



Schibsted

Augmenting editorial production



Digital Media
EUROPE 2022 · 1-2 June

Christian Schibsted

Speakers:



Jeremy Hamill-Keays
Product Manager at
SCHIBSTED PRODUCTS & TECHNOLOGY



Tom Skolbekken
Evangelist & Co-Founder
Upfeed

Product Manager Create Editorial Tool

Wales win World Cup

Wales win World Cup

SUBTITLE

Wales surprise everyone but the Welsh

LEAD

Wales win the World Cup in unexpected heavy rain, with stunning victory over Iceland. A 5 day long public holiday has been announced, and Gareth Bale has been given a knighthood.

TEXT

The Welsh team passed the ball around for 90 minutes and put it in the back of the net 3 times. It was a good natured affair, with the Icelandic team applauding each goal.

The referee shook hands and recieved pats on the back from both managers.

TEXT

Goals were scored by

- Di Evans
- Di Rogers
- Di Jones

TEXT

Di Williams, a spectator who had travelled all the way from llan-vire-pool-gwin-gill-gore-ger-ih-queern-drorb-ooll-llandy-silio-gore-gore-goch said after the match "well well well, there's tidy".

Publish

657 characters

Lix score: 26

Finished

Quality assured

UPDATED

14:03

NEWS VALUE

1 2

NEWS LIFETIME

SHORT MID LONG

TAGS

Add tag

Suggestions: Gareth Bale

SECTION

Sport

STORY

Add story

BALE

Showing 13 results

Filters

Real Madrid's Gareth Bale attends a training session at the ...

Supplier: TT

Uploaded: May 27

Real Madrid's Gareth Bale smiles during a training session a...

Supplier: TT

Uploaded: May 27

Schibsted

Serving a diverse set of Brands



Brand Profile is Important

Adapt Agency Article to Brand
“flavour” and style

Consistency to meet readers
expectations, driving loyalty

Adapt agency/3rd party content to
the Brand “flavour”/quality



Upfeeds Proposition is Interesting



Brand overview

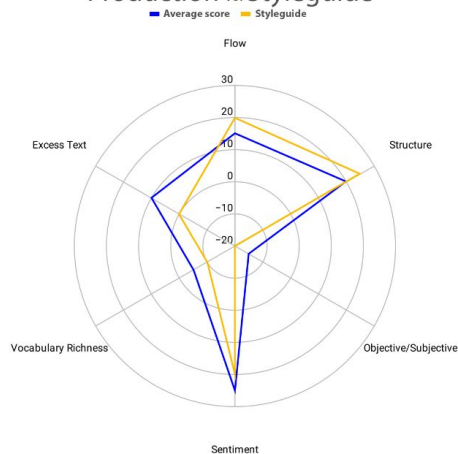
LAST 7 DAYS

LAST 30 DAYS

LAST 3 MONTHS

FROM START

Production vs. Styleguide



| KEY PERFORMANCE INDICATOR | VALUE | COMMENT |
|---------------------------|-------|--|
| Styleguide match | 0.65 | From 0 - 1 (0 = weak match, 1 = perfect fit) |
| Trend from last period | 28% | Percentage change in period |
| View time trend | 15% | Percentage change in period |
| Recommended action: | | Medium urgency: Excess text, Flow |

Readability score vs. Styleguide



Signature score vs. Styleguide



Current Joint Research Project

Using real historical data, develop an initial Product Offering that provides Journalists with a light touch set of guidance and recommendations.

This used Machine Learning with training data going back 2 years.

In addition to good practice (readability etc), we would like to test if guidance for a “signature” style can be developed. This allows each Brand to offer a consistent experience to raise engagement.

AI in high-frequency trading





AI-augmenting editorial processes.

- Improve productivity and quality.
- Understand **why** some articles are read longer.
- Consistency & management processes.



Upfeed Analysis

 READABILITY SCORE ⓘ (0)

Flow (1)

Structure (-1)

Excessive Text (0)

 SIGNATURE SCORE ⓘ (0)

Negative (-3)

Subjective (-3)

 DOCUMENT STATISTICS ⓘ

Word count 604

Heading count 1

Paragraph count 12

Actionable feedback





Upfeed Writing Assistant

iPhone is 15 years old: Lessons for subscription companies

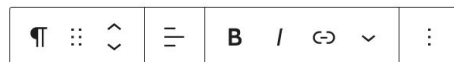
Fifteen years after Apple launched the first iPhone, it's hard to imagine a world without it. It wasn't just the invention of the device; it was the birth of an entirely new concept: the smartphone. Fast forward a decade and a half, and the smallest screen in our pockets has replaced the big screen in our living rooms. The iPhone has proven to be much more than an accessory – for many consumers, it is a part of their identity and as crucial to their daily existence as their own limbs.

Text is repeated

So, what brand lessons can be learned from the astronomical rise of the iPhone, and what might subscriptions look like in 15 years from now? Let's see.

Tast / for å velge en blokk

Not just tech, but experiences



So, what lessons can we learn from the rise of the iPhone, and what might subscriptions look like in 10 years from now?

The genius of the iPhone goes way beyond its technology. Sure, the smartphone

Innlegg Blokk ✕

[Lær mer om manuelle utdrag](#)

Diskusjon ▼

Upfeed Analysis ^ v ▲

READABILITY SCORE ⓘ (0)

Flow (1)



Structure (-1)



Excessive Text (0)



SIGNATURE SCORE ⓘ (0)

Negative (-3)



Subjective (-3)



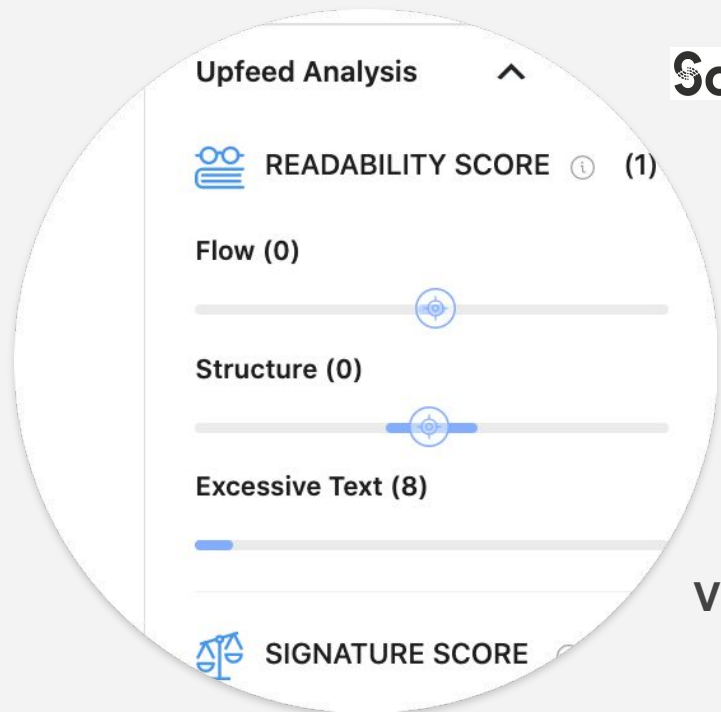
DOCUMENT STATISTICS ⓘ

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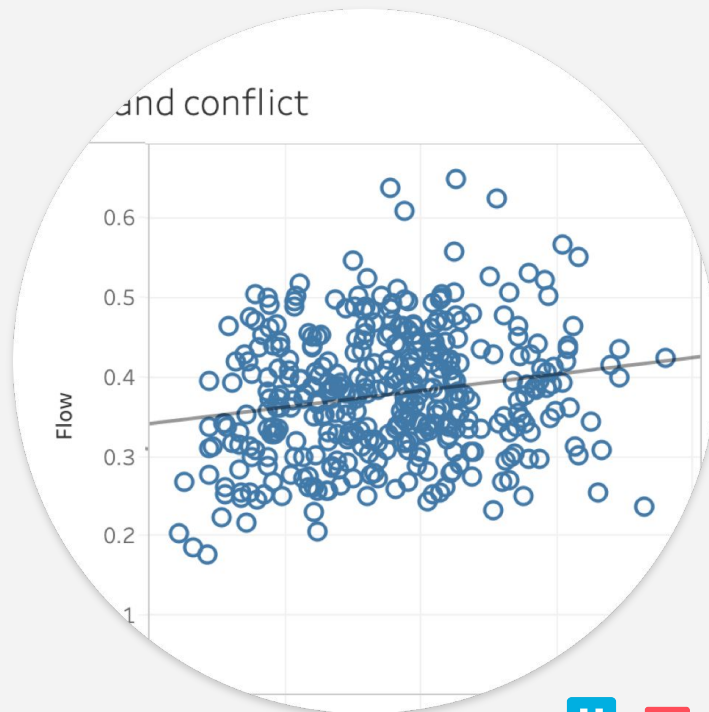
Paragraph count 12

Viewing time & scroll depth.



Schibsted
VG

**3 yrs of
VG articles**



Who
Why
?



What can we do for you?



Thank you for your time!



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