How Amedia’s AI sandbox will allow reporters to do more
Markus Rask Jensen
Director of News at Amedia

- Worked in two local newspapers in Northern Norway, for 11 years
- Held almost every conceivable role in an editorial office - from journalist to editor-in-chief
- Always been interested in technology and development
- Founded a company that delivers publishing systems to small newspapers, in 2018
- Worked in Amedia since 2023
Kantstrek skal ha denne breden

~2 million daily readers
4.3 million Norwegians 18+

700,000 subscribers
2.6 million households

+120 newspapers

1000 journalists
This is and will always be our core
AI can never replace this
Schibsted må kutte 500 millioner kroner innen to år

TV 2 må kutte 400 millioner kroner til neste år

NRK kutter 80 til 120 stillinger

Sveriges Radio ska spara stillinger etter halvering av driftsresultatet

Store kutt for flere Mentor Medier-aviser

DN-eier varsler kostnadskutt

Jyllands-Posten skal skære op til otte procent af sin
Can we help Ole Johannes to extract even more from meeting wonderful people like Bjarne?
We need to talk about trust
Kantstrek skal ha denne bredden var så glatt at det var vanskelig å gå ...og det er mer møkkavær i vente

Lokalavisen brukte KI-bilder: Nå har de snudd
Trust is one of our primary commodities. We’re advising our newsrooms in terms of establishing guidelines for responsible implementation of AI tools and products.

Conscious use of AI in an editorial context is very important to ensure that we maintain the trust of our readers.

Our guidelines should help Amedias newsrooms to approach AI in a measured yet innovative way.

Every editor must determine their own rules for experimenting with AI - but this will help guide them.
We need to protect our content—subscriptions drive most of our revenue.

- We’ve deliberately been careful when it comes to feeding content from behind our paywall into LLM’s.
- We want to experiment with editorial use of AI in a safe and protected environment.
- The use of unpublished information is difficult to advocate in LLM’s outside of our own digital ecosystem.
Amedia have explored the many possibilities within AI for years - since 2018 we’ve had our own team of dedicated specialists.

The team supports all our lines of business.
We’ve concentrated our AI development towards 5 areas

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<thead>
<tr>
<th>Area</th>
<th>Example of use case:</th>
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<tr>
<td>Language models</td>
<td>Understanding and categorizing our editorial content...</td>
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<tr>
<td>Personalization</td>
<td>Exposing personalized content to readers based on data</td>
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<tr>
<td>Insight</td>
<td>Segmentation of our readers into sub-categories</td>
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<tr>
<td>Tools</td>
<td>Converting audio to text</td>
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<td>AI-platform</td>
<td>Enables use of third party AI services</td>
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What now?
We’ve launched our editorial AI hub
We’re trying to merge our newsrooms and our development capabilities.
Control is **essential** to enable true experimentation.
But even in a safe environment: Dos and don’ts

**Dos**

- **Use the sandbox!**
  Don’t be afraid to use the tools provided to you—even in new and innovative ways.

- **“Can the sandbox help me with this?”**
  Get used to thinking about the possibilities these tools give you in your daily work routine.

- **Check before publishing**
  Always perform diligent fact checking when using GenAI to help you in the journalistic process.

**Don’ts**

- **No sensitive information**
  We’re logging the use of these tools, so someone, somewhere do have access to the information. Be sensible!

- **Don’t assume the output you get is correct**
  All LLM’s function by predicting what words are logical in response to your prompts. Therefore: Do not assume that the information you acquire is correct—you’re responsible for verifying content you publish.

**Feedback**

We need the feedback from our journalists to improve the sandbox.
Why did we make our own AI sandbox?

- Flexibility in terms of third party providers
- Ensures data security through the use of secure login
- Cost efficiency and control
- We gain knowledge of business needs and potential use cases through use patterns
- A chance for our journalists to help guide the direction of our product development organically
- A way to ensure that we spread expertise throughout our organization
<table>
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<tr>
<th><strong>The brainstormer</strong></th>
<th>Creative ideas for articles and stories</th>
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<tbody>
<tr>
<td><strong>The factchecker</strong></td>
<td>A tool for research and to summarize information from large data sets</td>
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<tr>
<td><strong>Autowriter</strong></td>
<td>Automizing generic news articles based on public sources</td>
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<tr>
<td><strong>The proofreader</strong></td>
<td>Enhancing our texts and correcting grammatical errors</td>
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<tr>
<td><strong>Summarizer</strong></td>
<td>Summarizing the essence of articles we write</td>
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<tr>
<td><strong>Headline wizard</strong></td>
<td>Improve our headlines to improve reading</td>
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<tr>
<td><strong>Analytic</strong></td>
<td>Predict how a story will perform - or analyze why it did or didn’t</td>
</tr>
<tr>
<td><strong>Transcriber</strong></td>
<td>Effortless transcription of audio from every conceivable source</td>
</tr>
<tr>
<td><strong>Text-to-speech</strong></td>
<td>Produce audio versions of articles or extracts for our readers</td>
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**Vision:**
A set of tools that helps our journalists become better at their jobs, more efficient and enables them to spend more time meeting real people - to write stories from the real world
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A set of tools that helps our journalists become better at their jobs, more efficient and enables them to spend more time meeting real people - to write stories from the real world.
And now...
Additional questions?

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