Growing Innovation at the AP:
Leveraging AI to Advance the Power of Facts
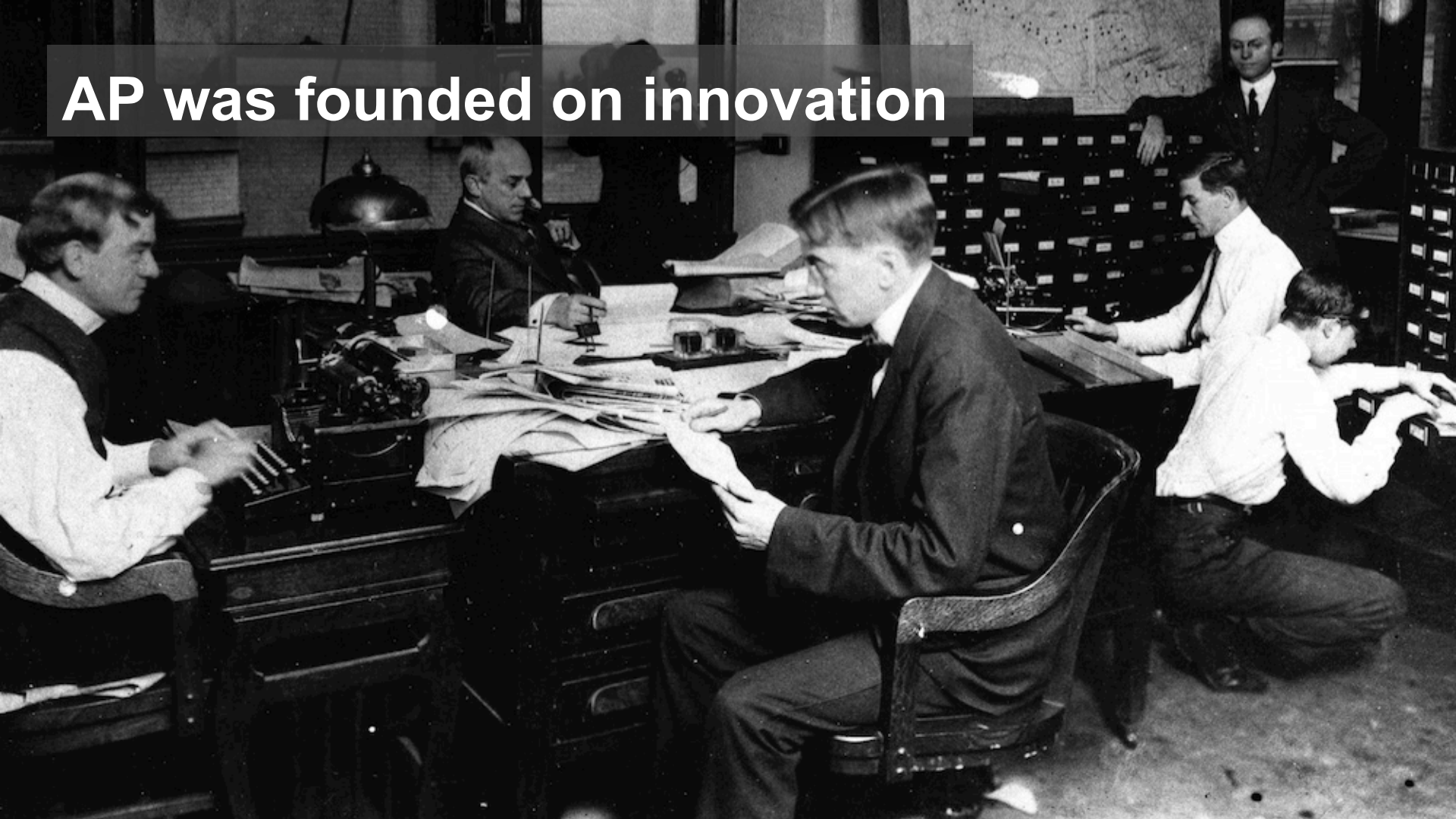
Robyn Spector,
Director of Corporate
Strategy and Development

AP is the world's leading independent news service, supporting thousands of newsrooms globally and reaching two-thirds of the world's population every day.

AP was founded on innovation
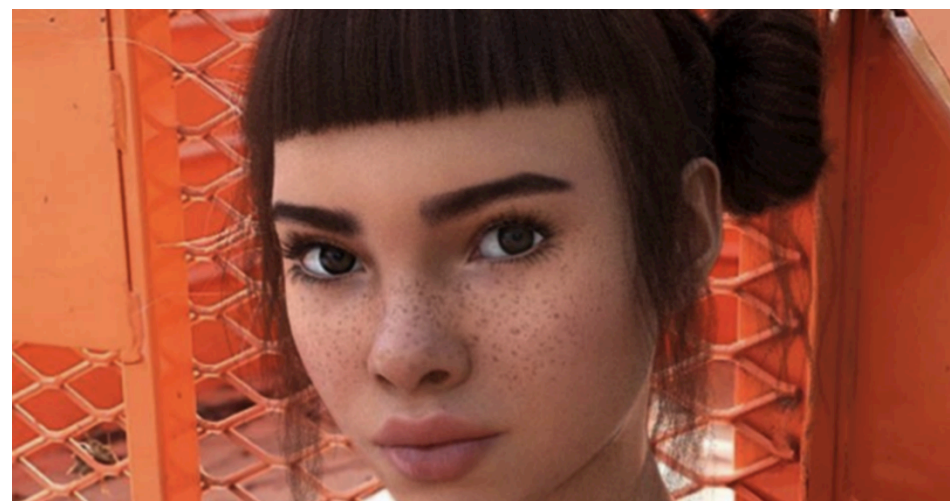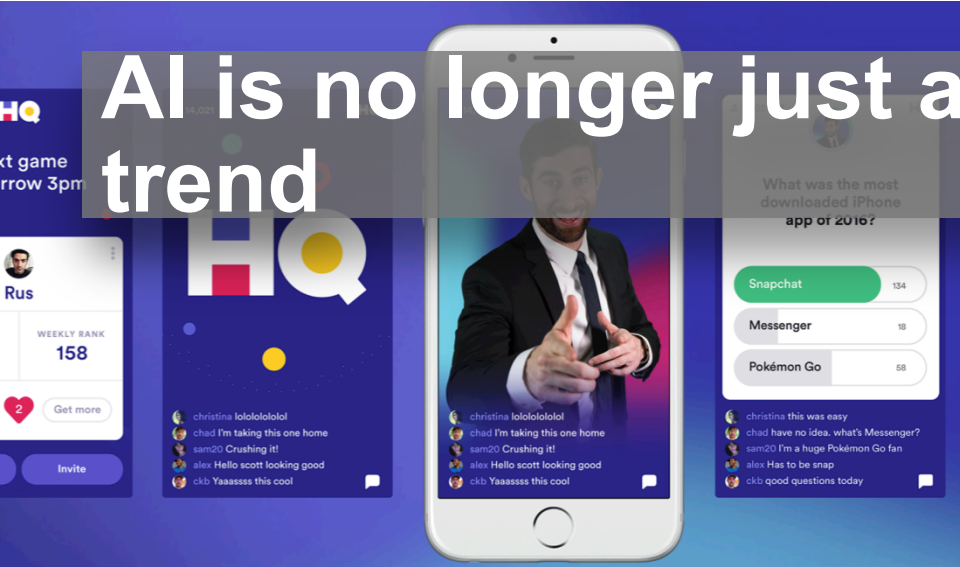
1 million

photos per year
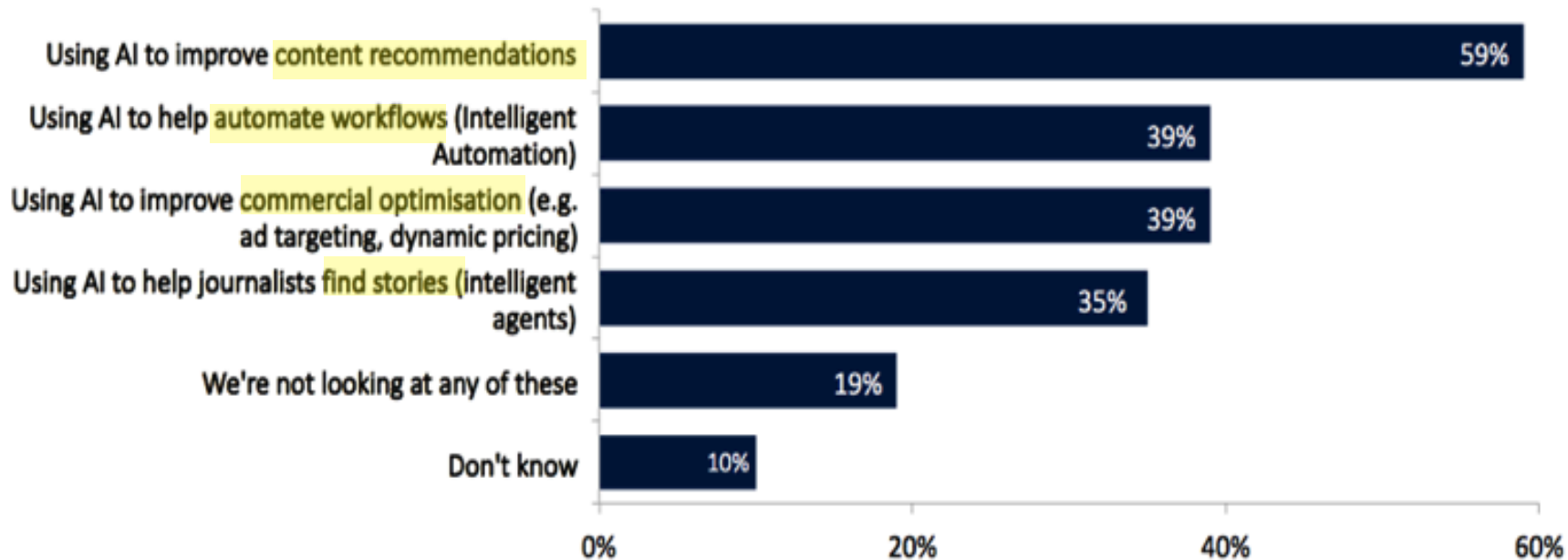
December 4, 2018

2,000

stories per day

ASSOCIATED PRESS

100,000

videos per year

AI is no longer just a tech trend

How the News Industry is Already Using Artificial Intelligence (AI)

Category	Percentage
Using AI to improve content recommendations	59%
Using AI to help automate workflows (Intelligent Automation)	39%
Using AI to improve commercial optimisation (e.g. ad targeting, dynamic pricing)	39%
Using AI to help journalists find stories (intelligent agents)	35%
We're not looking at any of these	19%
Don't know	10%

Q9: Is your company actively looking into any of the following uses of AI – select all that apply
RISJ Digital Leaders Survey, n=184

The way we consume media is changing

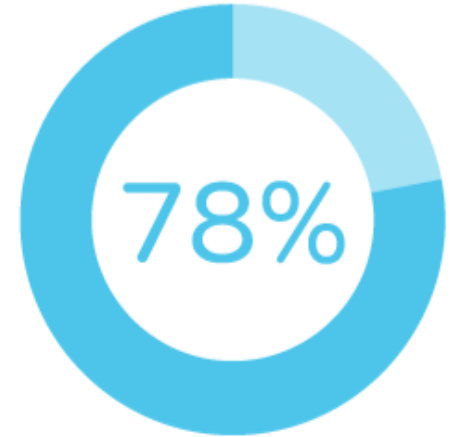Eric Risberg/Associated Press

Personalization is important to consumers

59%

...say that website and email personalization influences their shopping decisions

[Infosys]

77%

...have recommended, chosen or paid more for a brand that provides a personalized service

[Forrester]

78%

will only engage offers if they've been personalized to their previous brand engagements

[Marketo]

And news orgs are seeing some positive results

To keep up with demand, newsrooms need to produce new and multiple types of content
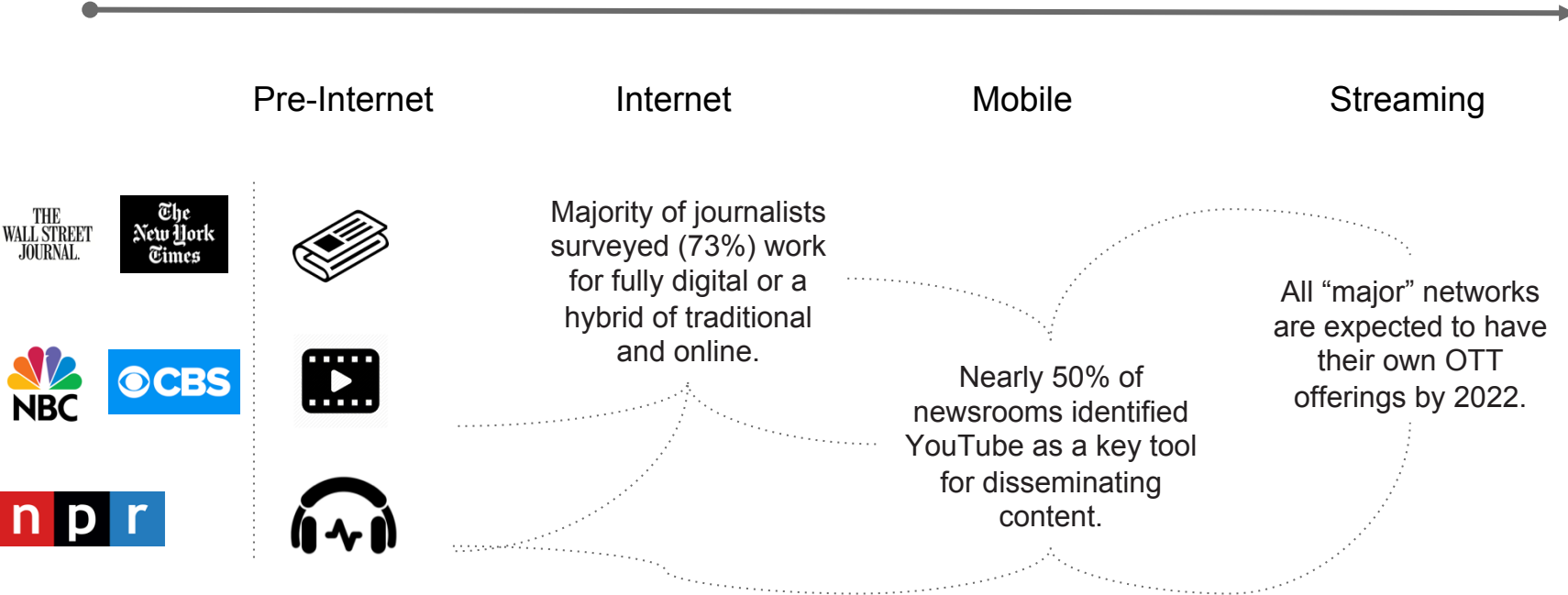
Pre-Internet Internet Mobile Streaming

Majority of journalists surveyed (73%) work for fully digital or a hybrid of traditional and online.

Nearly 50% of newsrooms identified YouTube as a key tool for disseminating content.

All "major" networks are expected to have their own OTT offerings by 2022.

And journalists now need more tools with less time.

In the midst of all the changes, there is a growing gap in coverage.

Consistently enough local news to launch Today In
Sometimes enough local news to launch Today In
Consistently not enough local news to launch Today In
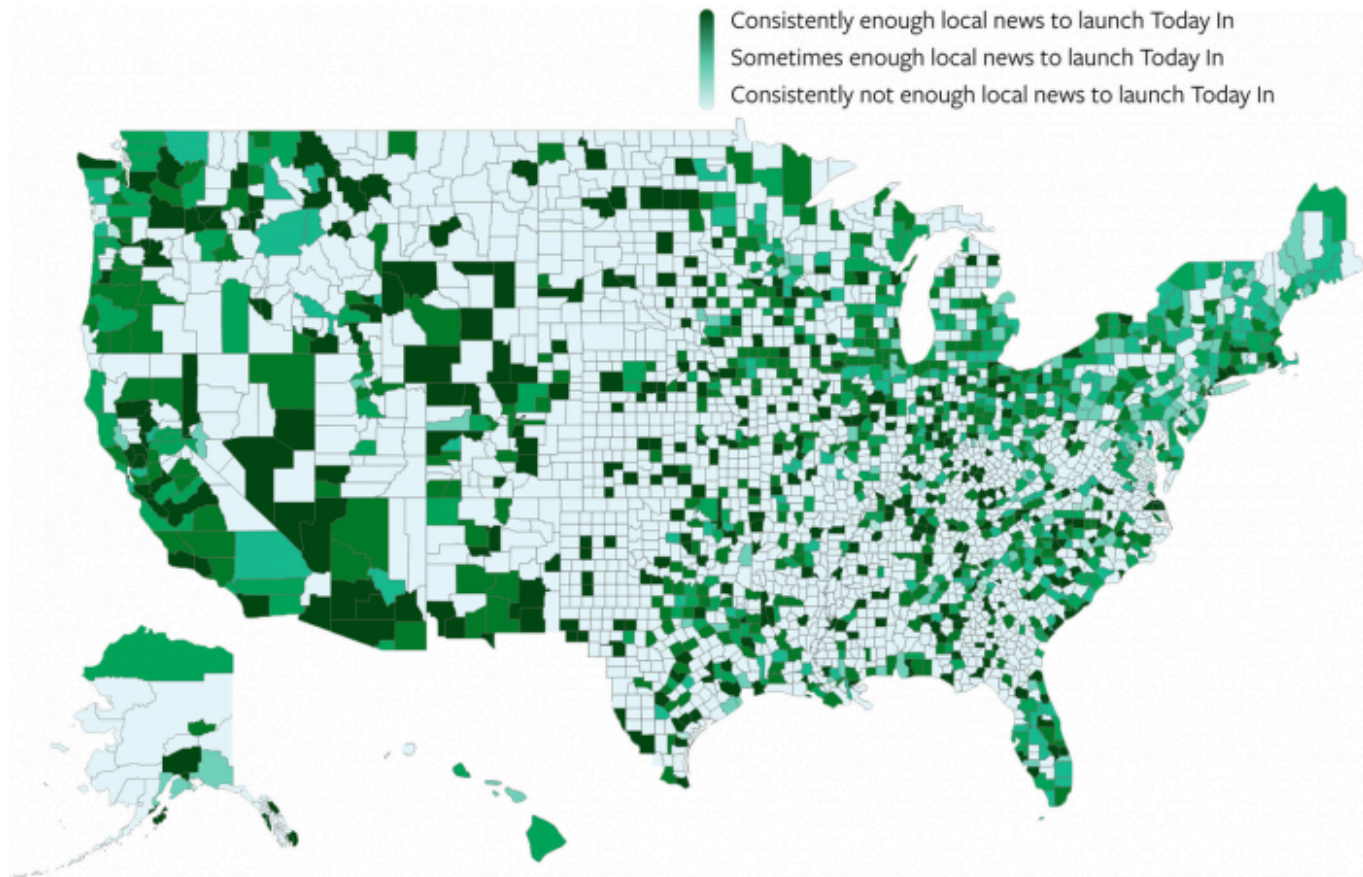
Source: Nieman Lab, 2019.

Our goal at the AP is to give journalists the superpowers they need to thrive in this new climate.

Our first project using AI launched in 2014:
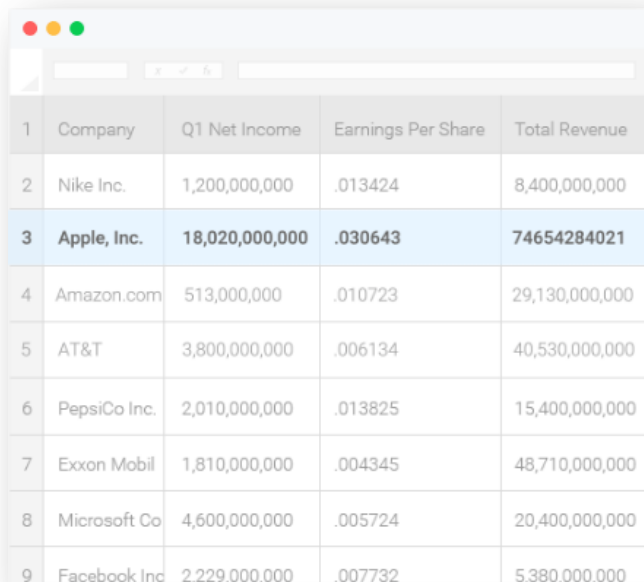
Source data from key vendors:

Distribute stories on wire:

1	Company	Q1 Net Income	Earnings Per Share	Total Revenue
2	Nike Inc.	1,200,000,000	.013424	8,400,000,000
3	Apple, Inc.	18,020,000,000	.030643	74654284021
4	Amazon.com	513,000,000	.010723	29,130,000,000
5	AT&T	3,800,000,000	.006134	40,530,000,000
6	PepsiCo Inc.	2,010,000,000	.013825	15,400,000,000
7	Exxon Mobil	1,810,000,000	.004345	48,710,000,000
8	Microsoft Co	4,600,000,000	.005724	20,400,000,000
9	Facebook Inc	2,229,000,000	.007732	5,380,000,000

Create NLG templates
with startup partner:

ai AUTOMATED INSIGHTS

www.ap.org

Apple tops Wall Street 1Q forecasts

CUPERTINO, Calif. (AP) - Apple, Inc. (AAPL) on Tuesday reported fiscal first-quarter net income of $18.02 billion. The Cupertino, California-based company said it had profits of $3.06 per share. The results surpassed Wall Street expectations.

The average estimate of analysts surveyed by Zacks Investment Research was for earnings of $2.60 per share. The maker of iPhones, iPads and other products posted revenue of $74.6 billion in the period, also exceeding Street forecasts. Analysts expected $67.38 billion, according to Zacks. For the current quarter ending in March, Apple said it expects revenue in the range of $52 billion to $55 billion. Analysts surveyed by

Robo-Journalism Is Good News for Stocks

Automation in the newsroom expands coverage of smaller firms and improves markets.
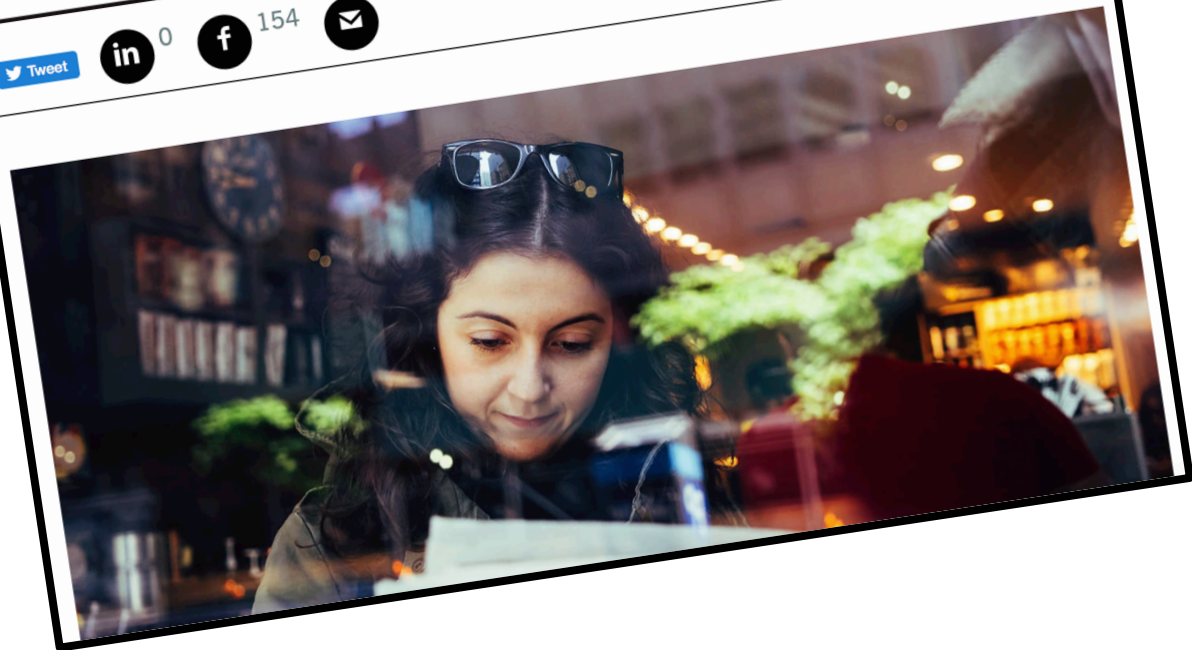
February 2, 2017 | by Lee Simmons

Tweet   in 0   f 154   ✉

Stanford Business School researchers found that our **automated stories increased** the **liquidity** of stocks for smaller companies that previously never received coverage.

We've come a long way since 2014. Here is what we've done and what we've learned.

1) We set our AI objectives:

1. Free up journalists to work on higher-level assignments and investigations.

2. Scale our operations and coverage.

3. Give journalists the tools to break news faster and find deeper insights.

4. Work with startups to infuse innovation into the AP and support entrepreneurs working on industry needs.

2) We organized into the following three categories:

Deep Learning   Content Extraction   Classification

Supervised   Machine Learning   Natural Language Processing   Machine Translation

Unsupervised   **ARTIFICIAL INTELLIGENCE**   Question Answering

Computer Vision   Planning   Robotics   Text Generation

Image Recognition   Speech-to-text   Text-to-speech   Expert Systems
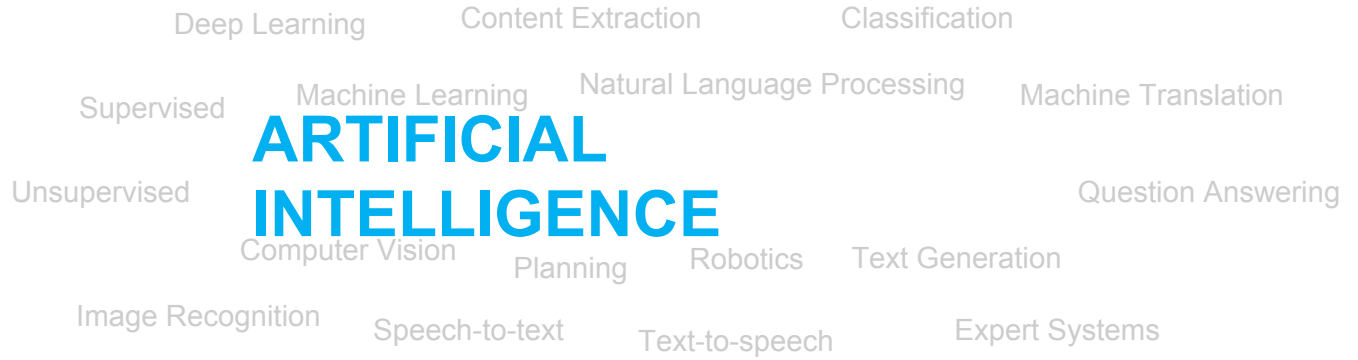
In combination with our expert human journalists, helps to improve:

News Gathering   **News Production**   **News Distribution**

3) We've piloted, tested, launched several AI projects, matching priority problems to available tech:

News Gathering:

Building out an AI-assisted UGC verification portal

Event Detection via NLP

News Production:

Auto-generated story summaries as a first experiment with AI-assisted content versioning

Automated transcription

News Distribution:

Experimenting with automated shotlists

0.6	Donald Trump	SOUNDBITE (Donald Trump)
23.5		Cutaway to audience
27.6	Donald Trump	SOUNDBITE (Donald Trump)
49.9	Donald Trump	Cutaway to audience
112.4	Donald Trump	SOUNDBITE (Donald Trump)
167.1	Donald Trump	Cutaway to audience
193.0		SOUNDBITE
197.0		Cutaway to audience
221.0	Donald Trump	SOUNDBITE (Donald Trump)
239.7	Donald Trump	SOUNDBITE (Donald Trump)
243.8		SOUNDBITE
248.7		SOUNDBITE

and image recognition

We take steps to mitigate AI risks:

- Biased data creates biased stories.

- Personalization can reinforce the "echo chamber" and lead to filter bubbles.

- Tools can be misused by those who aren't journalists, and to create propaganda.

Human editors are very much required.

4) We setup an AI working group:

- Cross-functional team (news, product, sales, tech, strategy)
- Meet monthly to provide updates, vett startups, discuss what other newsrooms are doing, and provide a sounding board

Inside Out: Focused on capturing innovative AI-driven ideas internally and testing them from the inside out

Outside In: Focused on bringing the learnings of the industry from the outside into AP

5) Built a portfolio of startups based on mutually beneficial partnerships

6) Create pathways for collaboration

- Matter Ventures Partner
- NYC Media Lab Founding Member

What's on our mind going forward?

- Better evaluating "what's working"

- Addressing the Innovation Gap

- Preparing for the next media waves of convergence and disruptive technology

THANK

AP