



STRATEGIES

| Google News Initiative

Artificial Intelligence for News

AI Foundation London | Programme Explainer

25-29 November 2024

Delivered in partnership with the Google News Initiative, the AI Foundation programme helps publishers who wish to explore and start acting on the opportunity that AI brings, built upon the FT's deep understanding of publishing and Google's expertise in AI

AI Foundation helps publishers understand the AI opportunity and start to implement a strategy

Objective

The AI Foundation programme is a practical four-day, hands-on programme that enables a cohort of up to 12 publishers to understand how to seize the opportunity that AI offers, from exploring the potential of AI, to designing proof-of-concepts that can be implemented immediately, and to nurturing the environment for AI innovation to thrive in their organisation. Over the course of the programme, publishers will develop an action plan and detailed roadmap to take their AI journey forward in support of their existing commercial goals, whilst keeping reader benefits firmly in mind. Each publisher will leave with:

- ★ An action plan to implement an AI strategy, including an overarching goal, prioritised use cases, and experiment design
- ★ An understanding of the technical requirements for implementing an AI strategy
- ★ Clarity on ethical, internal policy, governance and socialisation considerations

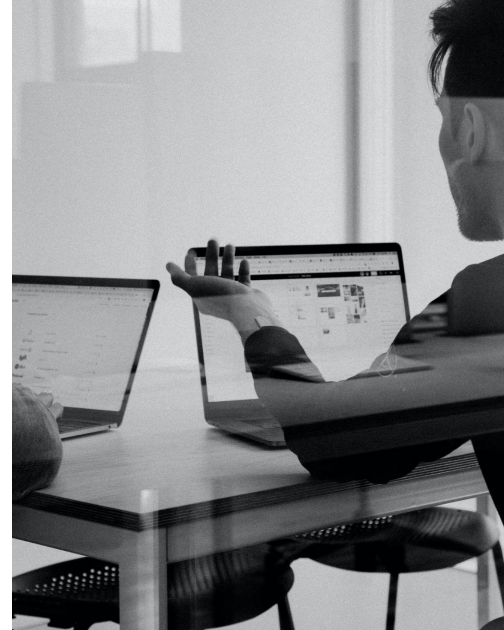
Expert delivery

Participants are guided through each step of formulating a strategic approach to AI implementation, with hands-on workshops complemented by inspiring talks, feedback sessions and exclusive in-depth insights from Financial Times experts, and the shared experiences of the cohort.

A proven track record of impact

The Google News Initiative and FT Strategies partnership has already worked with more than 700 publishers across many other programmes in EMEA and worldwide to develop real-world strategies designed to help ensure success in the digital age.

We are excited about welcoming a cohort of publishers to the AI Foundation, and look forward to receiving your application for the programme.



"Bold, responsible, together. We want to set the standard for responsible AI."

Matt Brittin
President of Google EMEA

The programme covers the AI journey from first principles to an implementation action plan

Day 1



The AI opportunity

Key questions addressed:

- How and why has AI become so important?
- How has the FT embraced the AI opportunity?
- What ethical considerations are there when implementing AI?

Publishers will:

- ✓ Align the AI opportunity with their existing commercial goals
- ✓ Develop outcomes to support their ambitious AI goal

Day 2



Identifying use cases

- What specific opportunities does AI offer for different departments?
- How do you turn ideas into real-world initiatives?
- Where should publishers focus their efforts first?

- ✓ Receive a framework for thinking about AI applications
- ✓ Develop a prioritised bank of AI use cases to consider for testing

Day 3



Designing a concept

- How do publishers test the viability and commercial impact of AI opportunities?
- How has the FT made a success of an idea?
- What are possible risks and how can they be mitigated?

- ✓ Design a proof of concept to take forward to experimentation
- ✓ Practice using a repeatable method for the future

Day 4



Taking AI forward

- What basic technical capabilities does an AI strategy require?
- How do publishers govern and scale their AI operations?
- How can publishers stay up to date on AI regulations and policy?

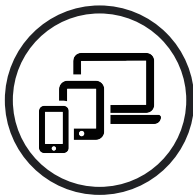
- ✓ Build a capabilities roadmap to support the strategy
- ✓ Write an AI charter to communicate with their wider organisation



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

John Ridding
CEO, Financial Times

Application criteria



HQ in EMEA and an established digital base

The programme is designed for EMEA publishers with an existing base of digital readers, typically >250,000 monthly unique viewers.

You must have a robust approach to audience research in order to generate reader-centric AI ideas and have a good level of data capability and literacy in order to assess these ideas' impact.



At an early stage on the AI strategic journey

Publishers may have already begun to experiment lightly with AI, but at a minimum must have the capacity and ability to take the first steps on their journey.

During the programme, you will design a proof of concept for an AI use case - this is not a tech build exercise, but you should have the staff in place to take this next step after the end of the programme.



AI recognised as offering growth potential

Senior leadership must be ready and willing to embrace the opportunity that AI offers and be willing and inclined to action over the next 6-12 months.

You should also be able to demonstrate that you need help to get to the next level - the programme is designed to make a difference to your business that would not be achieved otherwise.

Team commitment to drive value

AI Foundation will be an intense but rewarding experience, and requires resource investment to realise the full impact of the programme

C - Level

Senior attendees

Nominating a board level sponsor to attend at least the key sessions is recommended. It is important that your participation in the programme is led by at least one person able to drive strategic change on completion of the week.

XFN team

Representatives from across the business

You should assign 3-5 individuals to the team, drawn from a wide range of departments, but with editorial, commercial, and tech departments as a minimum. All sessions are designed to be relevant for all, and collaboration is a core tenet of the programme.

Time

Full dedication

AI Foundation is a four-day hands-on programme, each day requiring at least 6.5 hours of dedicated time. It includes many teamwork and brainstorming sessions, as well as valuable insights from experts sharing their knowledge and answering questions.



About the AI Foundation programme partners

Google News Initiative

GNI believes 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.

Over the past 20 years, we've collaborated closely with the news industry and provided billions of dollars to support the **creation of quality journalism in the digital age**.

In 2018, 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.

Alongside governments, civic and community leaders, and other companies, 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**. We power customer growth by providing the expert insight, integrity and consulting excellence required to transform the future of your business based on real world, first-hand experience.

Staffed by the experts who successfully transformed the FT's business model in the face of disruption, we work with organisations worldwide, from a wide range of sectors, helping them increase recurring revenue, monetise audiences, grow subscriptions, build engagement, create a customer-centric culture, transform organisations, build new products & ventures, and future-proof businesses.

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

Further AI insights to inspire you

Google News Initiative Digital Growth Programme



Case Study

Audience insights powered by AI

“Operating a news site, but not being able to own the user data is the biggest problem that the Korean news industry is facing” - Seung-II Kim, Digital Editor of Strategy, The Busan Ibo



[Click to play](#)



Case Study

Keeping drivers safe with AI-powered journalism

The Boston Globe's investigation into automotive records, analysing thousands of documents using Pinpoint, an AI-powered research tool in GNI's Journalist Studio suite, yields a Pulitzer Prize



[Click to play](#)

FT STRATEGIES



Webinar

Artificial Intelligence in Media and Publishing

FT Strategies experts explore how to start applying AI to the customer lifecycle, and how to scale an AI capability by taking into account the elements which set AI apart from other fields of data analysis

[Play on ftstrategies.com](https://www.ftstrategies.com)



Insight

Artificial Intelligence 101

Core functionalities and foundational use cases for digital publishers. Other than LLMs, there is already a range of use cases which do not require techniques from the forefront of AI research to be impactful for digital subscriptions businesses

[Read on ftstrategies.com](https://www.ftstrategies.com)

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

Thank you