The AI-Powered Newsroom

Codruta Gamulea (Bakken & Bæck)
Newspaper circulation declines for second consecutive year in 2015

% change in average weekday and Sunday circulation

Note: Due to a change in AAM’s reporting period, comparisons from 2003 to 2014 are based on six-month averages for the period ending Sept. 30, while comparisons for 2014-15 are based on three-month averages for the period ending Dec. 31. Data do not include affiliated publications. Weekday circulation only includes those publications reporting a five-day average. 2015 analysis incorporates weekday circulation from 282 publications and Sunday circulation from 517 publications.

Source: Pew Research Center analysis of Alliance for Audited Media data.

“State of the News Media 2016”

PEW RESEARCH CENTER
Newspaper print ad revenue
(in billions of U.S. dollars)

“That’s like finding a lucky penny on the sidewalk, the same day your bank account has been drained by a 16-year old Belgian hacker.”
Newspaper newsroom employment

Total number of newsroom employees at U.S. newspapers


PEW RESEARCH CENTER
WHAT'S WRONG WITH THE MEDIA
News publishers need to do more (and better) with less.
Can you tell the difference?

Hasbro Inc. (HAS) on Monday reported profit that decreased by 8.2 percent in its second quarter, and missed analysts' expectations.
Can you tell the difference?

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Underlying replacement cost profit for the period was $3.7 billion, down from $5.7 billion a year earlier. The figure excludes non-operating items and accounting effects.
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Revenue fell 4 percent to $1.08 billion from $1.14 billion. After subtracting commissions paid to Yahoo’s ad partners, revenue totaled $1.04 million, down 3 percent from $1.07 billion a year ago.
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Let me browse
enter url
for you.

Search with Abstract
Provide Iris.AI with the URL to any research paper abstract. She will read it and extract the key concepts.

Navigate topics
She presents the concepts in a visual manner, allowing you to navigate the topic across disciplines.

Explore papers
For each of the topics, Iris.AI has fetched relevant papers from more than 66M Open Access papers.
The “Panama Papers”

An anonymous source has leaked internal documents from the Panama-based law firm Mossack Fonseca to journalists, without asking for payment.

Mossack Fonseca creates and manages so-called letterbox companies, which individuals and companies can use to conceal their wealth.

The information on 215,000 letterbox companies reaches as far back as the 1970s and up to early 2016.

11.5 million documents are contained in the leak, including:

- Emails: 4.8 million
- Text documents: 3.0 million
- Images: 1.1 million
- Database entries: 0.3 million
- PDF files: 2.2 million

Around 400 journalists from over 100 publications in 78 countries have been analysing the data.

Source: Sueddeutsche Zeitung, dpa Figures rounded off dpa•23920
We asked the internet what they thought about:

Climate Change  Brexit  US Election

Showing 47 of 49 total comments based on toxicity*
I wish this were fake news.
Reuters News Tracer
### TOP COMPANIES INVESTING IN AI, BY INDUSTRY

<table>
<thead>
<tr>
<th>SOFTWARE AND IT</th>
<th>FINANCIAL SERVICES</th>
<th>MANUFACTURING</th>
<th>AUTOMOTIVE</th>
<th>INDUSTRIAL AUTOMATION</th>
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<tbody>
<tr>
<td>Google</td>
<td>Bloomberg</td>
<td>Abb</td>
<td>Tesla</td>
<td>Bosch</td>
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<td>Microsoft</td>
<td>American Express</td>
<td>National Instruments</td>
<td>Ford</td>
<td>Siemens</td>
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<td>Amazon</td>
<td>TD Ameritrade</td>
<td>Toshiba</td>
<td>GM</td>
<td>Rockwell</td>
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<tr>
<td>Facebook</td>
<td>Deutsche Bank</td>
<td>GE</td>
<td>Toyota</td>
<td>Automation</td>
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<td>Mitre</td>
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<td>Honeywell</td>
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<td>BNP Paribas</td>
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<td>Deloitte</td>
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<tr>
<th>HEALTHCARE</th>
<th>TELECOMMUNICATIONS</th>
<th>RETAIL</th>
<th>SEMICONDUCTORS</th>
<th>INTERNET</th>
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<tr>
<td>GE Healthcare</td>
<td>Huawei</td>
<td>Walmart</td>
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<td>Nuance</td>
<td>Nokia</td>
<td>Gamestop</td>
<td>Texas instruments</td>
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<td>BT Group</td>
<td>Target</td>
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<td>Rakuten</td>
<td>Altera</td>
<td>ARM</td>
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<td>McKesson</td>
<td>Nippon</td>
<td>Best Buy</td>
<td>Imagination Technologies ARM</td>
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<td>Massachusetts</td>
<td>Verizon</td>
<td>Barnes &amp; Noble</td>
<td>Technologies</td>
<td>Mellanox</td>
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<td>General Hospital</td>
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<td></td>
<td>Qualcomm</td>
</tr>
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</table>

*Source: O'Reilly Media*
Where's the goddamn story?
ONLINE NEWS PAYMENT REMAINS FLAT BUT THERE HAS BEEN AN UPSURGE IN THE USA – SELECTED COUNTRIES

Source: Nieman Lab
To beat the resource catch-22, news publishers need to commit to fewer AI applications with a strong business case.
Success Factors
for applied machine learning companies

Value creation
- Suitable data
- A path to performance
- Suitability of machine learning

Value realisation
- Disruption
- Deployment scalability
- Management commerciality
- Quantifiable ROI
- Benign regulation
- Buyer readiness

Defensibility
- Distance from monoliths
- Strong capitalisation
- Machine learning talent
- Proprietary algorithms
- Domain complexity
- Data network effect

Source: MMC Ventures
At Bakken & Bæck, we help startups and established companies invent, build, and launch their next product or venture. We also build startups of our own.
"A world class team in a cold as F*** country."

Brian Armstrong
CEO of Coinbase
Orbit Generator

Generate thousands of high quality text variations from your data in seconds. Examples include real-time summaries of sports events, crime reports or financial stories.
Norwegian News Agency is betting on automation for football coverage

Norwegian News Agency can now get a match report online 30 seconds after a game has ended

Posted: 16 June 2016 By: Catalina Albeanu
Automated writing is a NO-BRAINER
Orbit NLP

Automatically analyses and categorises large amounts of messy documents, emails, web pages and other types of data into neatly sorted content.
Jeg liker rally, sa Solberg...
Konsertanmeldelse: Justin Bieber på Den Store Sommerfesten i Stavanger (Foto: John T. Pedersen / Dagbladet)

Uopplagt Bieber skuffet i Rogalandsregnet

Hans største norske publikum noensinne var tydeligvis ikke nok til å inspirere den kanadiske superstjernen.
Automated news curation is a BIG $PENDER
The awkward ‘botification' of news
The Scandi factor
Pay for online news:

26% (-1)

(1st/35)
Free from undue political influence:

41% (-4)

(2nd/36)
Trust in news overall:

49% (+3)

(=9th/36)
Newsonomics: In Norway, a newspaper’s digital video startup is now generating more ad revenue than print

VGTV, an offshoot of the tabloid Verdens Gang, has benefited from Schibsted's strategy for innovation: separate the new business from the mothership until it is well established, and then reintegrate it back with the whole.
April 13, 2017

800,684
registered allD users
19.5% of all Norwegians above age of 15

JOSEPH LICHTERMAN
MAY 1, 2017

Here’s how this Norwegian publisher built a successful digital subscription model for local news

“When we started out, I’m sure a lot of people were worried about cannibalization, and people moving from print to digital, but that hasn’t really happened at all.”
We need to consciously develop AI that enhances journalists’ ability to digest, decode and present a news picture that accurately reflects the world we live in.
Q&A

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