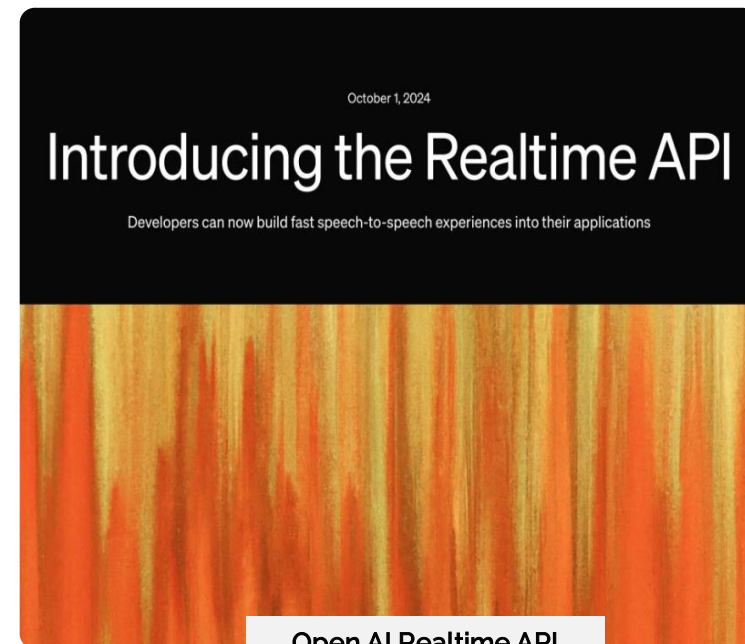
Ray-Ban Meta

## Smart Cars



VW IDA Voice Assistant

## Voice as a Service



Open AI Realtime API


# Opportunities of scale

## Turn 1 video into 20 videos with AI

No more waiting weeks for creators to make videos.

Take 1 source video from a partnered creator (that was filmed perfectly) and instantly turn it into many videos.

All videos are approved (or rejected) by creators prior to usage.

[Watch how it works](#) 



icon

← Videos / Bloom Nutrition



Bloom Video (Final)  
@missbotez



Bloom Video 2  
@missbotez



Bloom Vid Script B  
@missbotez



Bloom Vid Script B (2)  
@missbotez

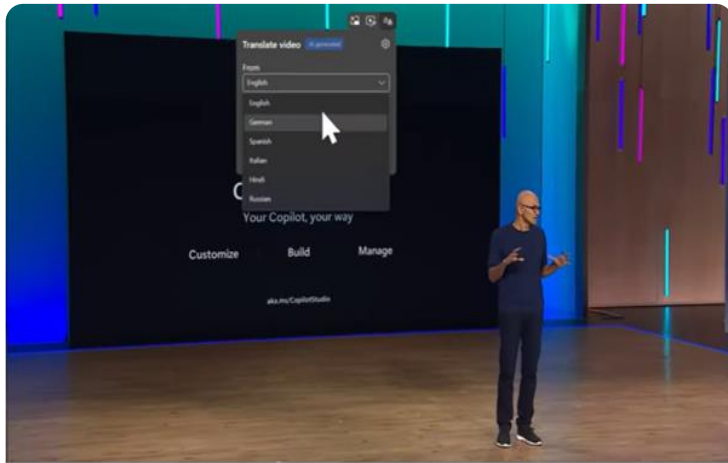


Bloom  
@mis



# New horizons

## Multiple Language Livestreams



### Microsoft Ignite: Day 1 Keynote

Event by Microsoft Cloud

Wed, Nov 15, 2023, 9:00 AM - 10:35 AM (your local time)

2,334 attendees

Share

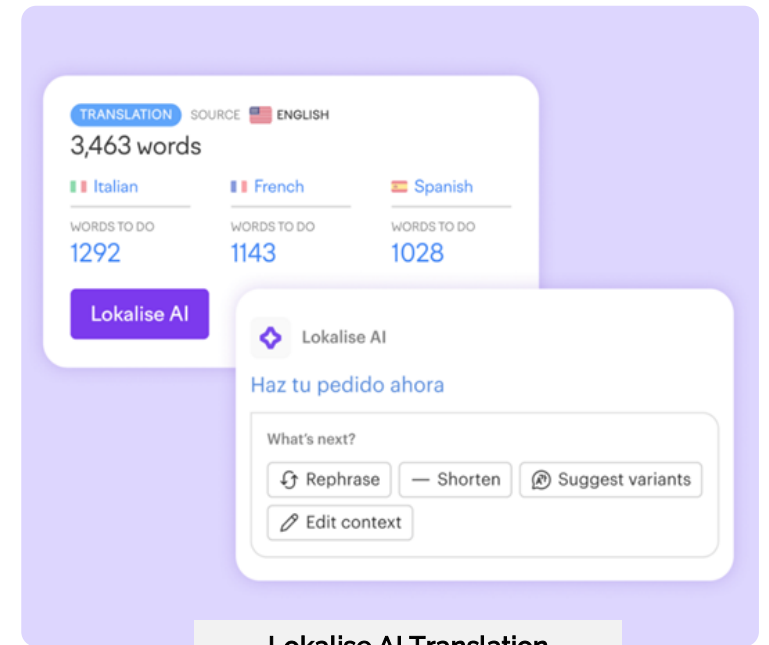
Microsoft Cloud

## Podcast Language Versioning



Spotify Voice Translation

## Localise & Translate at Scale



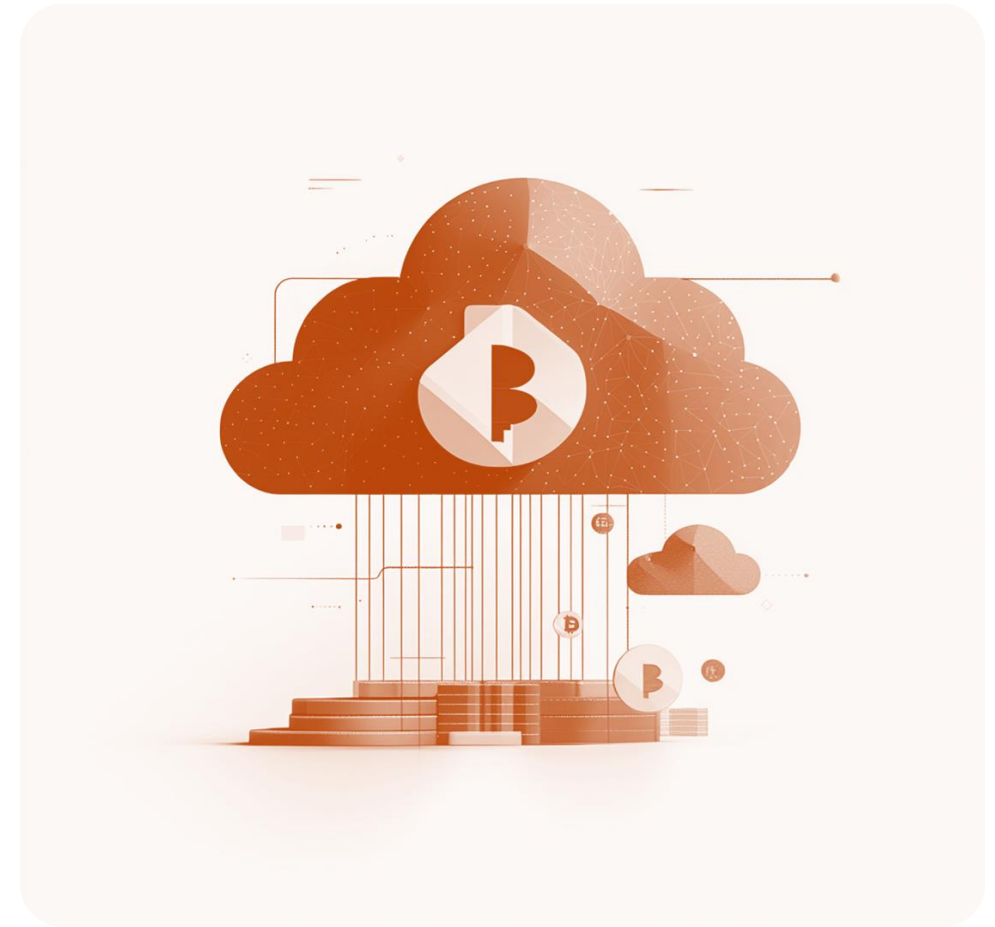
Lokalise AI Translation

# Reality Check



# Capturing Value

The art of the deal



# The original power of the newsroom...



## Traditional Newsroom Process



# ...is shifting to the bookends



**Data**



**Cloud**



 cohere

ANTHROPIC

 Meta

AI21labs

 runway

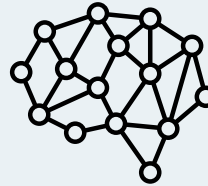
 Grok

 perplexity



Midjourney

**AI Models**



 OpenAI

 Hugging Face

stability.ai

Inflection

**Interface**



**Audience**



**Data**

**\$\$\$**

# Strong assets – weakly defended



## Bad Bot v Good Bot v Human Traffic 2023



32%

Bad Bot



17.6%

Good Bot



50.4%

Human



Percentage change from the previous year

# Limited options

ARTIFICIAL INTELLIGENCE / TECH / LAW  
**Getty Images sues AI art generator Stable Diffusion in the US for copyright infringement**



Getty Images has filed a case against Stability AI, alleging that the company copied 12 million images to train its AI model.

**Major Sites Are Saying No to Apple's AI Scraping**

This summer, Apple gave websites more control over whether the company could train its AI models on their data. York Times and Facebook have already opted out.



BUSINESS

**Publishers Prepare for Showdown With Microsoft, Google Over AI Tools**

Media executives want compensation for use of their content in ChatGPT, Bing and Bard

By [Keach Hagey](#) [Follow](#), [Miles Kruppa](#) [Follow](#), [Alexandra Bruell](#) [Follow](#), [Tom Dotan](#) [Follow](#) and

Updated March 27, 2023 9:40 am ET

February 3, 2023

**The Arena Group Announces Strategic Partnerships With Artificial Intelligence Firms**

The Arena Group today announced strategic development partnerships with two Artificial Intelligence firms – Jasper and Nota – to speed and broaden its AI-assisted efforts in content workflows, video creation, newsletters, sponsored content, and marketing campaigns.

[Read More](#)

shutterstock  
+  
OpenAI

SHUTTERSTOCK PARTNERS WITH OPENAI AND LEADS THE WAY TO BRING AI-GENERATED CONTENT TO ALL [USA - English](#)

FIGHT

PARTNER

# Deal structures

## Basic Deal Components



### Training License

- Access to archives
- One time/annual fee
- Volume/quality based



### Inference License

- Per-use fee
- Citation-based
- Usage tracking



### Ad Revenue Share

- Display-based
- Complex tracking
- Ad placement options

## Additional Components



### Technology Access

- AI-expertise & support
- Dev tools & API access
- Enterprise accounts



### Prominence

- Brand attribution
- Premium links
- Premium sourcing



### Deeper Collaboration

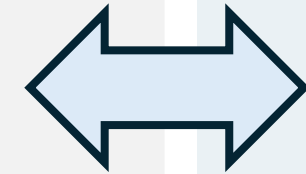
- Product Development
- Format development
- Enhanced Ad targeting
- Content & audience insights

# Partnership dynamics

## Tier 1: Major Publishers

Limited number of major players able to negotiate:

- Direct partnerships
- Custom integrations
- Revenue share
- Visibility & onward journeys



## Tier 2: Regional & Niche Leaders

Publishers with a specialized focus could leverage expertise:

- Quality/focus based partnerships
- Category specific conditions
- Limited revenue share
- Hybrid integrations



## Tier 3: Smaller Publishers

The majority of other/smaller publishers with 'similar' offer:

- "Take it or leave it" terms
- Basic integration = open/closed
- Market places as intermediaries
- Collective action needed for better conditions



**AI Companies**



# Reality Check

## Rewards



**Opportunity to monetize archives in new ways**



**Access to AI capabilities**

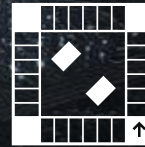


**Prominence in AI-powered search**

## Risks



**Impact on labor**

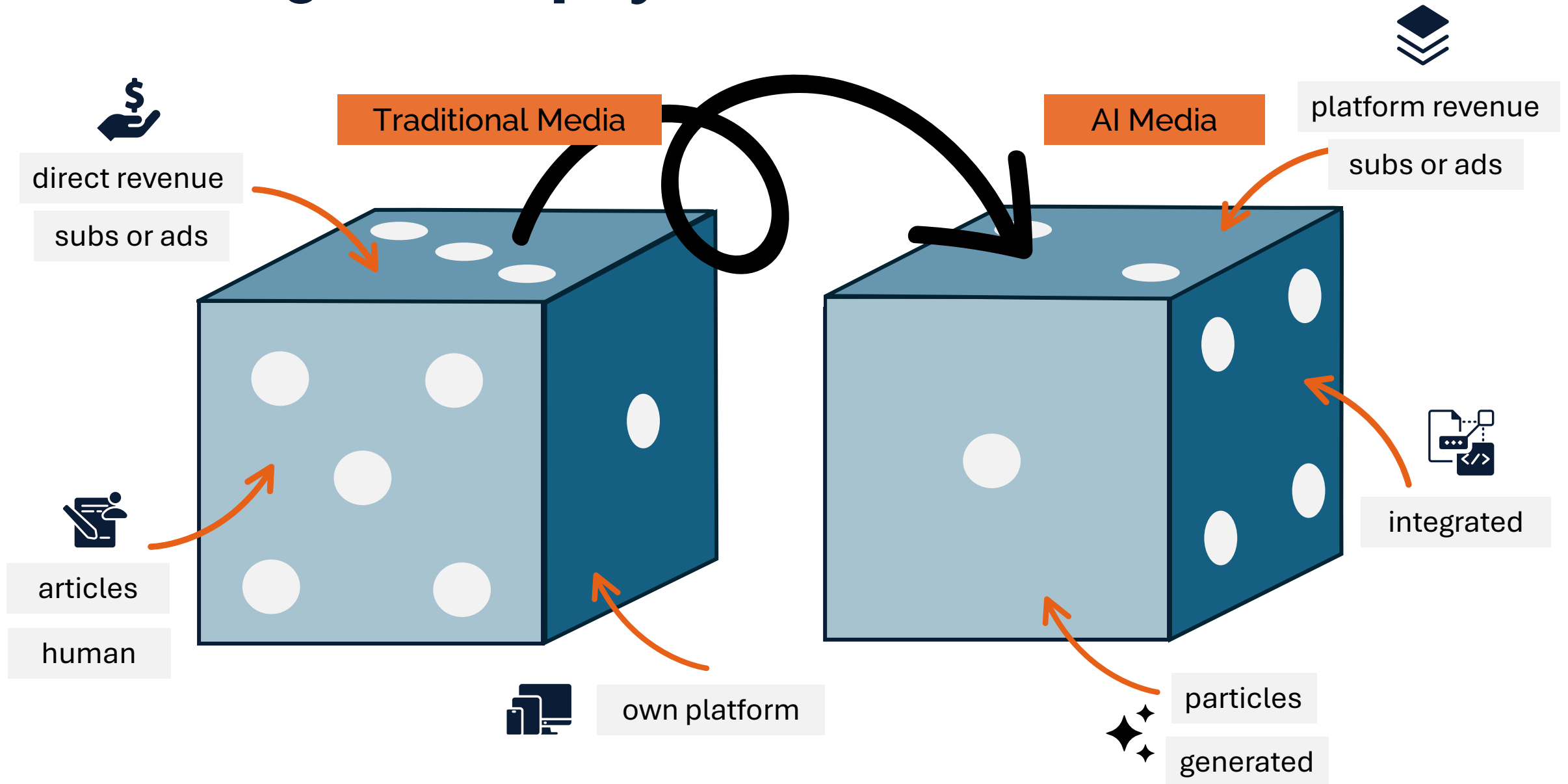


**Short, uncertain & asymmetric deals with monopoly parties**



**Loosing the direct relationship with our audiences**

# Considering where to play

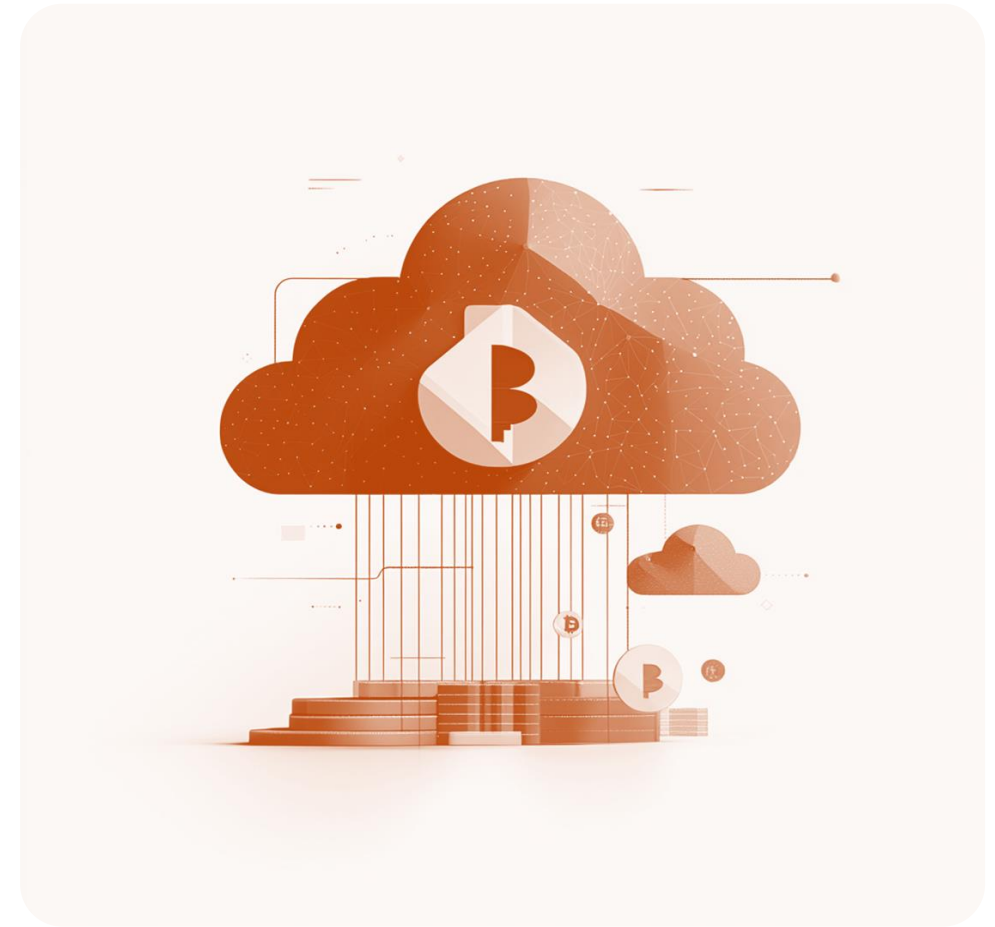


# Considering how to differentiate

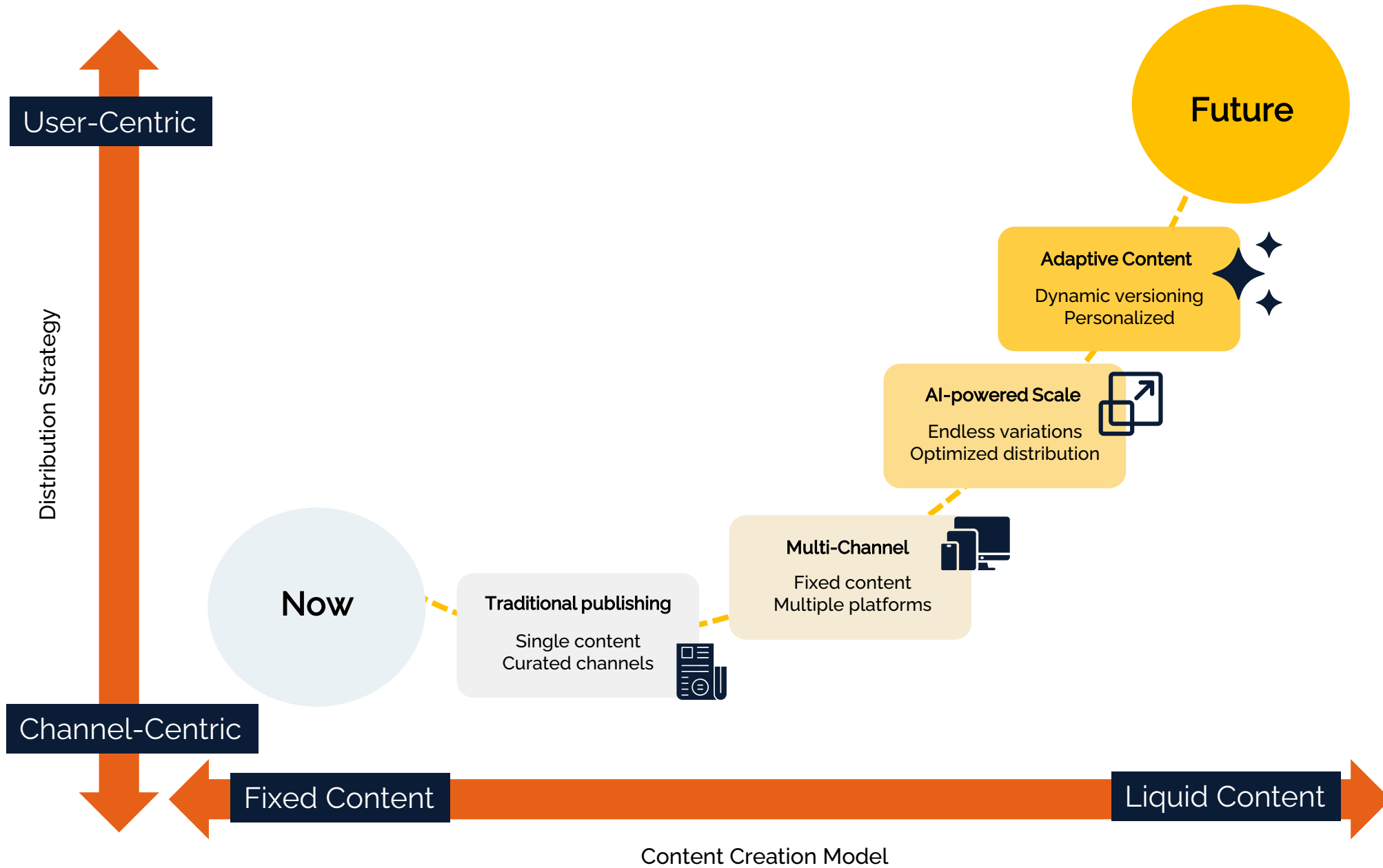


# What's Next?

Future Gazing



# Possible evolution



# Key uncertainties



**Legal and  
Copyright  
Challenges**



**Evolution of  
AI Models**



**User Adoption  
and  
Engagement**



**Economic  
Viability**



**Ethical and  
Trust Issues**



**Impact on  
Employment**



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# New Strategic Dimensions

Ezra Eeman, Director of Strategy & Transformation, NPO

Ai Forum, Paris, 20 Nov 2024

## WAN-IFRA Knowledge Hub

### WAN-IFRA Knowledge Hub (Beta)

Explore presentations, recordings, strategies and insights from news media experts



#### Events

Tune into global media events that encompass newsrooms, business, digi-tech and beyond

EXPLORE



#### Reports

Access the latest insights and media-intelligence to help you maintain industry leadership

EXPLORE



#### Webinars

Leverage and engage learning opportunities with news media experts across the world

EXPLORE

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Sign up for your FREE Knowledge Hub account today!

**Find the slide decks from all the speakers as well as transcripts and videos from the event.**

