

# Artificial Intelligence for News

AI Launchpad EMEA | Programme Explainer

**2024**

*The AI Launchpad programme helps publishers who wish to accelerate their learning and actively start to experiment with the opportunity that AI brings, built upon the FT's deep understanding of publishing and Google's expertise in technology*



## Objective

The AI Launchpad is a five-month hands-on programme that engages a group of 8 publishers on a journey to craft an ambitious and responsible vision for AI in their organisation, guiding them through live experiments to test their ideas. This intensive experience will address AI use-cases at each stage of the content lifecycle, from audience engagement through to monetisation. Publishers will leave with:

- ✓ **Capability analysis**, identifying any technical/data gaps for implementing AI
- ✓ **Learnings from 2-3 practical experiments** run over two months on AI use-cases
- ✓ **12-month action plan** to implement an overarching goal, next steps for AI usage
- ✓ **Ethical usage charter** detailing internal policy, governance and socialisation aims

Participants are guided by dedicated 1:1 sessions with FTS consultants complemented by inspiring insights from Google, the FT, industry experts, and cohort members.

The Google News Initiative and FT Strategies partnership has already worked with more than 500 publishers across many other programmes in EMEA and worldwide to develop strategies designed to enable success in the digital age.

We are excited to welcome the first cohort of publishers to the inaugural edition of the AI Launchpad, and look forward to receiving your application for the programme!

*"We're defining a playbook for AI built around trust, integrity, innovation and quality journalism."*

**John Ridding**  
CEO, Financial Times

# The programme will follow a three-phase approach, from foundational learning to implementation, structured around:



## 1. DISCOVERY

Feb - Apr

Understand efficiency opportunities related to Artificial Intelligence

- ✓ Stakeholder interviews
- ✓ Data capabilities and 'readiness' review
- ✓ Masterclasses on key concepts
- ✓ In-person workshop

## 2. TEST & LEARN

Apr - Jun

Design and launch a series of experiments to test AI use-cases

- ✓ Co-create experiments to test agreed hypotheses
- ✓ Review experiment results to validate underlying hypothesis
- ✓ Capability review to identify key gaps

## 3. FUTURE PLAN

Jun - Jul

Co-create an AI roadmap and usage charter for your organisation

- ✓ Guiding vision for AI deployment over the next 12-months
- ✓ Next set of experiments to deliver the key outcomes
- ✓ Ethical charter and governance process to support responsible usage

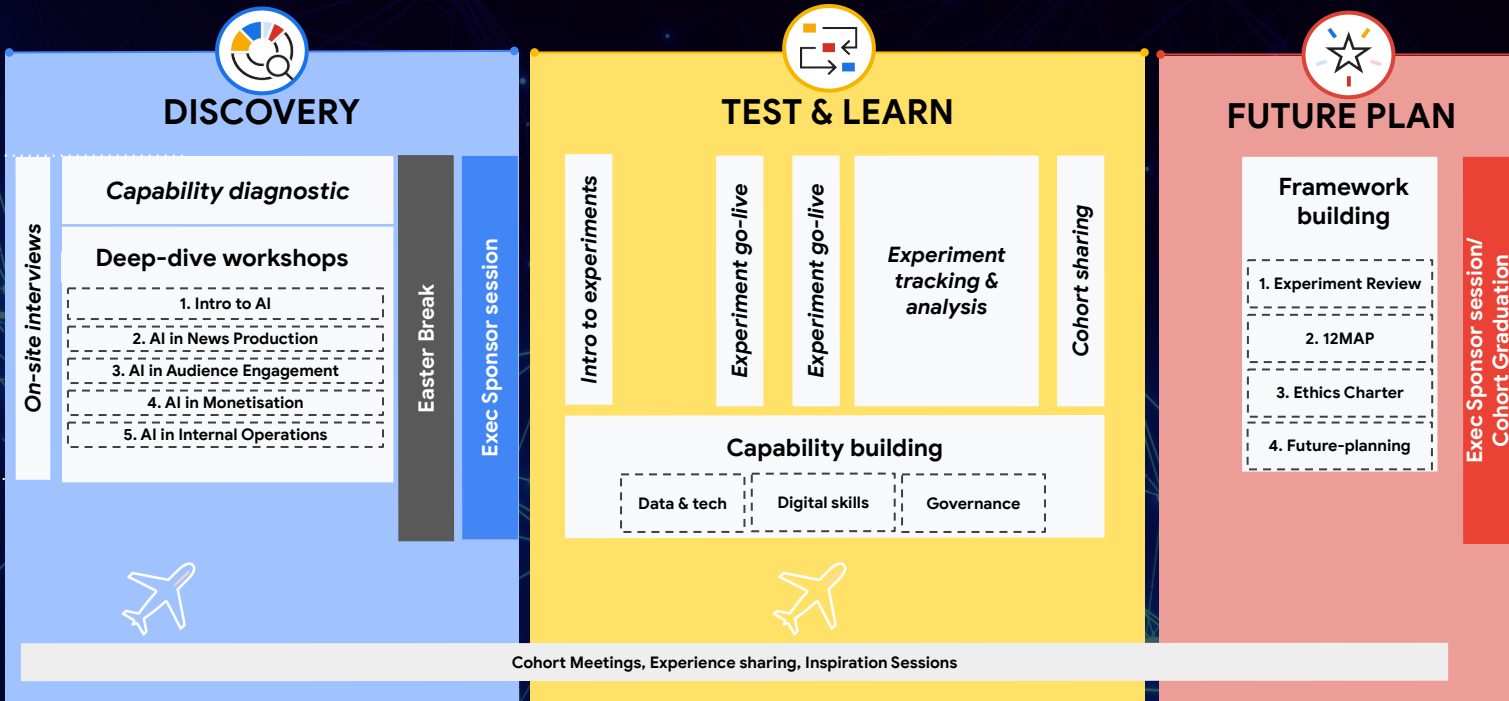
# The timetable will span five months, starting in February

Wk	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	Feb		March				April				May				June			July		

Please note that timings are subject to speaker availability, public holidays etc.

Consulting modules

FT Strategies visits your offices



# Applicants must be EMEA-based with capability to experiment



## Based in EMEA with an established digital product

The programme is designed for EMEA-based publishers with an existing base of digital readers, ideally at least 500,000 monthly unique viewers.



## With enough data and tech ability to run experiments

Publishers should have the staff and capability to use data and technology to build and run intermediate-level experiments with artificial intelligence, measuring their impact to the business.



## At an exploratory stage on the AI journey

The ideal applicant has experimented with AI but does not yet have a fully formed strategy for deployment. Senior leadership should be ready and willing to embrace the opportunity that AI offers and be willing and inclined to action over the next 12-months.

# Commitment from the participating team will maximise the impact of the programme



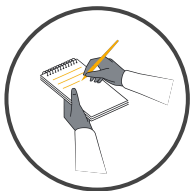
## Executive sponsor support

Nominating a board-level sponsor to attend key summary sessions. The sponsor should be able to drive strategic change on completion of the programme



## Cross-functional core team

Assigning 3-5 individuals to the core team, drawn from a wide range of departments, including editorial, commercial, and tech as a minimum.



## Weekly commitment for core team

Each week requires approximately 3 hours of dedicated time for the core team including weekly consulting sessions, cohort sessions with expert speakers and projects such as running hands-on experiments



# About the AI Launchpad programme partners

## Google News Initiative

We believe that everyone, everywhere should be able to access a diversity of credible sources to get the information they need. That's why we are **dedicated to working with the news industry** so that global newsrooms and local papers alike can flourish. We launched the Google News Initiative to scale our work with journalists, publishers and industry leaders in order to **help build a resilient future for news** around the globe. We're playing our part to **make more reliable information more accessible**.

During this programme, the Google team will:

- Manage success of overall programme, providing advice and expertise as needed
- Connect participants to the GNI network
- Bring their expertise from the forefront of technical and strategic AI innovation

## FT STRATEGIES

FT Strategies is the **growth consultancy from the Financial Times**. **Staffed by the experts who successfully transformed the FT's business model** in the face of disruption, we work with organisations worldwide, helping them increase recurring revenue, create a customer-centric culture and transform organisations. Our deep expertise enables our clients to **future-proof their business, empower their teams, and fulfil their goals** with our proven data, digital and change consulting expertise

During this programme, the FT Strategies team will:

- Lead the delivery of the programme, including introducing FT experts and their insights to cohort members
- Lead the development of participants' AI strategy, using its experience of working with 500+ other publishers
- Offer 1-to-1 strategy 'surgery' sessions to each participant during the programme



To apply for the programme, please fill in the  
[application form](#)

**Thank you**