

Artificial Intelligence in Media & Publishing

Webinar

14th June 2023





A strategic growth consultancy that helps you create resilient value and transform your business

Who we help



News Publishing



Broadcast & Streaming



Arts & Culture



Financial Services

What we do

Monetisation & Subscription

Growing recurring revenue or complementary revenue streams

Customer Engagement & Value

Deepening and measuring their customer engagement

Customer Centric Transformation

Building core organisational capabilities that underpin future subscriptions growth

Commercial Assessment

Assess market and competitive dynamics with media assets

We have supported 500+ organisations in meeting their strategic objectives

Example clients

 **DER STANDARD**

The Business of Fashion
BOF

 Penguin
Random
House

 **minna**
technologies

 **veygo**

Jamie Oliver

Apax

DAILY MAVERICK

ADWEEK

 **H KAOHMEPINH**

la Repubblica


Nation Media Group
Media of Africa for Africa

 **Google**

 **Admiral**

EL PAÍS

vocento

**National
Theatre**

 京都新聞

 **DER SPIEGEL**

 **RCS**
MEDIAGROUP

 **THE HINDU**

EL MUNDO


PORSCHE

The  **INDEPENDENT**

SHAMROCK
CAPITAL

euronews.

DENNIS


BONNIER

 **DC THOMSON**

LA CROIX

How we have helped:

Acquire customers

Increase conversion

Drive engagement

Boost retention

Measure performance

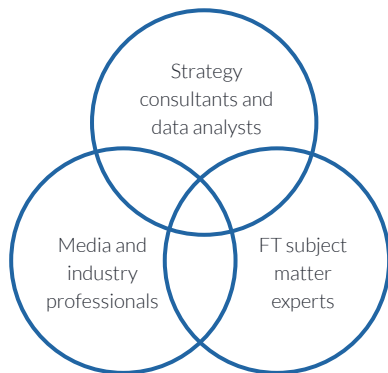
Transform culture

Streamline operations

Launch products

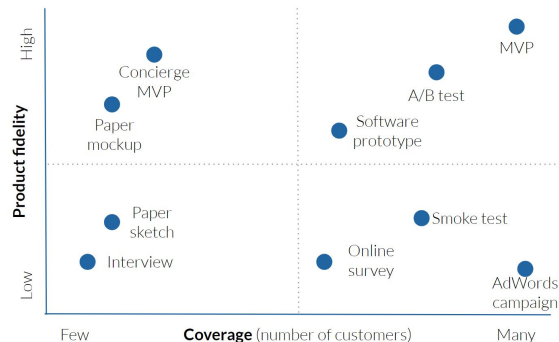
Backed by the Financial Times Group, we provide distinctive value

Hybrid project teams



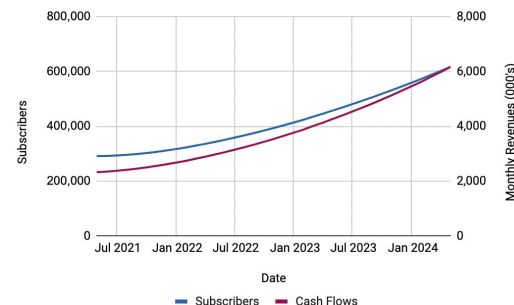
Combination of industry and operational expertise

Experiment-driven approach



Tried and tested proprietary frameworks

Value-driven outcomes



Projects focused on improving ROI

FT Strategies is developing a set of AI-supported products which drive sustainable client growth

Topics

As before, we've identified topics that don't have as much content produced but are overwhelmingly popular with women. Consider investing more in these areas or understanding what makes each team successful.

Arts	78% views → reads	230 articles published
Travel	81% views → reads	40 articles published
Lifestyle	90% views → reads	61 articles published
Insurance	90% views → reads	2 articles published

Identify missed opportunities and potential for growth

92% of quotes were directly attributable to men, compared to 6% for women.

From quotations identified in 9,140 articles

Bespoke AI analysis, like assessing the gender of every named source

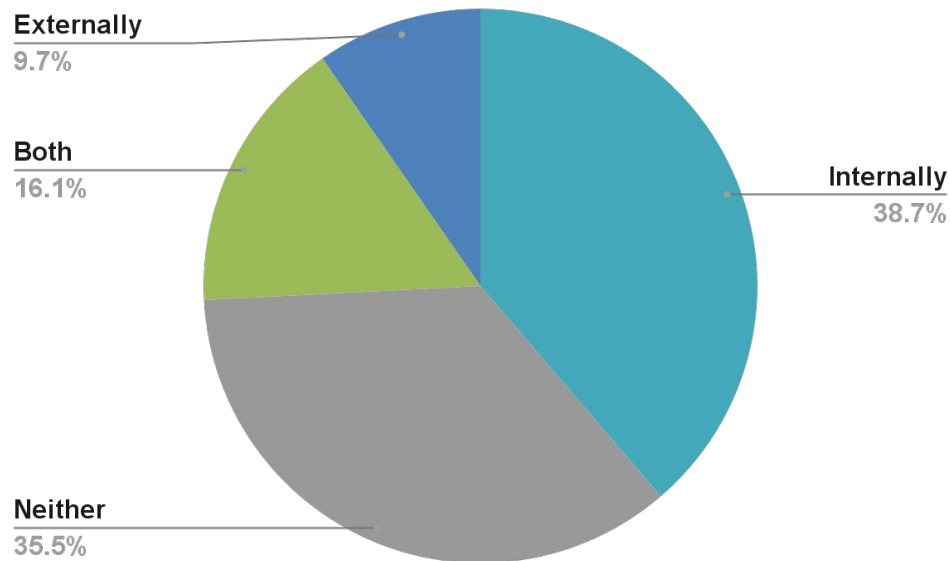
Conversations

We've analysed your articles to understand the conversations you're pushing across the organisation. Here are some conversations that are popular with your audience of women, but don't have high content volume.

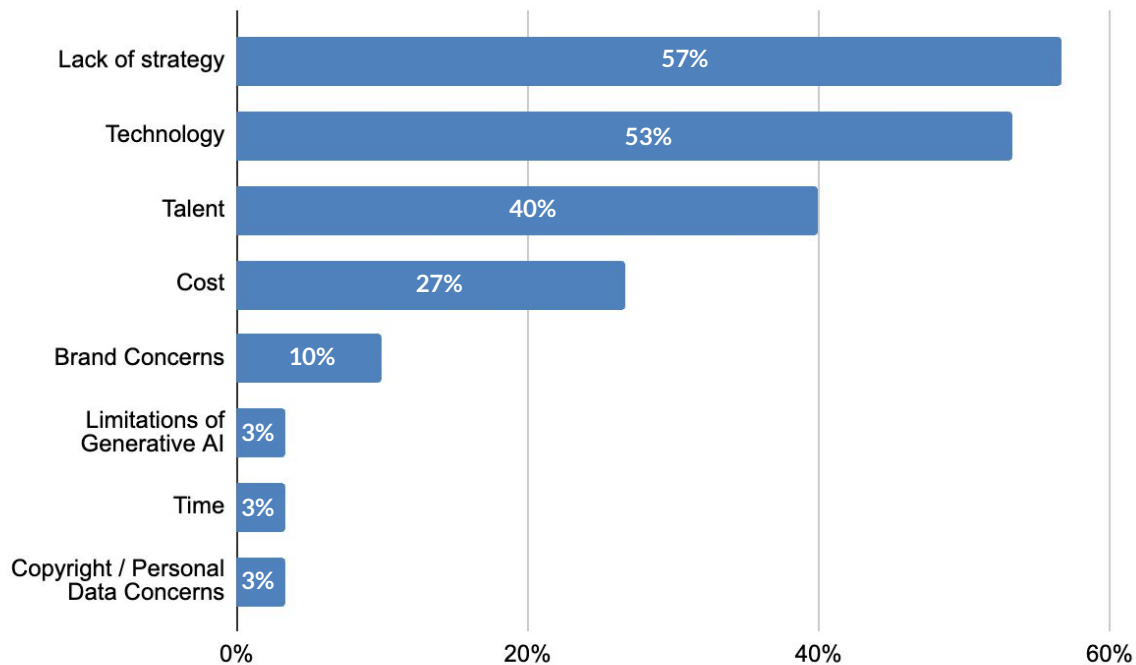
Climate strikes	Against · 83%	98% views → reads	3 articles published
Flow	Neutral · 46%	82% views → reads	4 articles published
Tesla, Inc.	Against · 97%	87% views → reads	9 articles published

Understand the stories your audience *actually* want to read

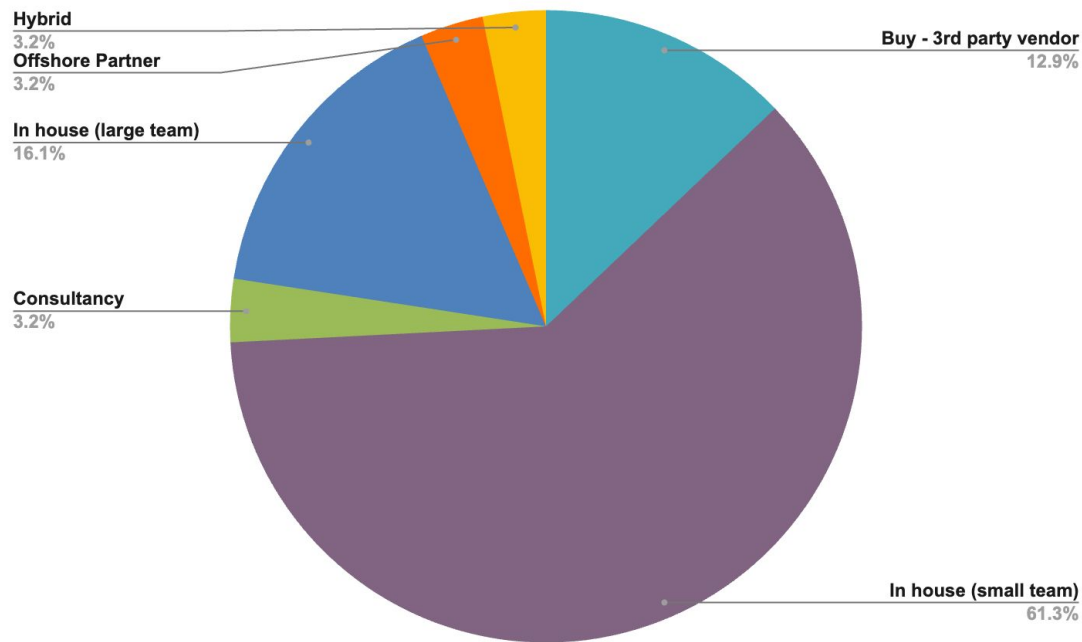
The majority of you are leveraging generative AI, but primarily for internal use-cases



The greatest AI blocker is currently a lack of strategy, although tech limitations and talent also present challenges



And the vast majority of you are relying on small, internal teams for AI development



➤ What are the strategic opportunities and threats for media and publishing organisations?

AI offers both opportunities and threats for media organisations and society



Roula Khalaf

Editor

Financial Times

“Every technology opens exciting new frontiers that must be responsibly explored.”

*“Our journalism will continue to be **reported, written and edited by humans** who are the best in their fields.”*

*“The FT is also a pioneer in the business of digital journalism and our business colleagues will embrace **AI to provide services for readers and clients and sustain our record of effective innovation**. Our newsroom too must remain a hub for innovation.”*

➤ 1: Intellectual Property

Opportunity: LLMs' dependence on quality inputs returns bargaining power to media producers



Anna Bateson

Chief Executive Officer
Guardian Media Group

*"If our content – which costs a considerable amount to produce – is being used to train models which are then incredibly powerful, and the **basis for incredible value creation**, then there needs to be some sort of **acknowledgement of that.**"*

Threat: AI companies train their LLMs without permission or payment to producers



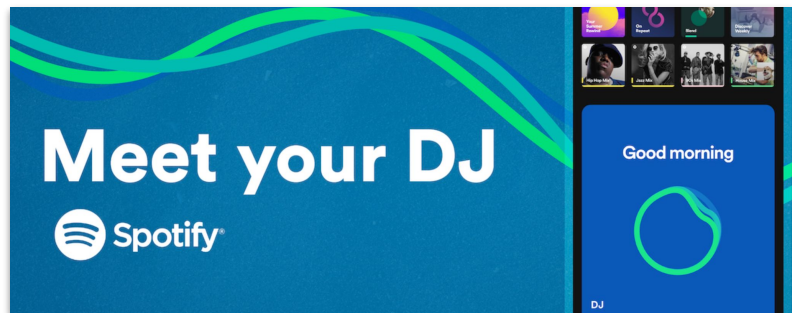
Jon Slade

Chief Commercial Officer
Financial Times

*"It's important that we're having conversations about how quality journalism can be included within the models... But there's very good evidence that FT's archive had been used to train large language models **without our consent and without a licence**. It leaves me slightly conflicted because as a chief commercial officer I think there should be a payment for that."*

➤ 2: User Interface

Opportunity: AI-powered user interfaces transform the audience experience for the better



Consumers will become more engaged and transition from “consumers” to “users” of media and content

How our AI DJ works

To create the DJ we reimagined the way users listen on Spotify. The DJ knows you and your music taste so well that it will scan the latest releases we know you'll like, or take you back to that nostalgic playlist you had on repeat last year. Never before has listening felt so completely personal to each and every user, thanks to the powerful combination of:

Spotify's personalization technology, which gives you a lineup of music recommendations based on what we know you like.

Generative AI through the use of OpenAI technology. We put this in the hands of our music editors to provide you with insightful facts about the music, artists, or genres you're listening to. The expertise of our editors is something that's really important to our philosophy at Spotify.

We have experts in genres who know music and culture inside and out. And no one knows the music scene better than they do. With this generative AI tooling, our editors are able to scale their innate knowledge in ways never before possible.

A dynamic AI voice platform from our [Sonantic](#) acquisition that brings to life stunningly realistic voices from text.

Threat: Generative AI and LLMs further disintermediate media organisations from their audiences

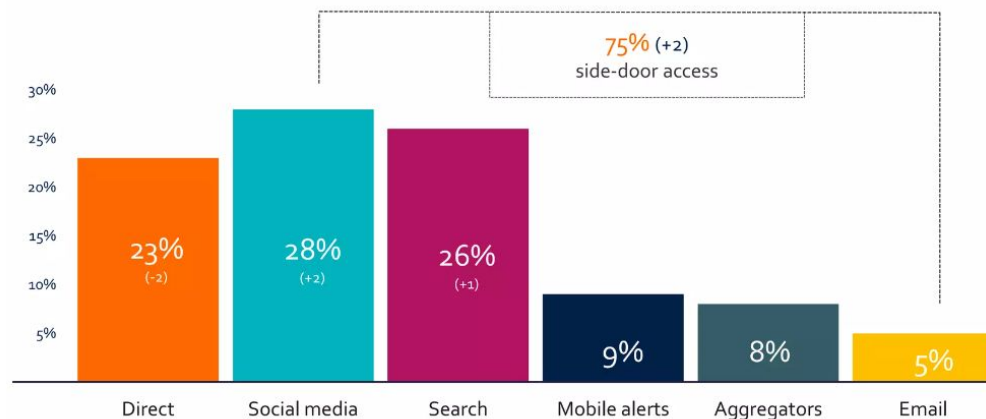
why was silvio berlusconi important?

PERPLEXITY

Silvio Berlusconi was an Italian media tycoon, politician, and billionaire who served as Prime Minister of Italy in four governments from 1994 to 1995, 2001 to 2006, and 2008 to 2011 ¹. He was a member of the Chamber of Deputies from 1994 to 2013 and a member of the Senate of the Republic from 2022 to 2023 ¹. Berlusconi rapidly rose to the forefront of Italian politics in January 1994. He was elected to the Chamber of Deputies for the first time and appointed as Prime Minister following the 1994 Italian general election when Forza Italia gained a relative majority a mere three months after having been launched ¹. Berlusconi founded Forza Italia, a conservative political party, in 1994 and was elected prime minister ². His tenure proved turbulent, and his political career was racked with scandalous sex affairs and poor judgment and decision-making ³. Berlusconi is a controversial figure in modern Italian politics, and his promises to sell off his personal assets to avoid conflicts of interest were never fulfilled, which sparked controversy throughout his terms in office ³. Berlusconi was also a successful businessman who owned some of Italy's most recognizable companies, including successful soccer club AC Milan ⁴.

1 w wikipedia 2 b britannica 3 w wikipedia 4 c cnn

MAIN WAY OF GETTING TO NEWS



➤ 3: Content Production

Opportunity: Readers increasingly seek trusted sources given the commoditisation of content



A.G. Sulzberger

Publisher

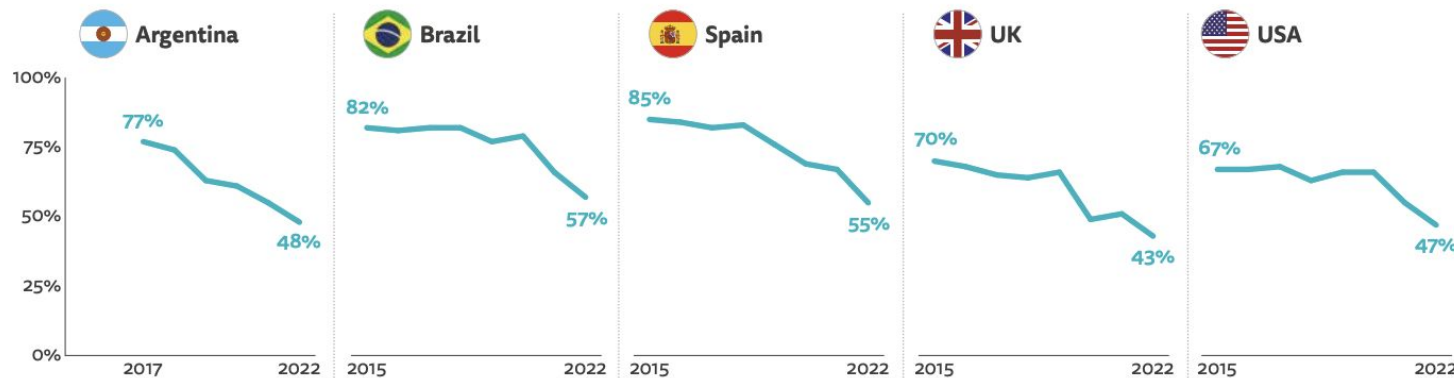
New York Times

*“AI is almost certainly going to usher in an unprecedented torrent of crap... I suspect you’re going to **need to use [legacy publishers’] brands as proxies for trust.**”*

Threat: AI-generated content will drive down quality and further damage audience engagement

PROPORTION WHO ARE VERY OR EXTREMELY INTERESTED IN NEWS (2015-22)

Selected countries with largest falls



Interest in news is already depleted as a result of misinformation and the news agenda.

Further concerns over inaccuracy and quality could compound this effect.

Summary of strategic recommendations



Create an **agreed point-of-view** on how your company will **control, manage and monetise your content and IP**



Develop direct relationships with your audiences, now



Focus on **quality, trusted, original** content



Experiment with AI as a way of **improving your customer experience**, with ethics and governance in place

➤ How could my business capitalise on opportunities and protect against threats?

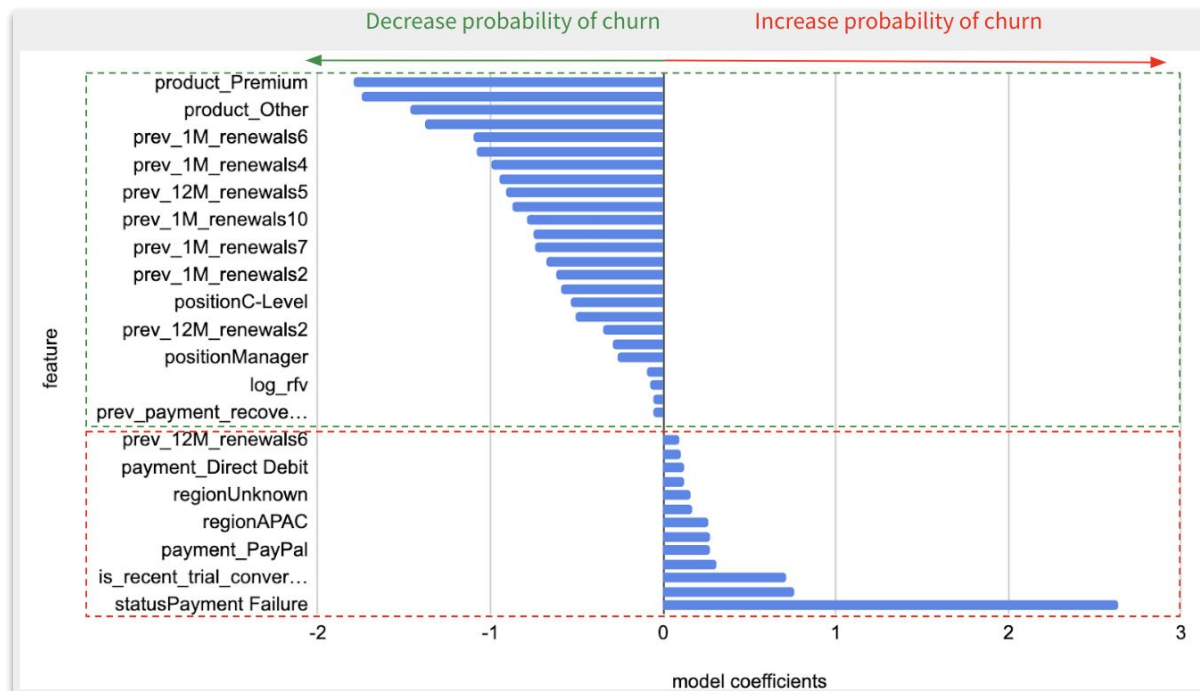
Propensity Modelling is used to predict and reduce churn

Existing

AI is used to score and classify data

- Propensity models
- Message classification
- Article tagging (entity recognition)
- Segmentation models
- Dynamic paywalls
- Processing unstructured data (text, image, video, audio, etc.)

Process efficiency & predictive customer insight



Segmentation can drive engagement and customer-centricity

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Process efficiency & predictive customer insight

Audience Segmentation

With the aim to protect value, increase flexibility and use a transferable customer taxonomy, the FT has used unsupervised clustering to build an universal audience segmentation of the FT readers.



Recommendation engines

Bespoke marketing

Enhanced reporting

Organisations can use practical frameworks to think about AI

AI performs these core algorithms...

Regression

Predict a continuous outcome (score)

Classification

Predict a discrete outcome (category)

Clustering

Group similar data points into clusters

...which combine to form use cases

Insight

Support decision-making with predictive insights

Automation

Automate repetitive tasks that require judgement and unstructured data processing

Experience

Augment customer experiences by adapting them based on user data

The core functionality which has re-ignited conversation is Generation

AI performs these core algorithms...

Regression

Predict a continuous outcome (score)

Classification

Predict a discrete outcome (category)

Clustering

Group similar data points into clusters

Generation

Continue a sequence as text / other media

...which combine to form use cases

Insight

Support decision-making with predictive insights

Automation

Automate repetitive tasks that require judgement and unstructured data processing

Experience

Augment customer experiences by adapting them based on user data

LLMs can create drafts for headlines, outlines and SEO keywords

Present

AI can process long-form text inputs and outputs

- Drafting (e.g. copy, headlines, code)
- Automated SEO
- Text summarisation
- Stylistic adaptation of text
- Generative search interfaces
- Talk-to-your-documents/data
- Text-to-image

Content efficiency & adaptive customer experiences

NeuronWriter

The screenshot displays the NeuronWriter AI writing tool interface. At the top, the user's query is "how should running shoes fit". The main content area shows a generated article draft titled "How Should Running Shoes Fit?". The draft includes an introduction, a section on "How Tight Should Running Shoes Be?", and a section on "Can Your Shoe Size Change?". On the right side, there is a sidebar with a color-coded score of 84, a "Competitors" list, and a table of SEO keywords and their scores.

Keywords	Score
running shoe	28/10-23
running shoe fit	6/1-3
shoe fit	10/1-3
size	25/1-15
heel	10/1-2
shoe size	12/1-2
running shoes should fit	4/1-1
perfect fit	10/1-1
wiggle	4/1-3
shoe should fit	7/1-2
proper fit	2/1-1
snug	4/1-3
snail	2/1-1
footwear	2/1-1
midfoot	2/1-2
end of the shoe	2/1-1
plantar fasciitis	1/1-1

Source: <https://appsumo.com/products/neuronwriter/>

Drafting also represents a change to the typical code developer workflow

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Content efficiency & adaptive customer experiences

ChatGPT



Certainly! Here's a simple Python script that opens the file "FTS_webinar_demo.txt" and prints its contents to the screen:

python

Copy code

```
file_name = "FTS_webinar_demo.txt"

try:
    with open(file_name, "r") as file:
        content = file.read()
        print(content)
except FileNotFoundError:
    print(f"File '{file_name}' not found.")
except IOError:
    print(f"An error occurred while reading the file '{file_name}'.")
```

Generative AI features and fine-tuned models can improve user experience

Present →

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Content efficiency & adaptive customer experiences

Skift

U.S. Hotel Companies Promote More Women, But Challenges Persist

Carley Thornell, Skift
May 8th, 2023 at 3:30 PM EDT



Ask Skift

I'm a chatbot that can answer questions about the business of travel, such as "What is Airbnb's business model?" "Are low-cost carriers always cheaper?" and "What is AI's impact on travel?"

Who is the ceo of ihg?

Elie Maalouf will become the new CEO of IHG on July 1, 2023, replacing Keith Barr who is stepping down for personal reasons. Barr has been CEO since July 2017.

BloombergGPT

Introducing BloombergGPT, Bloomberg's 50-billion parameter large language model, purpose-built from scratch for finance

Generative AI creates a natural language layer around your data

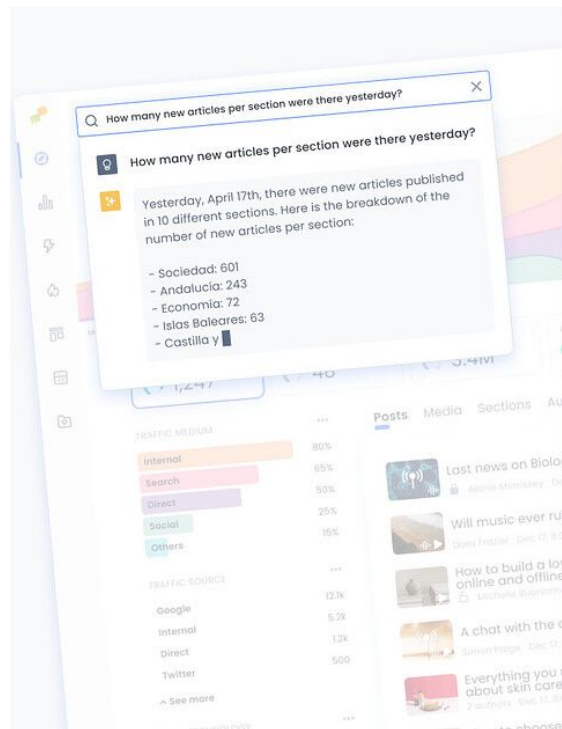
Present

Marfeel Copilot

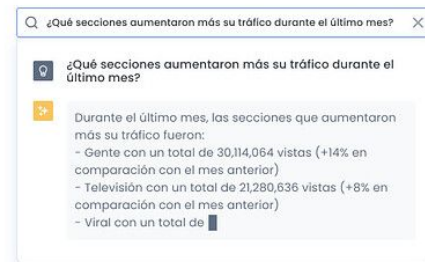
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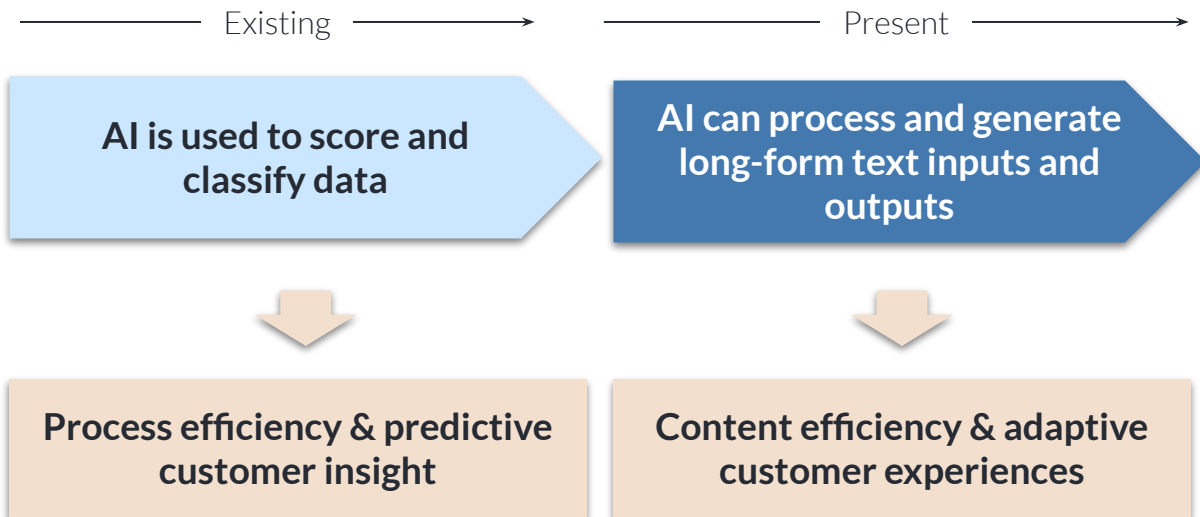


Speak to your data



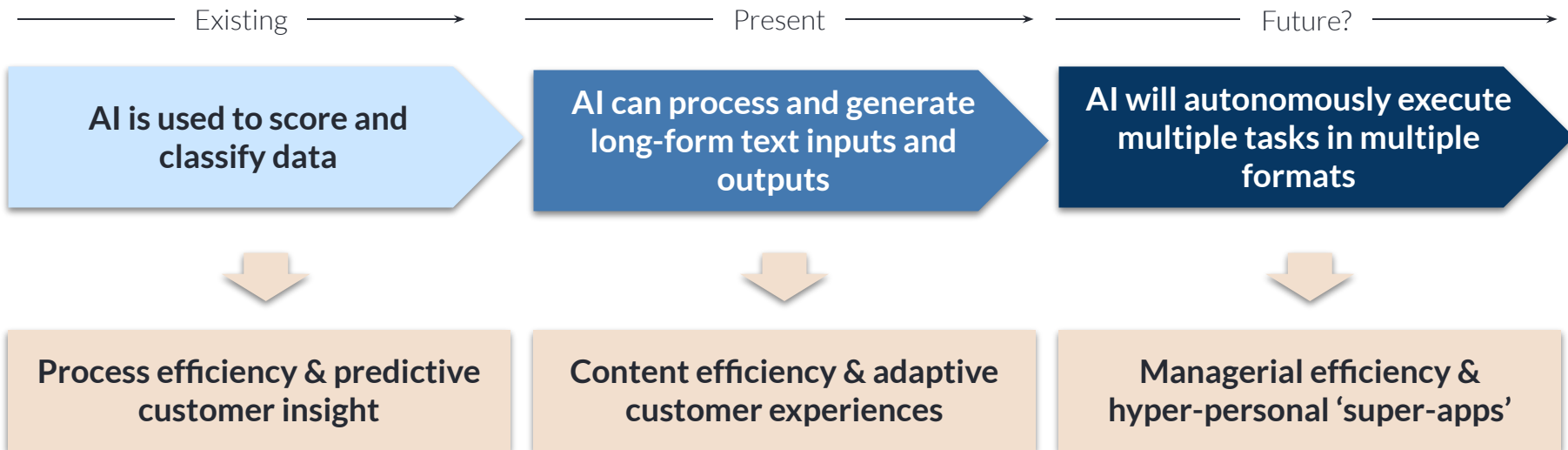
Generative AI has unlocked new opportunities, but existing AI is valuable

Not an implementation timeline: value can be gained from all areas



A potential future state for AI is one which is autonomous and multi-modal

Not an implementation timeline: value can be gained from all areas



LLMs could break a task into chunks and use external tools

Future? →

AI will autonomously execute multiple tasks in multiple formats

- Autonomous task assistants (e.g. coding, research, paywall optimisation)
- Embedded 'personalities' with persistent memory
- Synthetic avatars
- Text-to-video
- AI to detect AI-generated content



Managerial efficiency & hyper-personal 'super-apps'

Auto-GPT

AGENT Thoughts

I need to start with a simple strategy to increase my net worth. Perhaps I can use Google to research a profitable business niche.

AGENT Reasoning

Google Search can provide me with a lot of valuable information. By researching profitable business niches, I can come up with a plan to develop several profitable businesses.

AGENT Plan

- Use Google Search to find a profitable business niche
- Research the suggested niches to determine which ones are feasible for me
- Begin developing businesses within the feasible niches

AGENT Criticism

I should ensure that the niches I choose require manageable amounts of time and don't have a lot of legal complications. I must also ensure that I don't stretch myself too thin by developing too many businesses at once.

AI could leverage memory and multimedia for personalised experiences

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Managerial efficiency & hyper-personal 'super-apps'

Bloomberg



Source: <https://www.bloomberg.com/news/videos/2023-06-02/human-avatars-your-ai-powered-digital-twin>

➤ Where should I start in my AI journey?

Set the right foundations, experiment, and scale gradually



People

Utilise and upskill current employees

Engage diverse perspectives to maintain customer-centricity

Use AI to augment existing tasks and workflows



Tech

Leverage existing technical assets (e.g. high quality data, existing models)

Establish a clear approach to buy-or-build

Develop Data Engineering and Cloud capabilities in order to scale



Process

Foster innovation and knowledge sharing, with clear governance

Build, test and learn incrementally

Work towards a dedicated MLOps capability

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Recommended reading

FT Strategies Insights	Case studies, practical guides and strategic analysis from FT Strategies
Y Combinator's Hacker News	Technology & data news aggregator with thought-provoking comments
arxiv-sanity	More user-friendly and AI-specific frontend to the arXiv research repository (academic papers)
GitHub Trending	Most popular open-source developments
Papers With Code	Academic research with open-source
HuggingFace Spaces	Open-source Natural Language Processing applications including the LLM Leaderboard
Research blogs e.g. Google, Microsoft, NVIDIA	Technical blogs from technology companies
Reddit	Social aggregator with a mixture of content but often a good source for the most recent or viral developments (/r/MachineLearning, /r/StableDiffusion, /r/ChatGPT, etc.)

Thank you for listening and please reach out with any questions



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