

**AI: everything
you want to
know and are
afraid to ask**

Jodie Hopperton
International News
Media Association

Who am I and why am I here?



Jodie Hopperton

*Product Initiative Lead
International News Media
Association (INMA)*



The New York Times

trint



EMBLEMATIC.
REACH BEYOND

FORE



What I think about all day

*How media organisations can
utilise technology
and develop standout products,
creating offerings that delight
customers
and enhance business growth*

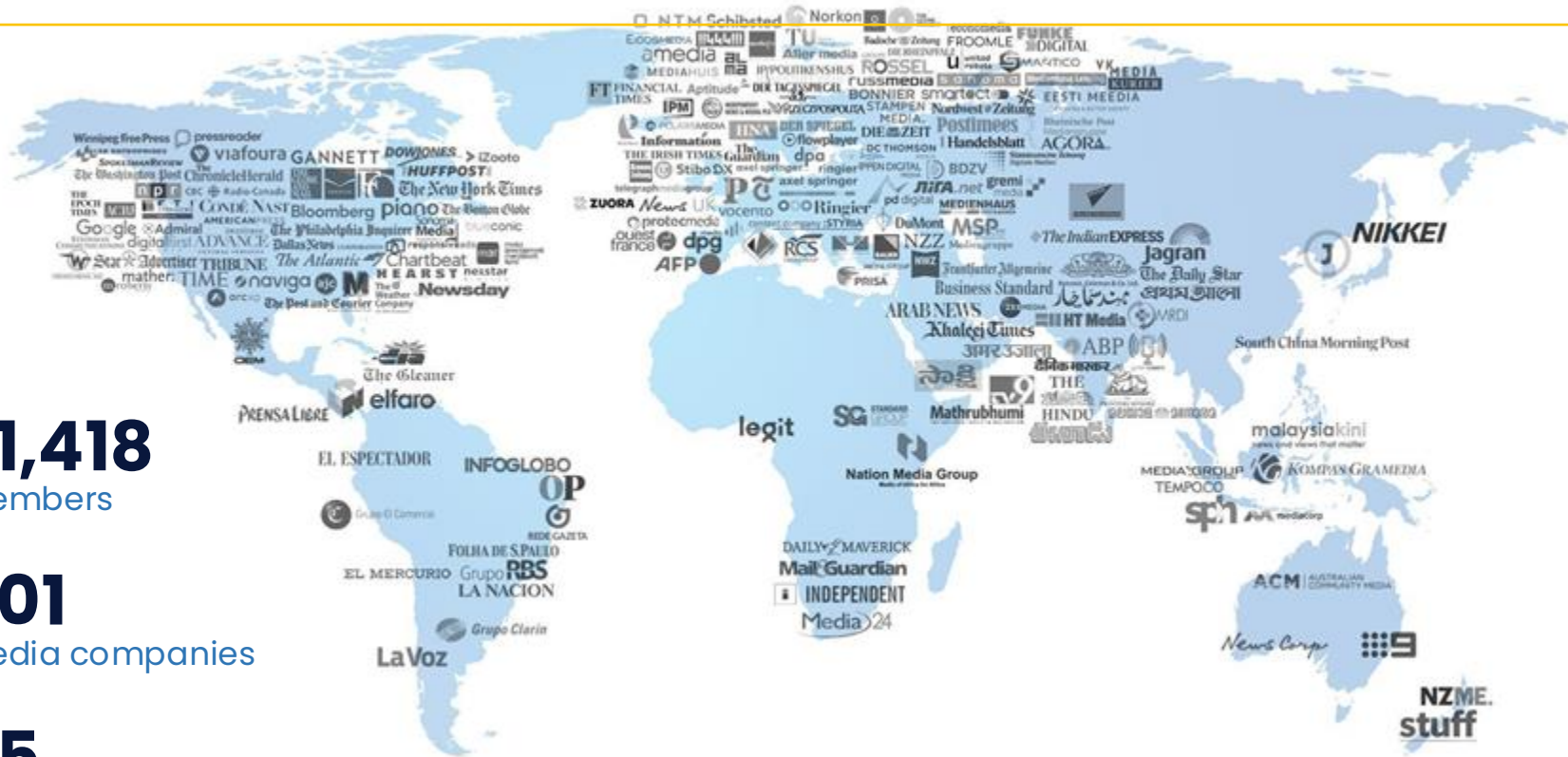


INMA Members

21,418
members

901
media companies

95
countries



A strong advisory council



Katharine Bailey

*Senior VP, Global Head of
Product and Design*
Condé Nast
United States



Riske Betten

Product Director
Mediahuis
Netherlands



Kara Chiles

*Vice President of Consumer
Products*
Gannett | USA Today Network
United States



Julian Delany

*Chief Technology Officer, Data
and Digital*
News Corp Australia
Australia



John Kundert

*Chief Product and Technology
Officer*
Financial Times
United Kingdom



Pundi Sriram

Chief Product Officer
The Hindu
India



Karl Oskar Teien

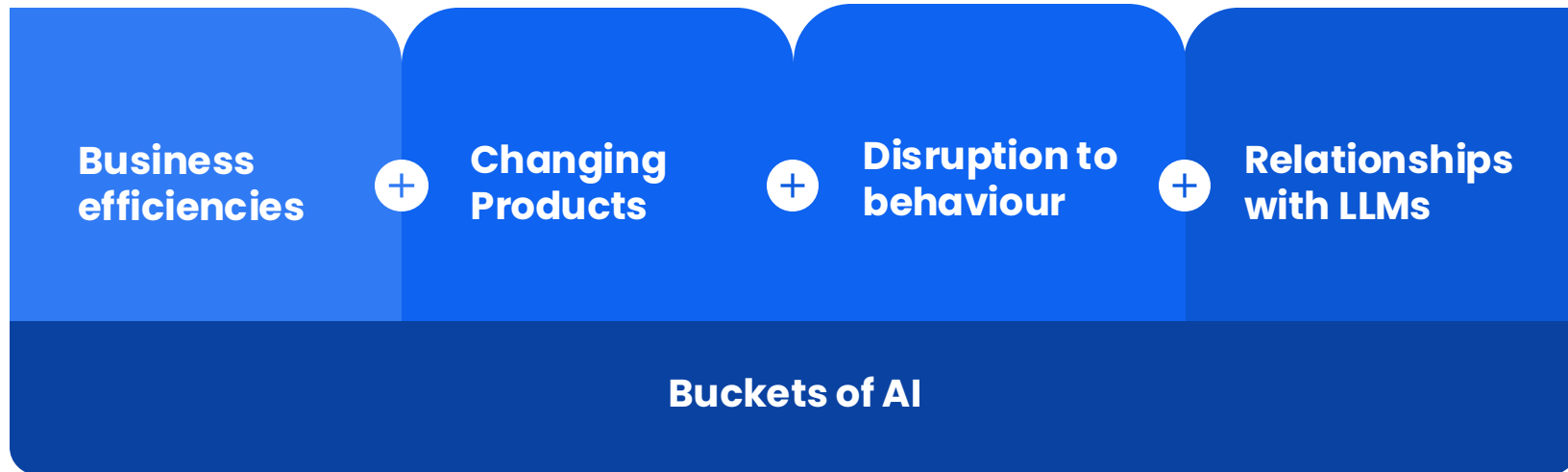
Director of Product
Schibsted
Norway



Christoph Zimmer

Head of Product
Der Spiegel
Germany

AI is a broad term



Big Themes from AI companies

1. Incentives for consumer to stay within walled gardens.
 - Highly personalised experiences
 - New tools often don't rely on the consumer doing anything new
2. Multimodal: more intuitive
3. Happening locally, no data feedback loop for content owners

One thing to be clear about: these products are incredible for consumers

Who uses AI regularly?

New ChatGPT image tool



New ChatGPT image tool



New ChatGPT image tool



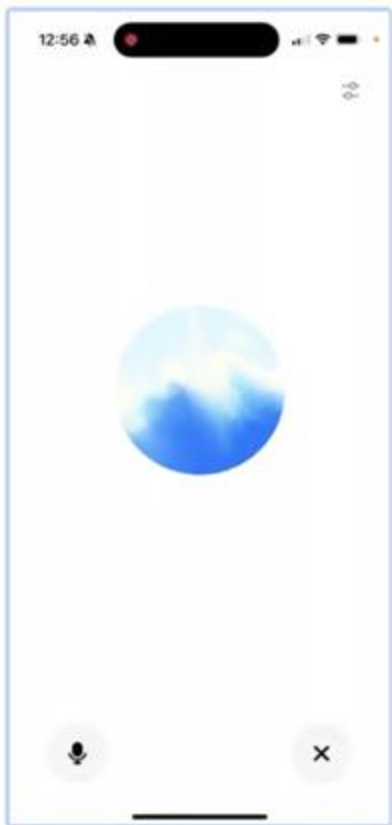
OpenAI voice



Key points:

- interactive voice is here
- it's very slick, very few mistakes

OpenAI voice



What shall we ask it?

- try emotion
- try languages
- whisper
- interrupt

OpenAI voice



Meta Glasses

Key points:

- **Product:** AI-powered Ray-Ban glasses with camera, speakers, microphone, and charging case.
- **Functionality:** Connects to phone via Bluetooth; responds to “Hey Meta” commands; directional speakers for discreet audio.
- Primarily used for calls, podcasts, and taking photos.
- **Limitations:** AI only helpful for occasional travel insights.
- **News Relevance:** unknown



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Audio plays a big role in consumption and discovery

Audio

Key points:

- All charts point to increased listening.
- For news organisations anecdotal evidence points to higher engagement on O&O
- More trustworthy as in your ear.
- Increased listening is generation agnostic.

Online audio listenership

% of Americans ages 12 and older who have listened to online audio in the past ...



Note: Edison Research's survey is conducted in January/February of every year. Between 2014 to 2023, Edison research partnered with Triton Digital to conduct the survey and produce "The Infinite Dial" report. Online audio includes listening to terrestrial (AM/FM) radio stations online and/or listening to streamed audio content available only on the internet.
Source: Edison Research, "The Infinite Dial 2023."

PEW RESEARCH CENTER

Future devices

As software is changing, and audio and video become more prominent so will the hardware. We may not be limited to a rectangular screen.

Smart speakers:

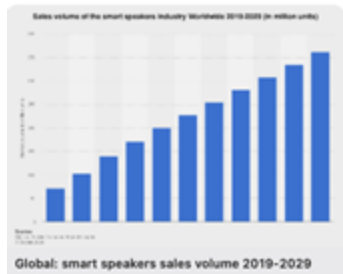
Sales continue to grow*.

As of 2022, 35% households had a smart speaker**.

Only a fraction of functionality is currently being used.

*<https://www.statista.com/forecasts/1367982/smart-speaker-market-volume-worldwide>

**<https://www.statista.com/topics/6201/smart-home-in-the-united-states/#:~:text=revenue%20in%202020,Devices,such%20as%20smart%20washing%20machines>.



Glasses and headsets:

Meta sold an estimated 127,660 units during the quarter. Adding up all headsets, we get an estimated 718,663 units sold in Q2*.

Meta Reality Labs' revenue was \$350 million, up 28% yoy.

Apple sold 200k of its Apple Vision Pro ytd**

* <https://arinsider.co/2024/08/05/how-many-headsets-did-meta-sell-in-q2/>

** <https://www.macrumors.com/2024/01/29/apple-vision-pro-headset-sales/>



The audio future of search

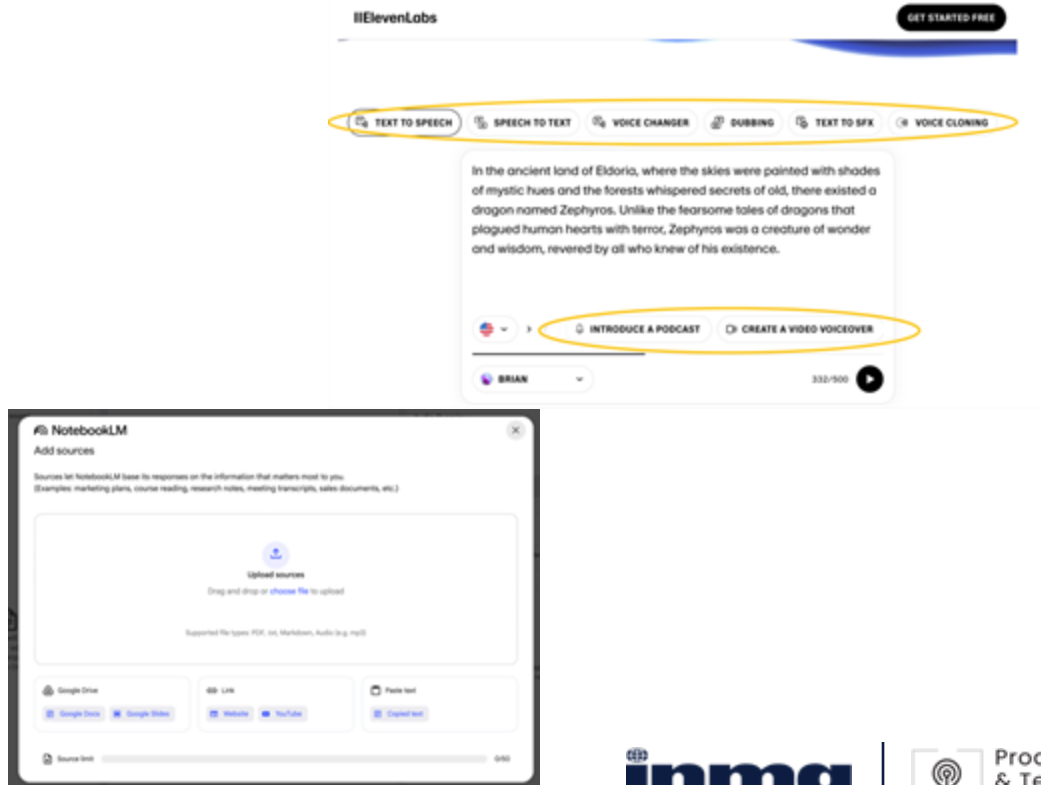
Key points:

- AI search engines may provide more qualified but lower traffic to news sites but AI-driven audio search products complicate transitions to media content: podcasts or narrated articles don't give a natural hand off
- News publishers need new audio products or monetization strategies for AI-based content.

Audio is becoming easier

Key points:

- Off the shelf products can help you easily transform/create audio
- Think about platform/output
- Experiment but don't do things just because you can, focus on goals. Learn and adapt.





Consumer behaviour is changing

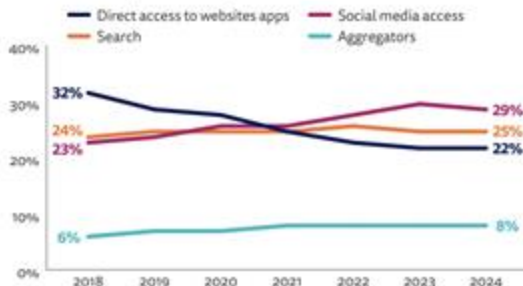
Discovery

Key points:

- Direct traffic has decreased.
- Search has remained the same.
- Social media has grown more important for discovery.

Areas of highest risk: search traffic and mobile alerts

PROPORTION THAT SAY EACH IS THEIR MAIN GATEWAY TO ONLINE NEWS (2018-2024) - ALL MARKETS



Q10a. Which of these was the main way in which you came across news in the last week? Base: All who used online news in the last week in each market-year = 2000. Note: Number of markets grew from 36 in 2018 to 47 in 2024. Markets listed in online methodology

PROPORTION THAT SAY EACH IS THEIR MAIN GATEWAY TO ONLINE NEWS - ALL MARKETS



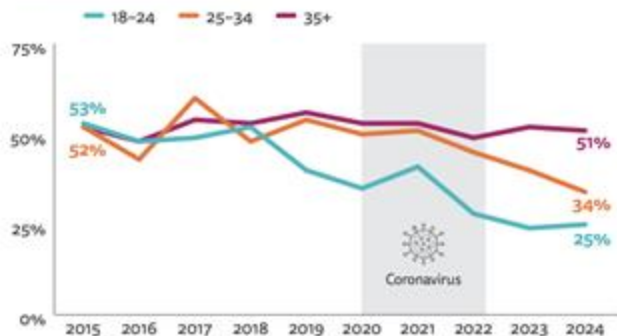
Q10a. Which of these was the main way in which you came across news in the last week? Base: All who used online news in the last week in all markets = 86,966.

Direct: 2030 prediction

Key points:

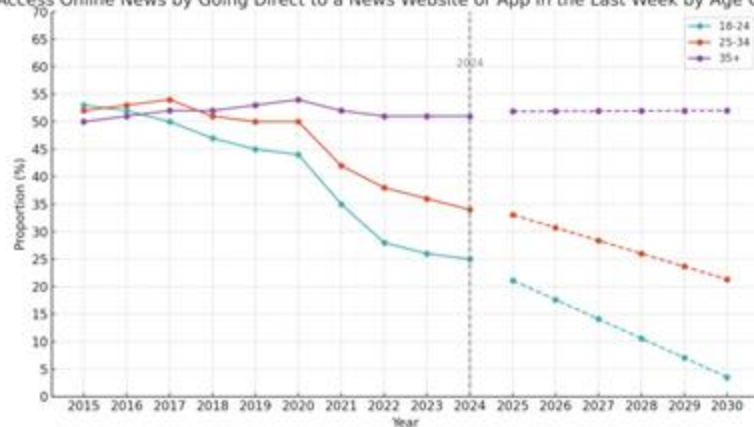
- Direct traffic will see greatest declines by younger generations
- 35+ and above may stay stable (assuming other factors don't change)

PROPORTION THAT ACCESS ONLINE NEWS BY GOING DIRECT TO A NEWS WEBSITE OR APP IN THE LAST WEEK BY AGE GROUP (2015-2024) - UK



Q10. Thinking about how you got news online (via computer, mobile, or any device) in the last week, which were the ways in which you came across news stories? Base: 18-24/25-34/35+ in each year = 200/300/1500.

Proportion That Access Online News by Going Direct to a News Website or App in the Last Week by Age Group (2015-2030) - UK

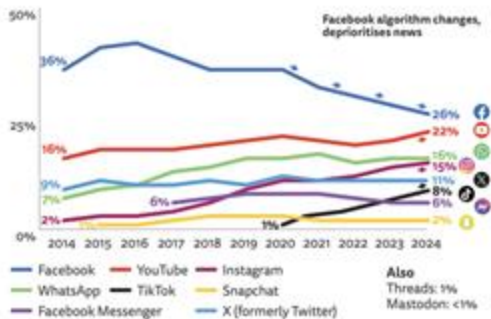


Social Media

Key points:

- Social media has grown as a referrer overall but is highly fragmented. Note upticks in YouTube, Instagram and TikTok over the last 4 years.
- Platform choice may depend on type of content consumed.

PROPORTION THAT USED EACH NETWORK FOR NEWS IN THE LAST WEEK - SELECTED COUNTRIES



Q1a3. Which, if any, of the following have you used for news in the last week? Base: Total sample in each country-year in UK, USA, Germany, France, Spain, Italy, Denmark, Finland, Japan, Australia (2014-24), Brazil, and Ireland (2015-24) = 2000.

PROPORTION THAT USED TIKTOK FOR NEWS IN THE LAST WEEK
Top ten markets are all in the Global South



Q1a3. Which, if any, of the following have you used for news in the last week? Base: Total sample in each market = 2000. Also: TikTok has been banned in India and does not operate in Hong Kong.

PROPORTION THAT PAY ATTENTION TO EACH SOURCE OF NEWS ON EACH NETWORK - ALL MARKETS

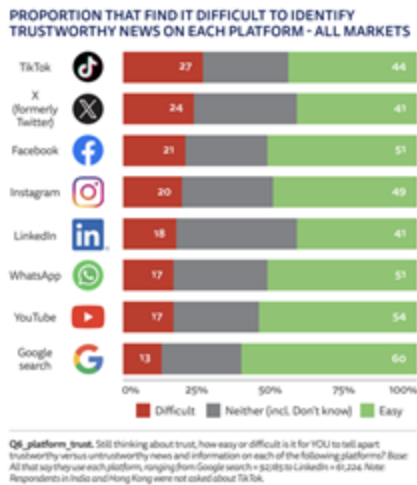


Q1a3. Which, if any, of the following have you used for news in the last week? Base: Total sample in each market = 2000. Also: TikTok has been banned in India and does not operate in Hong Kong.

Video

Key points:

- Video is becoming more important across multiple platforms. Directly related to age groups.
- Ease of viewing with or without sound.
- Consumers equate watching someone to having a personal relationship therefore more trustworthy. Although the opposite can be true if they don't like something. This Also speaks to rise of influencers.



Audio

Key points:

- All charts point to increased listening.
- For news organisations it mostly points to higher engagement.
- More trustworthy as in your ear.
- Increased listening is generation agnostic.

Online audio listenership

% of Americans ages 12 and older who have listened to online audio in the past ...



Note: Edison Research's survey is conducted in January/February of every year. Between 2014 to 2023, Edison research partnered with Triton Digital to conduct the survey and produce "The Infinite Dial" report. Online audio includes listening to terrestrial (AM/FM) radio stations online and/or listening to streamed audio content available only on the internet.
Source: Edison Research, "The Infinite Dial 2023."

PEW RESEARCH CENTER

Younger generations

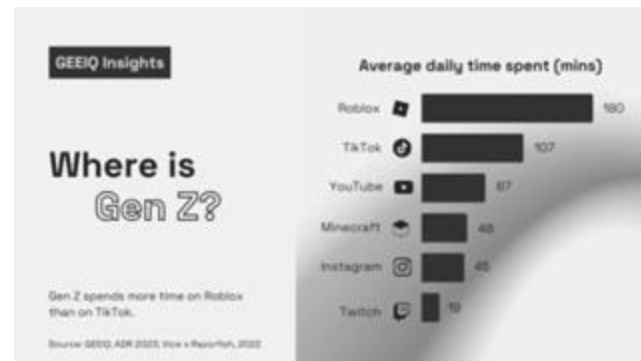
Key points:

- Authenticity over traditional credentials
- Higher degree of skepticism
- Spend time on platforms we are not looking at (Roblox, Minecraft, Twitch)
- This generation, and others, have **entirely different consumption habits**

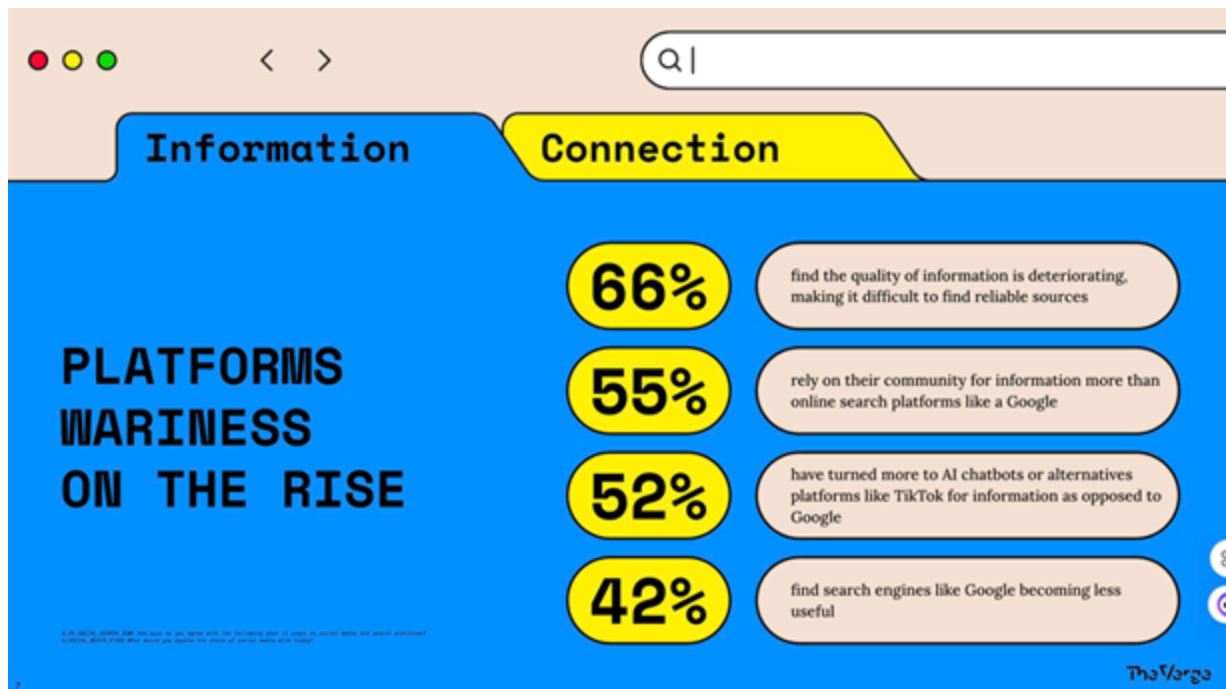
"Someone who identifies with a certain community / group or has lived through that event is seen as more credible in covering a related news event,"
Lait Fainman-Adelman FT Strategies explains. *"Someone documenting their daily life in Ukraine on TikTok may be more popular and trusted than a trained journalist sent to cover the war."*

"Young people want to feel connected to those who are delivering them news and information," Fainman-Adelman contends. "It's important for them to see who they really are and understand their underlying motivations."

- Damian Radcliff, [Engaging young readers. Digital Content Next](#)



Perception of information changing



**Tomorrow's discovery is far
from yesterday's**

Content at the core, but formats changing

Key points:

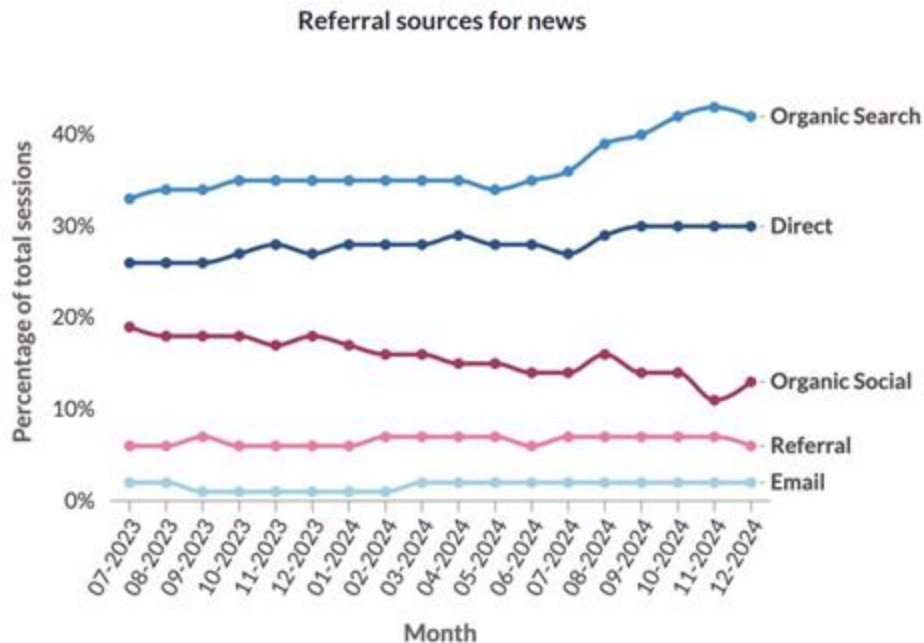
- More places for content to live.
- Different formats work on different platforms.
- Different users want different formats, at different times.
- Technology advancements aiding us in content production.

Key question:

Which platforms do we choose to show up on? What works for you?



Why does this matter to us?



Data Source: aggregated web analytics data from 106 news publishers of varying sizes and regions

FT STRATEGIES

inma
International News Media Association

 Product
& Tech
Initiative

8

3. Wider Platform Uncertainties Create New Dilemmas

Large platforms (>5m monthly sessions)

Year	Facebook	Google+	Twitter
2006-01	100,000,000	35,000,000	10,000,000
2006-05	90,000,000	35,000,000	10,000,000
2006-09	100,000,000	35,000,000	10,000,000
2007-01	95,000,000	35,000,000	10,000,000
2007-05	90,000,000	35,000,000	10,000,000
2007-09	95,000,000	35,000,000	10,000,000
2008-01	90,000,000	35,000,000	10,000,000
2008-05	95,000,000	35,000,000	10,000,000
2008-09	100,000,000	35,000,000	10,000,000
2009-01	90,000,000	35,000,000	10,000,000
2009-05	85,000,000	35,000,000	10,000,000
2009-09	80,000,000	35,000,000	10,000,000
2010-01	75,000,000	35,000,000	10,000,000
2010-05	70,000,000	35,000,000	10,000,000
2010-09	75,000,000	35,000,000	10,000,000
2011-01	70,000,000	35,000,000	10,000,000
2011-05	65,000,000	35,000,000	10,000,000
2011-09	70,000,000	35,000,000	10,000,000
2012-01	75,000,000	35,000,000	10,000,000

Medium platforms (300k-2m monthly sessions)

Platform	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	2015 Q4
Instagram	~1,400,000	~1,400,000	~1,500,000	~1,400,000	~1,800,000	~1,300,000
WhatsApp	~800,000	~900,000	~900,000	~1,000,000	~1,300,000	~1,500,000
Reddit	~100,000	~100,000	~100,000	~100,000	~100,000	~100,000
Flipboard	~100,000	~100,000	~100,000	~100,000	~100,000	~100,000
LinkedIn	~100,000	~100,000	~100,000	~100,000	~100,000	~100,000

Small platforms (<100k monthly sessions)

Month	ChatGPT	Perplexity	Gemini	Claude
2024-01	0	0	10,000	10,000
2024-02	0	0	10,000	10,000
2024-03	0	0	10,000	10,000
2024-04	0	0	10,000	10,000
2024-05	0	0	10,000	10,000
2024-06	0	0	10,000	10,000
2024-07	0	0	10,000	10,000
2024-08	0	0	10,000	10,000
2024-09	0	0	10,000	10,000
2024-10	0	0	10,000	10,000
2024-11	0	0	10,000	10,000
2024-12	100,000	40,000	10,000	10,000

FT STRATEGIES



Questions?

Don't underestimate Apple

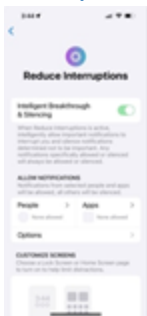
App push alerts

Key points:

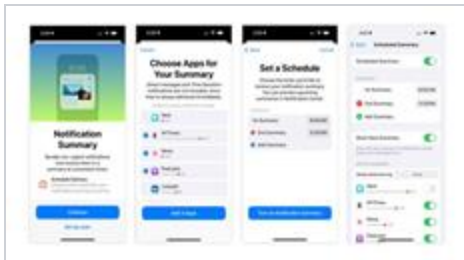
- Push alerts are a high source of traffic for app users. Summarisation will have a direct impact on traffic.
- Alerts may get summarised daily or twice daily, putting this at significant risk
- Consumers can choose
- This is currently Apple only.



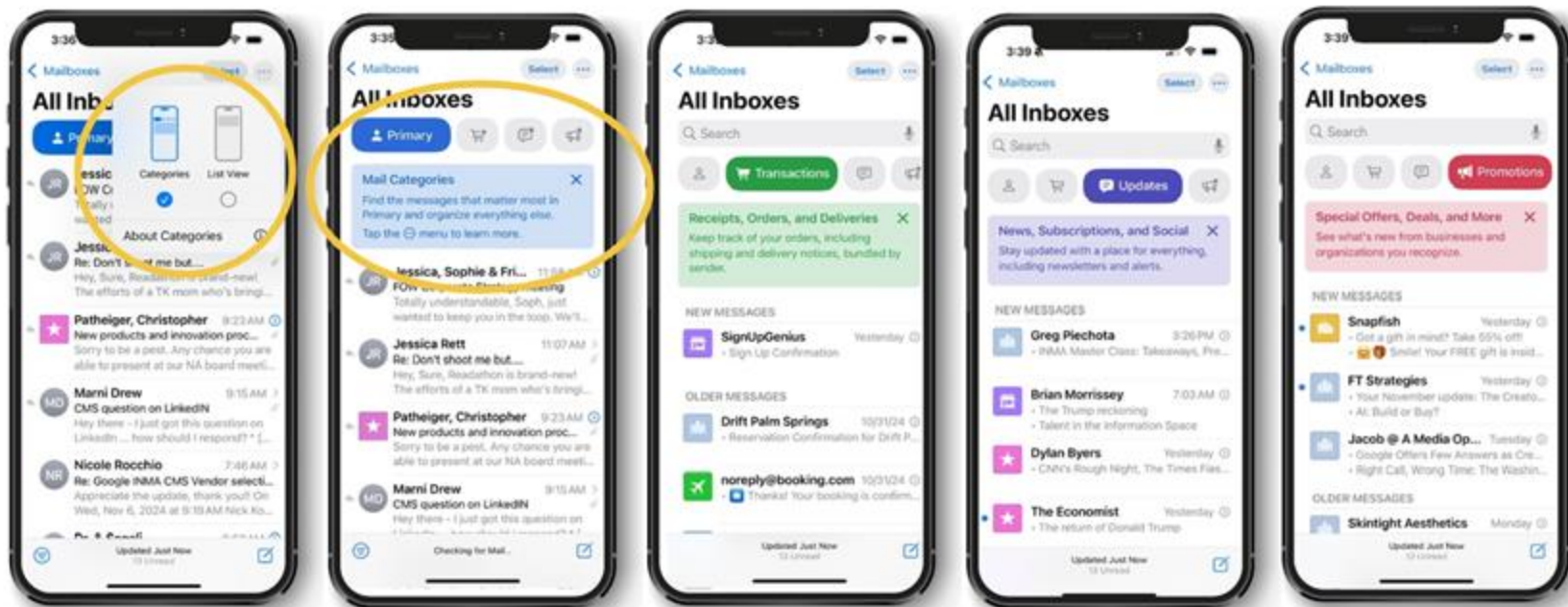
Reduce Interruptions



Apple News summaries



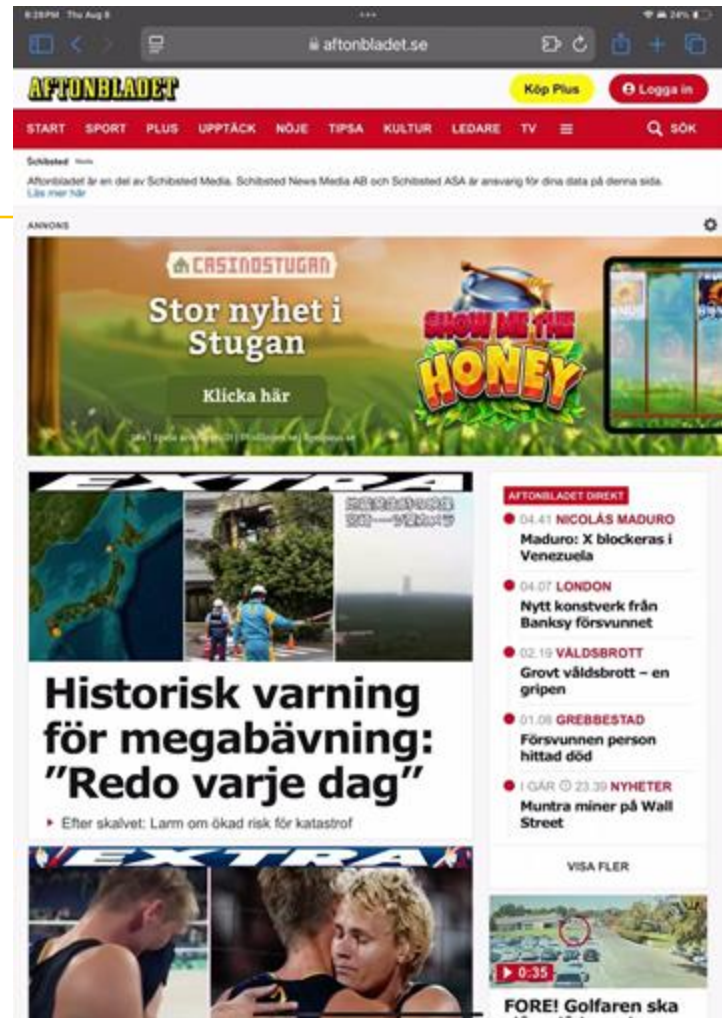
Emails are no longer created equal



Safari: iPad customisation

Key points:

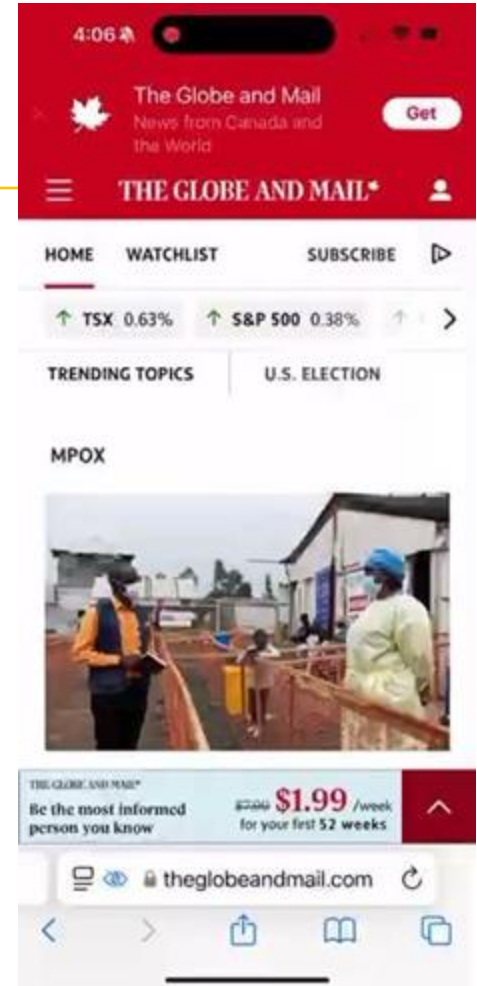
- Consumer personalisation.
- Ability to remove 'distracting' items such as ads.
- Not persistent so resets after every session (formerly is reset every refresh)



Safari: iPhone customisation

Key points:

- Consumer personalisation.
- Ability to remove 'distracting' items such as ads.
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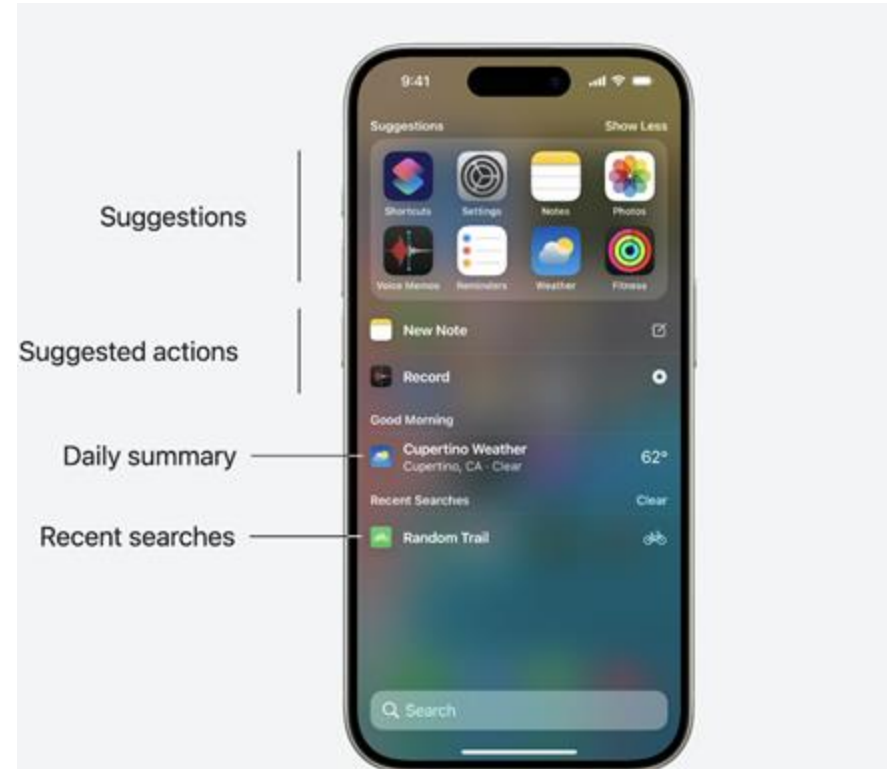
Apple App Intents

Key points:

- by allowing some of your content to be searchable, it can be found by Siri without the app ever being opened
- allows specific pages to be discoverable on Spotlight
- they refer to it as 'donating content'
- can also make these relatable to other apps by direct access to specific app files

Questions to answer:

- what happens to 'donated' content?
- what's the pay off to the inherent risk of allowing discoverability to all content?





Questions?



Search will never be the same

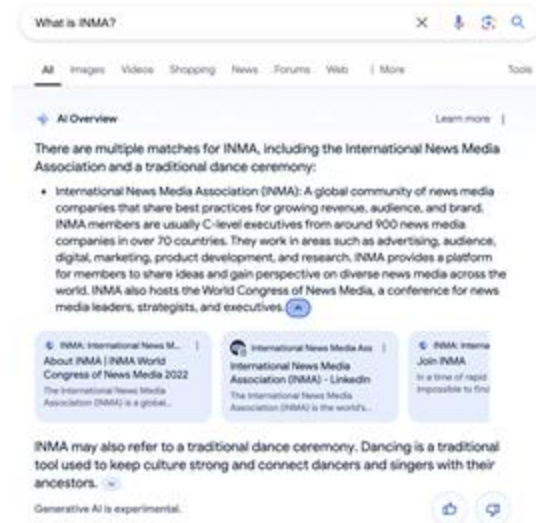
Google AI overviews (AIO)

“Let Google do the searching for you”

Key points:

- AI overview (clearly marked plus explanation)
- Sources (usually 4)
- Often prompts follow up questions
- Standard search results below AI overview

AI Overviews presence went from 11% to 7% of queries in June

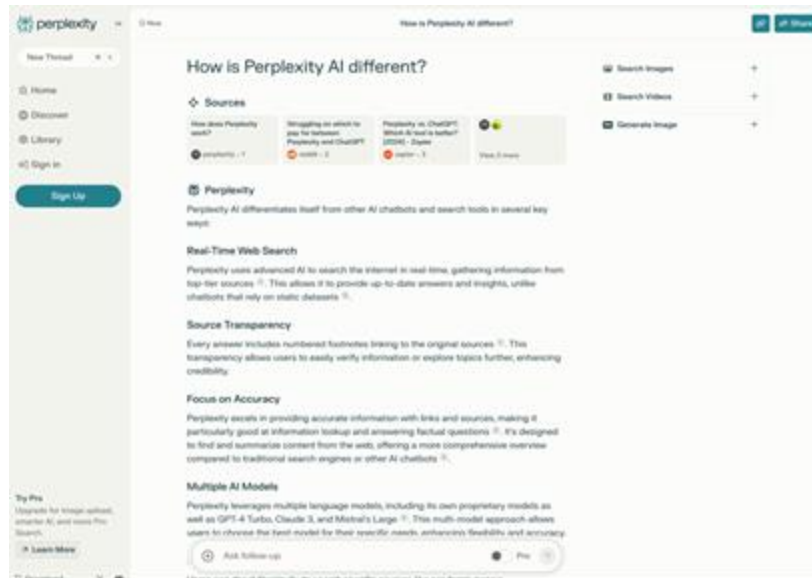


After reports of 30% drops when AIO were launched, it was deprioritised (due to error, note pizza glue). Very few are seeing the effects – Parse.ly put it at less than 1% – but this will likely change.

New search engine: Perplexity

Key points:

- Launched in 2022 Perplexity describing themselves as '*AI-powered Swiss Army Knife for information discovery and curiosity*'.
- Primary search is open field text but also possible to search in images and videos.
- Note sources as the lead to the response.



New search engine: SearchGPT

Key points:

- Recently launched
- Differences from ChatGPT are nuanced training data reliance and ongoing prompts vs Retrieval-Augmented Generation (RAG) to perform a final answer
- Experimenting with hover overs and sources
- Larger search box to encourage bigger/more precise queries.
- Delivers both list and overview
- Strong attribution

ChatGPT

Share

What's the latest election polling

As of October 31, 2024, the U.S. presidential race between Democratic nominee Kamala Harris and Republican nominee Donald Trump is highly competitive. National polling averages indicate a slight lead for Harris, with FiveThirtyEight reporting her at 48.1% and Trump at 46.7%. However, this margin is narrow, and the outcome remains uncertain.

FiveThirtyEight Projects

National : President: general election : 2024

Polis - FiveThirtyEight

28 October 2024 — Updating average for each candidate in 2024 presidential polls, accountin...

ght. A recent Quinnipiac poll shows Trump leading ghting significant divides along gender and racial -point advantage over Trump in Wisconsin and

Forecast models reflect this uncertainty. FiveThirtyEight's election forecast gives Harris a 46% chance of winning, while Trump has a 54% chance. Similarly, The Hill's prediction model shows Trump slightly favored, with 235 electoral votes to Harris's 226, leaving both short of the 270 needed for victory.

Given the tight margins and the importance of swing states, the final outcome will likely depend on voter turnout and late-breaking developments in the remaining days before the election on November 5.

Sources

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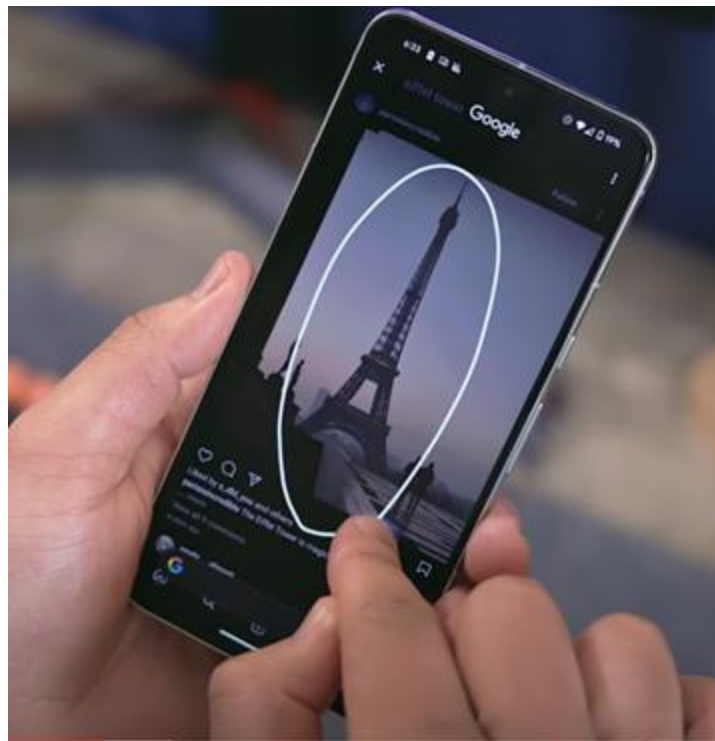
Changes to format of search

Key point: The format of search is changing by platform and by format.

Google and Apple are building search on device.

1. Works across apps
2. Already highly personalised
3. Reduced data feedback loop

Growing prominence of TikTok in search may also point to a preference in video over text



Search summary

Overall:

- Where consumers have had the same search experience for years, this is now changing by platform, hardware and format.
- We're in the experimentation phase.
- Google AIO has dialled back, they maintain no dip in traffic.
- As with search now, the top links will be coveted amongst news media.

Big questions:

- How long will consumers take to adapt to AI search?
- When do you start optimising for GenAI over SEO?
- How do you optimise for different formats?

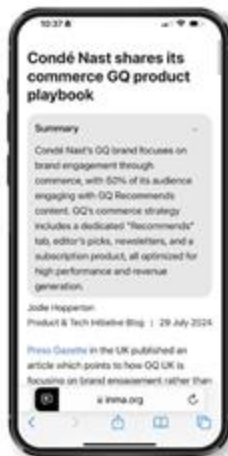
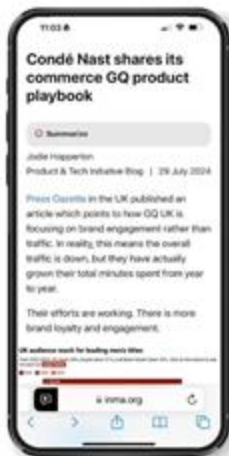
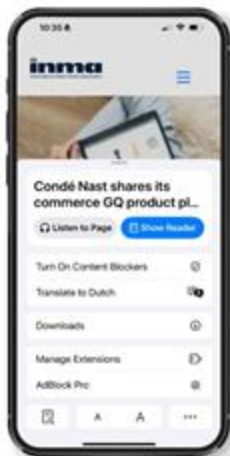


What if consumers controlled your UX?

Safari: web tools

Key points:

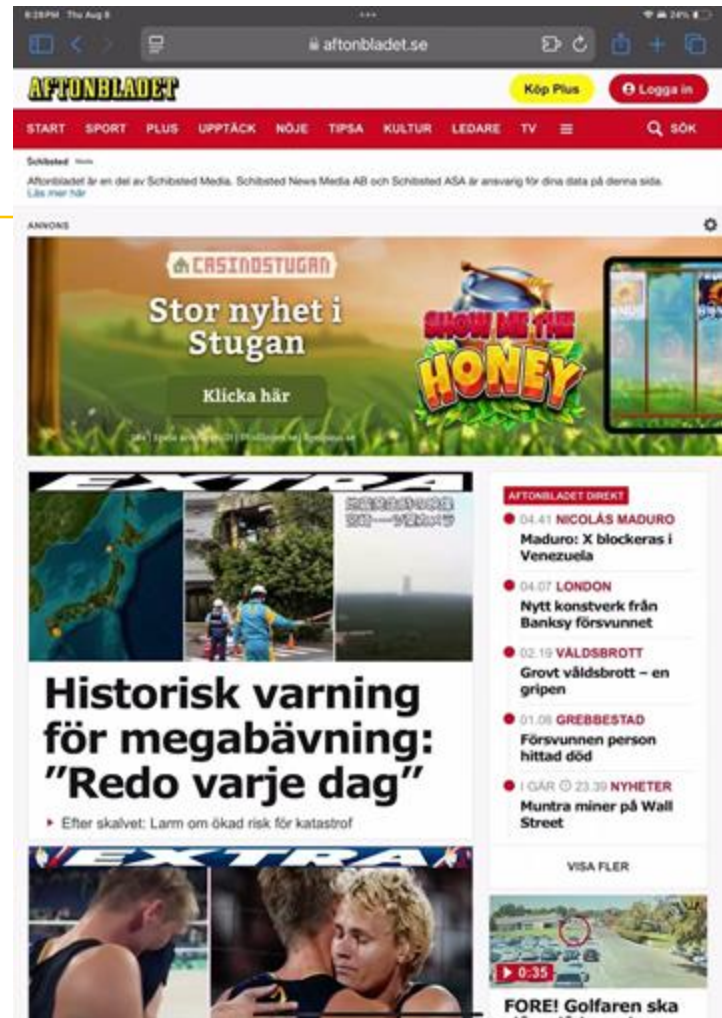
- Audio for all content
- Reader view allows for summarisation
- This is all on device so no feedback to website owner when consumers use these tools



Safari: iPad customisation

Key points:

- Consumer personalisation.
- Ability to remove 'distracting' items such as ads.
- Not persistent so resets after every session (formerly is reset every refresh)



Safari: iPhone customisation

Key points:

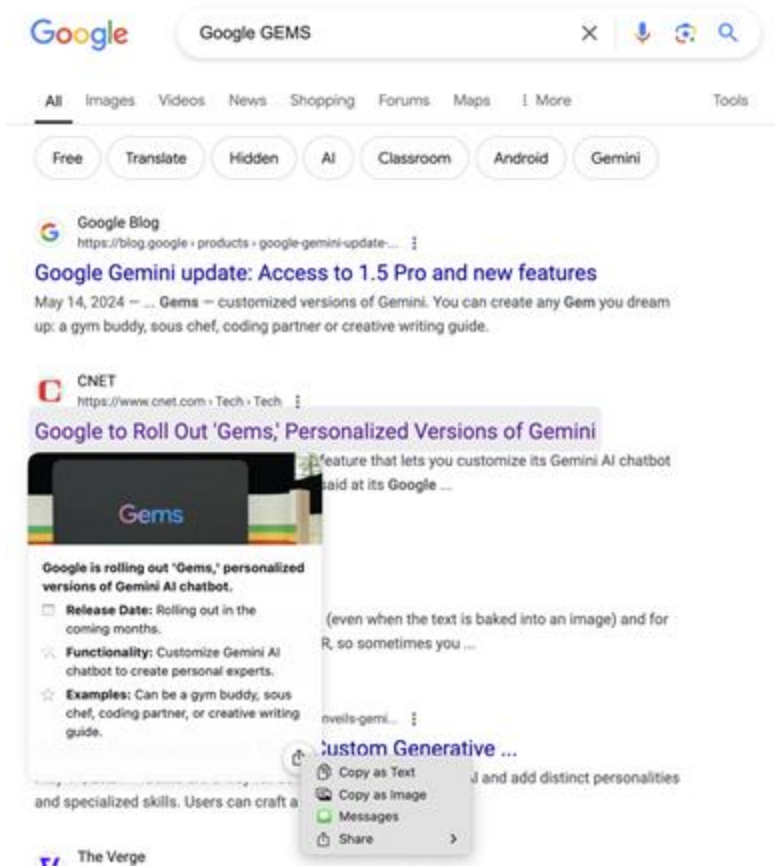
- Consumer personalisation.
- Ability to remove 'distracting' items such as ads.
- Not persistent so resets after every session (formerly is reset every refresh)



Arc: floating summaries

Key points:

- Webpages are summarized in a pop up by hovering mouse over link.



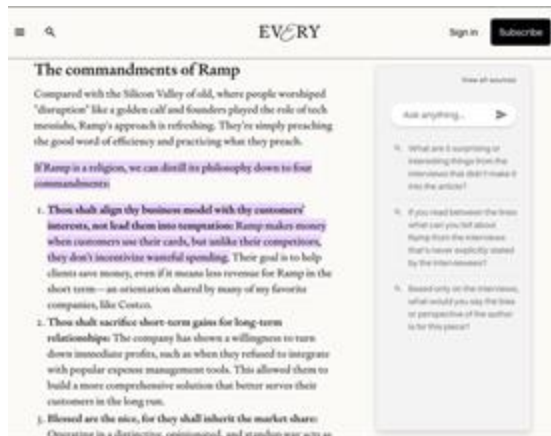
Arc: customisation

Key points:

- High degree of consumer personalisation: fonts, colors, sections.
- Persistent changes, no resets on refresh.
- Can share so that friends can have the same experience.



Users personalize their products



What does this mean for web?

For consumers:

- Greater functionality
- Personalisation
- More audio and visual
- Move to 'declutter' the experience

For news organisations:

- Advertising will need to change: is it additive or 'distracting' for consumers?
- Ditto for internal offers: how to get the right offer to the right person at the right time
- Consumer has more control: will they use it or is it too much work? Will default remain?
- Less data feedback: this is all done at a browser level
- BUT engagement could be good

Big questions:

- How quickly will consumers adopt these changes?
- How far will this go? Will default remain best and easiest option ie the editor of today?
- Will personalisation preferences automatically carry across websites?



Questions?



Questions?



**The future does not
look like today**

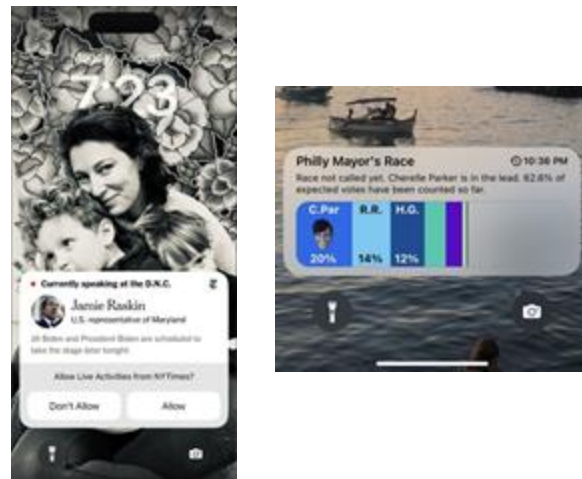


New battleground: the lock screen

Notifications and alerts



Live updates



Product
& Tech
Initiative

PIKKU-FINLANDIA

"We're in an era of liquid content where we watch audio, listen to text and read video"

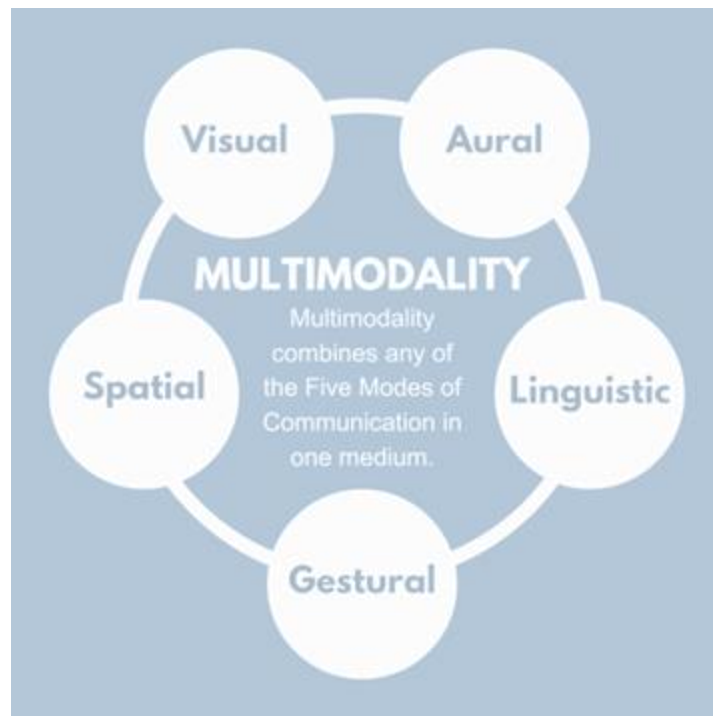
**Mika
Rahkonen**
Head of Strategy
YLE
Finland



Everything is multimodal

Key points:

- Text is no longer king. We need to master different formats.
- Speech and audio is more instinctive for humans.
- Seamless switching between formats and devices.
- AI will be able to help with production.



What can we do

Become more customer centric:

- Reclaim consumer experience (and make sure anything you see is complete with 'distractions' not the ad free version).
- Make it easy for consumers to find what they want, when they want, how they want.
- Give context. Information will be a commodity, how can you package it?
- Personalisation and multimodality are not optional

Internally:

- Data, data, data: understand customer behaviour and how it is changing across all platforms (not just your own)
- Double down on quality, brand
- Scenario plan and make bets on where resources are best put to use.
- Incentivise internally to encourage adoption over short term revenue
- Most important: keep asking questions

Thank you!



Jodie Hopperton

Product Initiative Lead
International News Media Association

jodie.hopperton@inma.org