

GenAI at JP/Politikens Media Group

INMA - Master Class in GenAI – May 17th 2024

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JP/Politikens Media Group

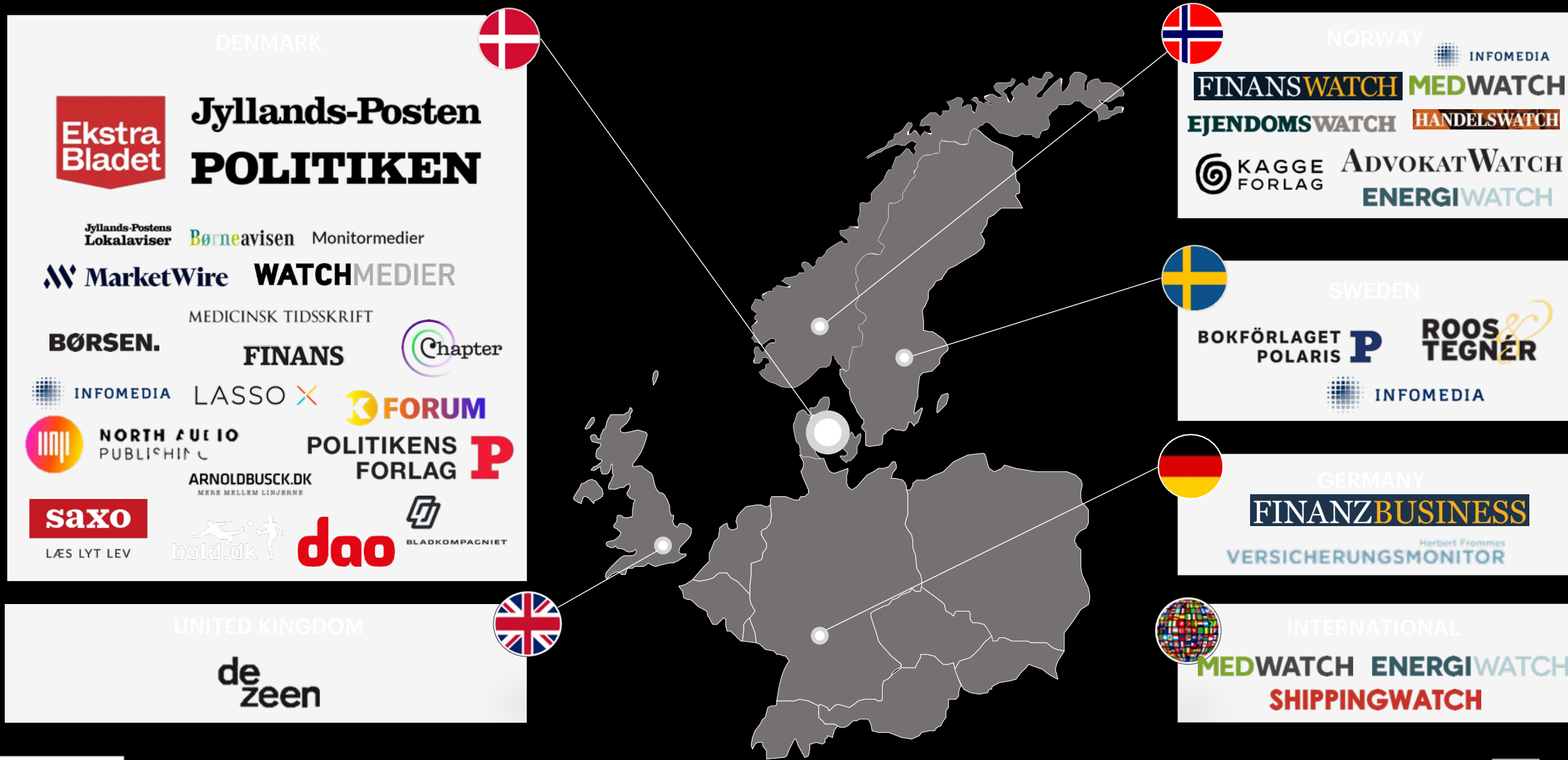
Agenda

- Who are we?
- GenAI in JP/Politikens Media Group
- Key learnings

1.

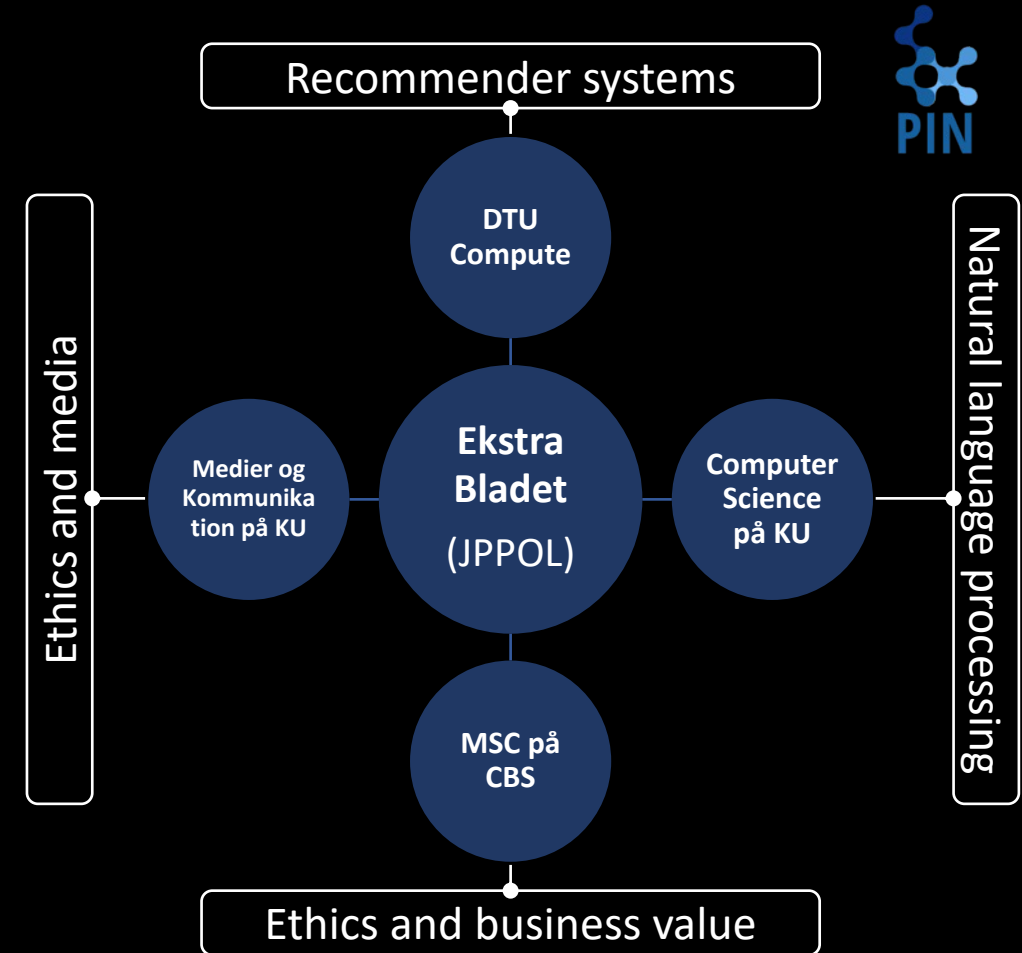
Who are we?

JP/Politikens Hus – Aftryk 2023



Ekstra Bladets & PIN (2020-2023)

1. A more relevant, engaging, and informative news experience ("broader," "deeper," "richer").
2. AI systems that are aligned with the values of news media and are independent of the tech giants.
3. Contribute to a healthy norm-setting for AI in the news media.



Central AI unit (2024->)

- We develop and operate **AI products** across JPPOL's media for **internal customers**.
- We focus on **editorial applications** and the **news experience**.
- We have a clear focus on **value-creating applications** that in some areas are supported by **applied research**.
- We act as **knowledge center** and organizer of **internal and external events** (e.g. the Nordic AI in Media Summit)

- Media have gone through several waves of digitization.
- The digitization will continue for many more years.
- The next wave of digitization, which will transform the media, is driven by AI.

The AI unit's **Vision**

*We must drive a **paradigm shift in the way news is produced and consumed** by enabling the media to effectively and responsibly utilize AI in the editorial workflow and in the news experience in ways **that advance the individual media's mission and strategy.***

Our primary product areas

1. Generative AI

Editorial tools that assist with **routine tasks** and support **rich news coverage** in text, image, and sound.

Primary product:
MAGNA

2. Metadata

Rich metadata about our content in text, image, and sound, enabling the **activation of content** in new ways and gaining **deep insight** into how it is consumed.

Primary product:
Name **t.b.d.**

3. Recommender systems

Personalization of the news experience for the individual in text, image, and sound, which can be **editorially controlled** based on insights into the personalized news streams.

Primary product:
Newspick

2.

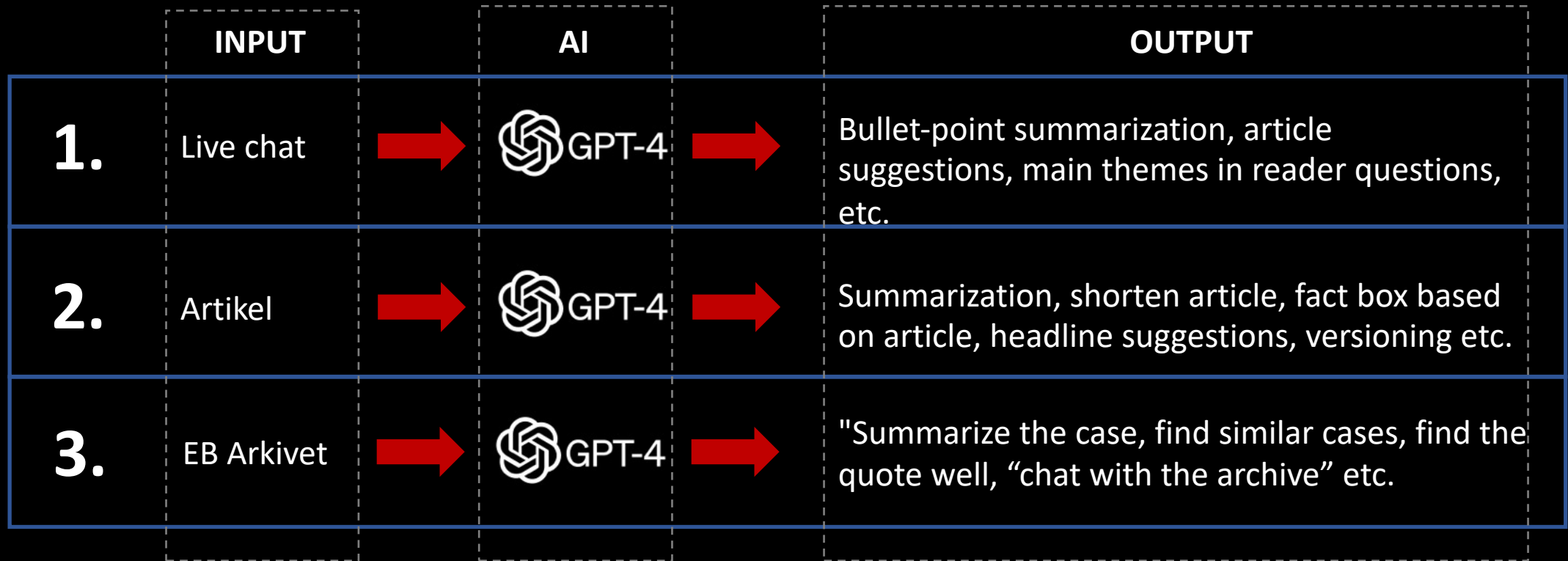
GenAI in JP/Politikens Media Group

GenAI – our early adventures (2021-2022)

- We have built an NLG pipeline (MAGNA), which currently can find articles from the editorial team and supplement with news generated by AI.
- We have launched Local News – as the first test of the pipeline.
- Now, we are working on integrating generative AI (GPT) deeper into the editorial workflow

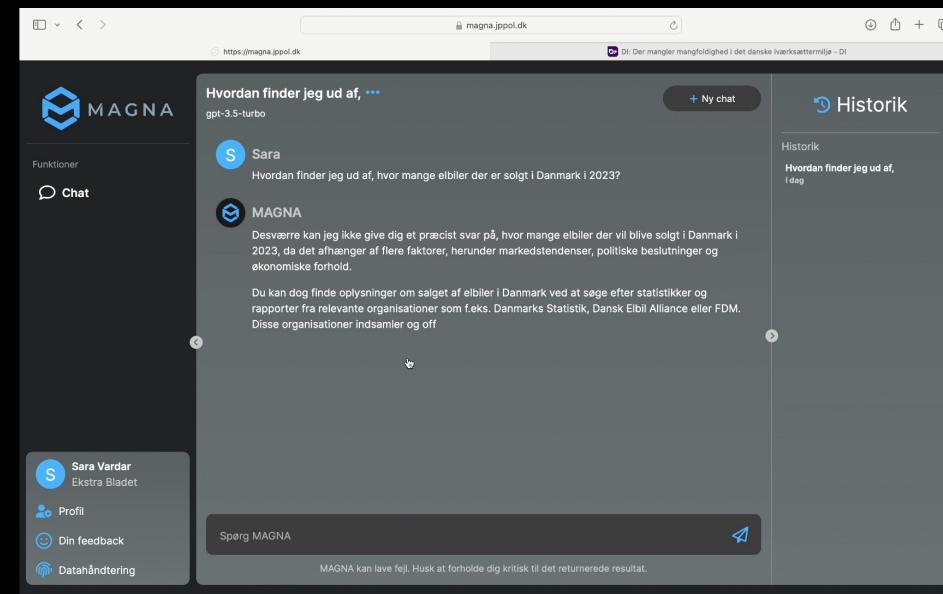


GenAI – tools for the editorial workflow at Ekstra Bladet (2023)



MAGNA Basic (2024->)

- MAGNA Basic **gives all employees access** to use powerful generative AI in ways that:
 - Are compliant with legislation and business considerations
 - Are LLM-agnostic, so we are not tied to a tech giant
 - Make us data owners - so the data benefits us and not the tech giants
- MAGNA Basic establishes a **solid and secure foundation** for MAGNA Custom, which brings more generative AI into the editorial workflow
- MAGNA Basic establishes a platform (API), so we can **integrate generative AI into existing systems** that employees are already using"



MAGNA Custom v1 (preview)

(based on an early version of MAGNA Custom that is fully functional and rolled out at Ekstra Bladet)

Eksempler på opgaver, der kan udføres på et artikeludkast fra CUE

Artikler

▼ Artikel

Udfyld et eller flere af felterne med tekst fra den artikel, du vil arbejde med, eller hent artikeldata.

Artikel-id

Rubrik

Underrubrik

Brødtekst

Vigtigste punkter

Dette værktøj skriver et resume i punktform af artiklen.

► Rediger prompt

Antal punkter Kreativitet: 0,3

Råt input omskrives til en færdig artikel

Forbedr

Omskriv rå udkast til en poleret, skarp og fejlfri version uden at ændre i artiklens opbygning.

► Rediger prompt

Kreativitet: 0,3

Omskriv til færdig artikel

Omskriv rå udkast til en færdig og fejlfri artikel, der har Ekstra Bladets tone.

► Rediger prompt

Kreativitet: 0,4

Find lignende artikler

Hent artikler, der minder om denne, fra arkivet

Antal artikler

Aktivering af artikelarkivet i generering af "Sagen Kort"

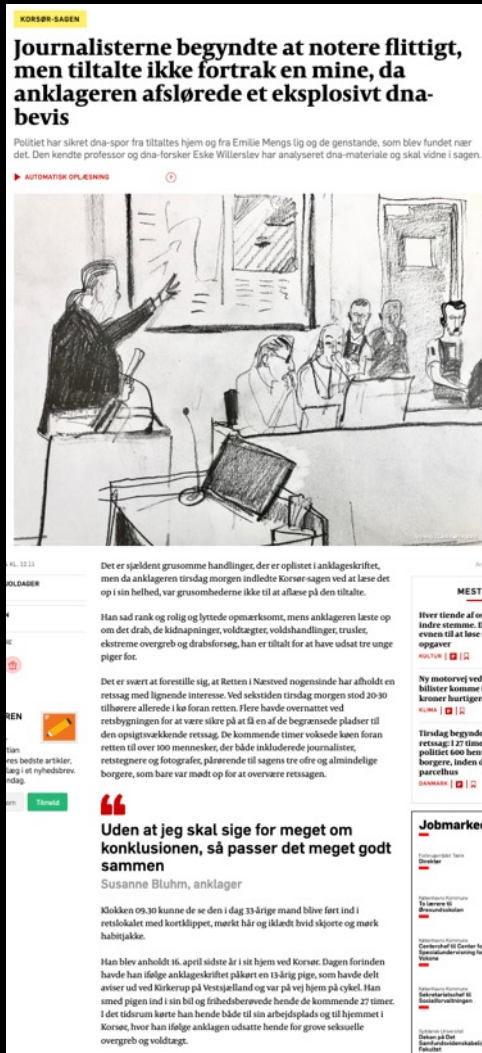
Spørg arkivet

Giv mig en oversigt over artikler om vold i forbindelse med fodboldkampe

Periode

2018 2024

The next generation of MAGNA will also focus on enriching the news experience



Versioning of news story in text

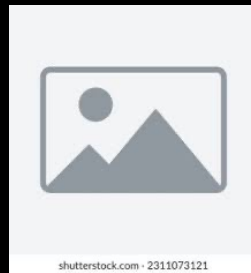
WORK IN
PROGRESS



Audio versions of the news story



Chat with the article/theme/archieve



Illustrate the story (note: photorealism is still "no go")

3.

Key learnings

GenAI must be grounded in external facts

- Factuality is essential for any application of AI in news
- Grounding in external facts greatly reduces the risk of factual errors / hallucinations
- We always ground applications based on GenAI in external facts.

What should GPT be used for in news?

~~Source of knowledge~~

Transformation of tekst

The screenshot shows a search interface with the following elements:

- Spørgsmål:** A search bar containing the text "Hvad er Robert Hansens skandaler?".
- Periode:** A date range selector showing "1. januar 2018" to "1. juni 2024".
- Opgave:** A section with the instruction "Vælg en opgave at udføre oven på søgeresultaterne". It contains three buttons: "Faktaboks", "Sagen kort", and "Artikeludkast". Below this is a text input field with the placeholder "Fritekst: Skriv din egen opgave her" and a "Udfør" button.
- Søgeresultater:** A list of search results. The first result is titled "Fra barnestjerne til voldsmand: Alle Roberts skandaler" and includes a short summary, article ID (8813937), publication date (29. August 2021), and a score (92,2 %). A second result is partially visible below it.

Example: Grounding of text transformation in the article archive with MAGNA

“Gravitation towards the median” is a core challenge

- Getting the “feel” right is one of the main challenges with GenAI solutions
- But you can get far with extensive prompting (*sidenote: this also shows that prompting is not for everyone*)
- Customization (naturally) needs to happen for each unique brand / tone of voice
- Fine tuning / continued pretraining should be able to automate customization / move beyond what can be achieved with prompting

Omskriv til færdig artikel

Omskriv råt udkast til en færdig og fejlfri artikel, der har Ekstra Bladets tone

▼ Rediger prompt

Role definition

Systemprompt

Du er en journalist, der skriver for den store, danske tabloidavis Ekstra Bladet. Du skal lægge vægt på de vigtigste og mest opsigtsvækkende ting, når du skriver.

Prompt

Task definition

```
{
  "role": "user",
  "content": "Nedenfor er et råt udkast til en artikel til ekstrabladet.dk. Omskriv artiklen til en poleret, skarp og færdig version i Ekstra Bladets stil, ved at følge sprogguiden, stilguiden og eksemplet du får efter artiklen. Behold henvisninger til kilder, hvis de fremgår. Hvis artiklen indeholder citater, der starter med en tankestreg [-] eller er omkranset af anførelstegn, så kopier citaterne ind i den polerede artikel uden at ændre dem. Citater i artikler på ekstrabladet.dk er uden anførelstegn og begynder med en tankestreg. OBS: Citater må ikke ændres. Når du har omskrevet artiklen, så undersøg hver sætning for stavfejl og trykfejl og ret alle de fejl, du finder."
}
```

External grounding

```
{
  "role": "user",
  "content": "Her følger udkastet: #body"
}
```

Language guide

```
{
  "role": "user",
  "content": "Følg denne sprogguide, når du forbedrer artiklen: #language_guide"
}
```

Style guide / mission statement

```
{
  "role": "user",
  "content": "Følg også denne stilguide, når du omskriver artiklen: #style_guide"
}
```

Examples for few shot learning

```
{
  "role": "user",
  "content": "Her følger et eksempel på en artikel Ekstra Bladets stil, du skal lade dig inspirere af: #example"
}
```

Kreativitet

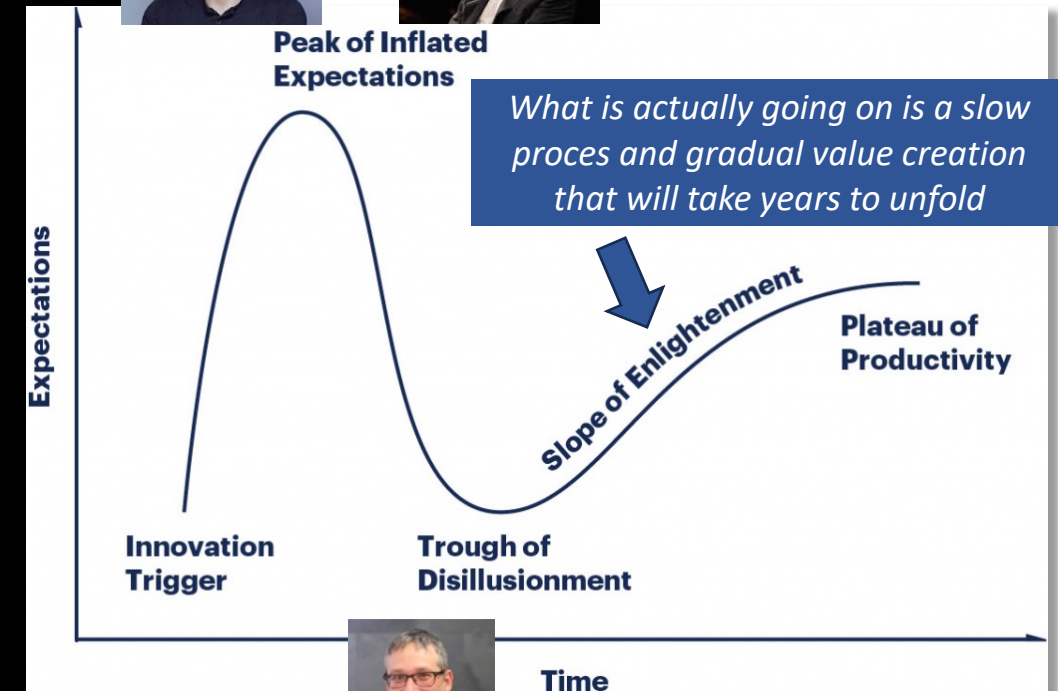
What is hype and what is real?

- *Don't buy in to the hype* – generative AI will not revolutionize publishing next year
- *Don't buy in to anti-movement* – generative AI has substance and will continue improving
- Get to know the technology, get to know your workflow – *look for potentials for short and long term value creation.*

Sam Altman



Elon Musk



Gary Marcus

Efficiency vs. enrichment

- So far, we have focused mainly on driving efficiencies in activities we already have
- But AI certainly also holds the potential to create value by leveraging AI to do new things that strengthens journalism
- Using AI to strengthen journalism requires experimenting without a clear ROI.

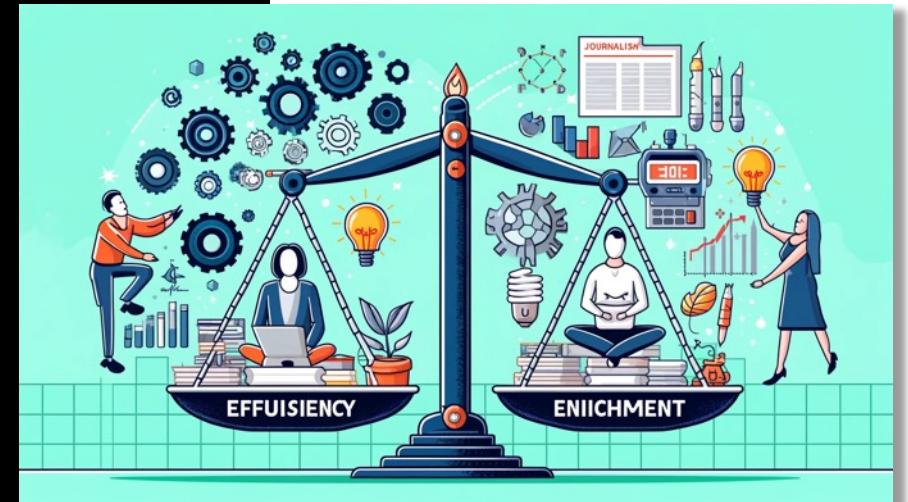


Illustration representing the tension between using AI for efficiency and enrichment in journalism. Made with GPT4o based on the text on the slide.

Humans are harder than algorithms!

- 15% of journalists are front runners / highly motivated – *they are the ones who use our tools today*
- 15% of journalists will never use AI / are against it – *they will never use our tools*
- 70% of journalists are interested, worried, and not sure how to begin – *they are the ones, we focus on when developing and rolling out our tools*

So far, we have mainly been focused on getting the tech and use cases right in collaboration with 15% who are front runners

Now that the first iteration of our tools are mature, we will be focusing on pushing out the tools and education to the 70% who are ultimately

Adoption by the 70% are core to large scale value creation and ROI

What is your unique purpose and mission?

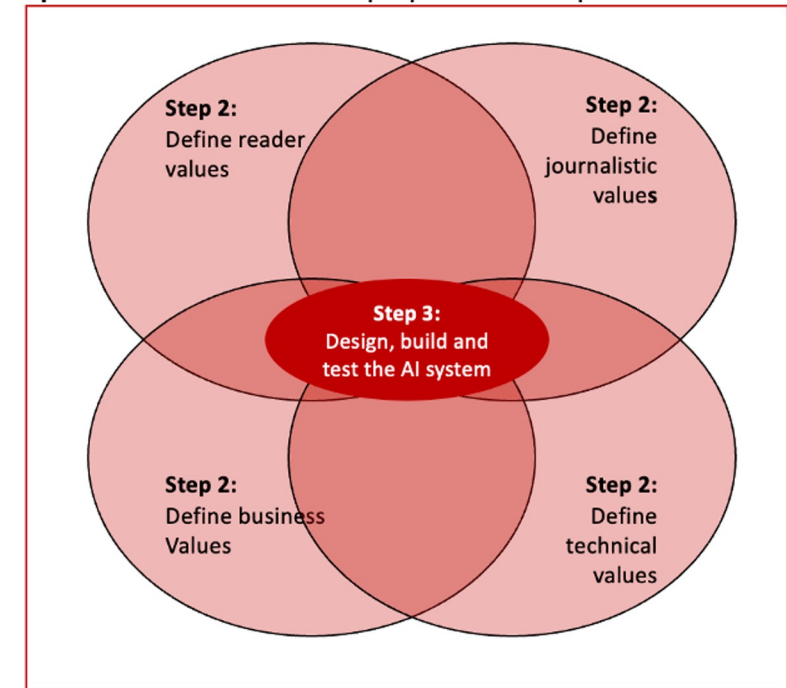
(Or: what can a tech giant using AI not replace?)

The most important question in AI is not about AI:

1. **What is our mission and role in society?**
2. How do we use AI to strengthen that mission and role?
3. (What uses of AI can weaken that mission and role?)

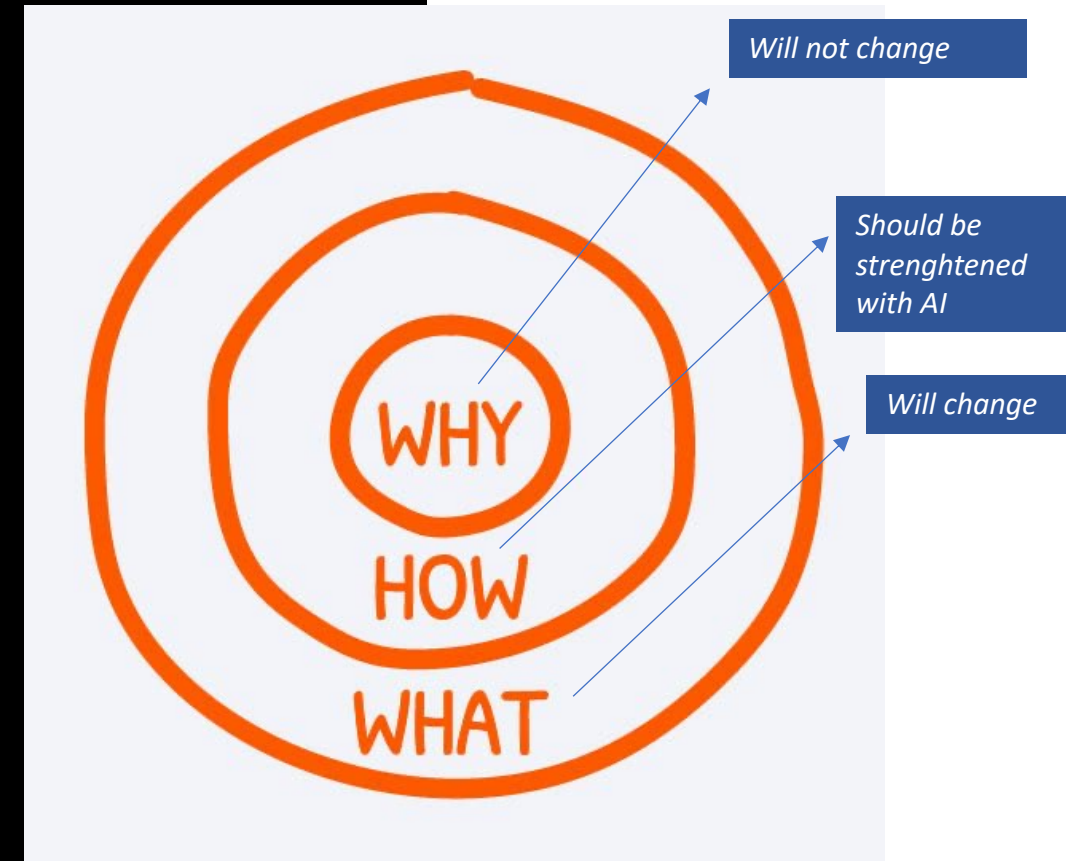
Our value compass

Step 1: Define idea about the purpose of news publisher in society

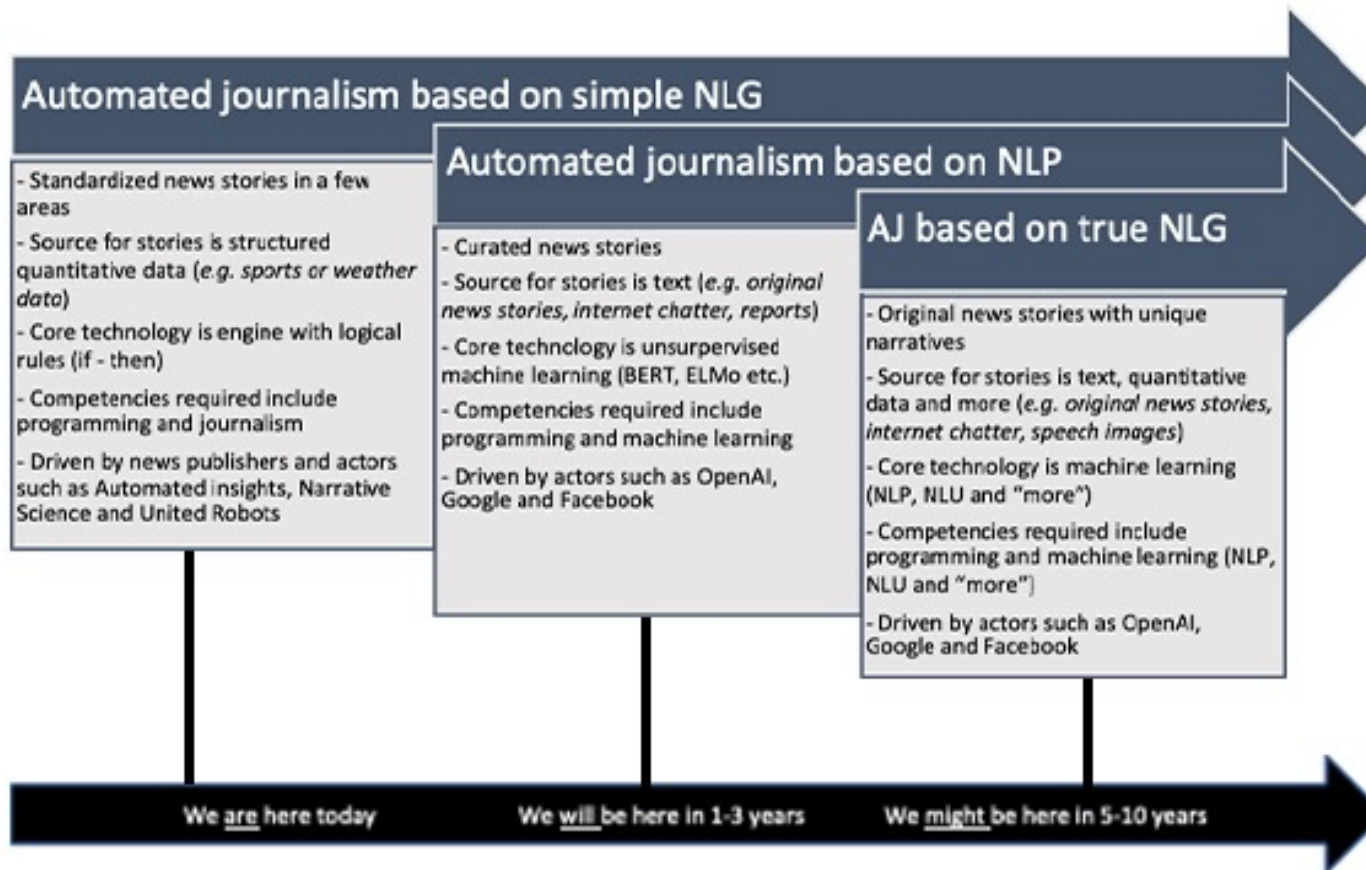


Clear visions for the role of news publishers in an AI driven information ecology are yet to emerge

- What will the future information ecology look like?
- What is the role of / vision for journalism in this information ecology?
- How do we get there?



Prediction made in 2019 – are we on track..?



Source: Author

Thank you!

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JP/Politikens Media Group

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