

Track 1:

Mikaela Folkestad

CEO at Schibsted Partnerstudio (NO)

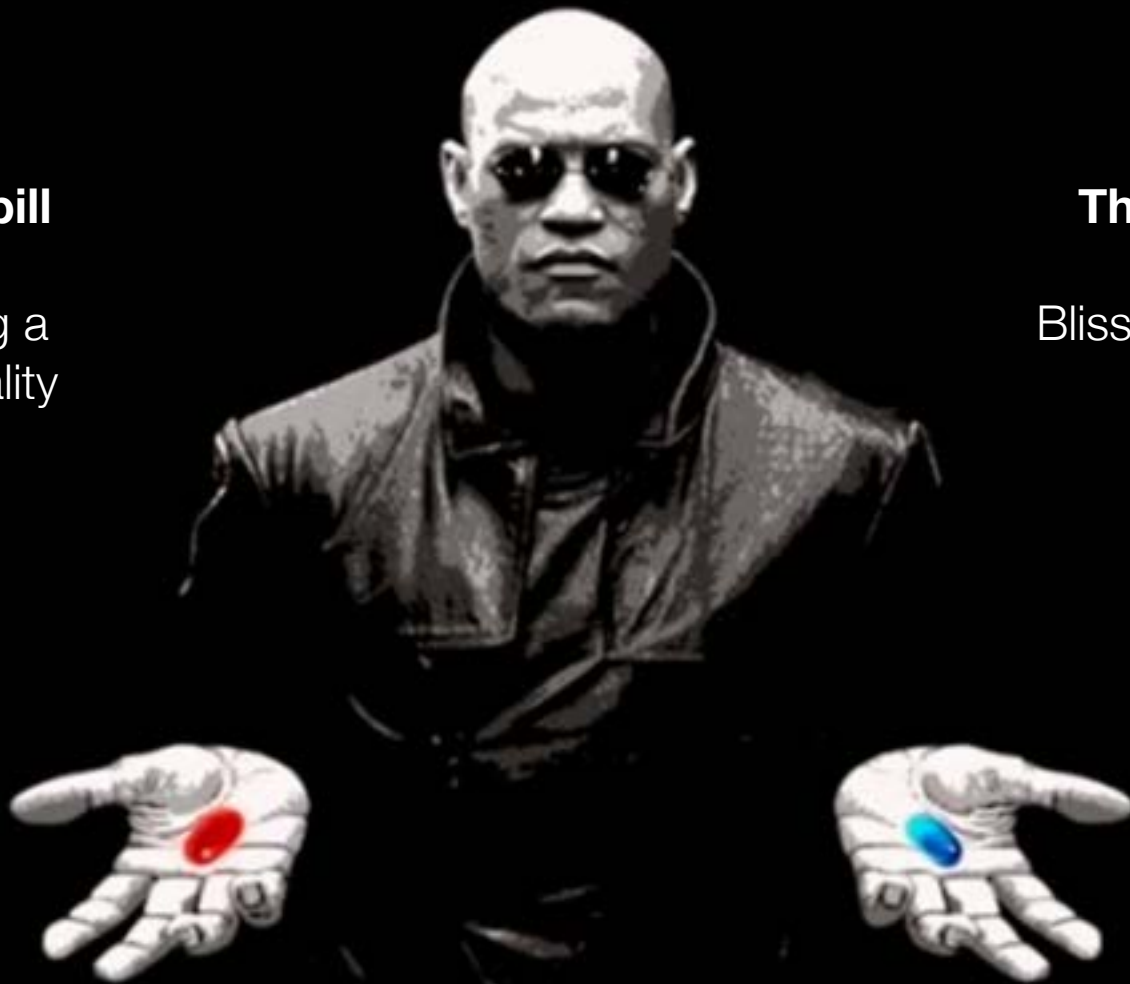
Human Versus AI. Will You Take the Red or the Blue Pill?



Time: 13:45 - 14:15

The red pill

Accepting a
painful reality

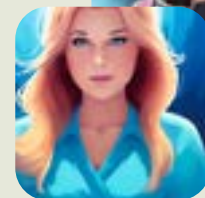


The blue pill

Blissful ignorance

**I decided to take
the red pill**

2022



**I was a bit spooked
by how good it
was...**



201

The rise of 'grief tech': AI is being used to bring the people you love back from the dead



The Griefbot is an app which you can talk to every day. You just share your feelings, what you did, what you thought. In this way your life is being

Opinion: Do 'Griefbots' Help Mourners Deal With Loss?

you die, your beloved ones can use the app to bring you back from the dead. AI, your beloved ones can have a conversation with you, ask you for advice or just say hello. Users will pay a subscription per month.

Griefbots could give the bereaved a new tool to cope with grief, or they could create the illusion that the loved one isn't gone.

2023

AI takes on grief and loss, with new chatbot that lets you talk to dead loved ones

One year with Midiournev...



February 2022



April 2022



July 2022



Nov 2022



May 2023

BLACK MIRROR



2013

2022

2023

2024

Researching

Exploring

Testing

Confusion

2023

CHAO
S

Researching

Exploring

Testing

Confusion

2023

FUN

A close-up portrait of a woman's face, split vertically. The left side shows her natural features, while the right side is overlaid with a glowing digital grid and a vertical beam of light, representing artificial intelligence. The text 'CO-CREATORS' is superimposed in large, bold, yellow letters across the center.

CO- CREATORS

*AI will be our co-creators, and help us
improve efficiency, creativity and results*



TASK FORCE

Research &
insights

Idea and
concept

Sales and
content
advising

Production

Distribution

Campaign &
effect
reporting

Piggyback on editorial

Priority: Quickly commercialise editorial AI innovations



1. Editorial tools created for efficiency
2. Editorial tools for creativity



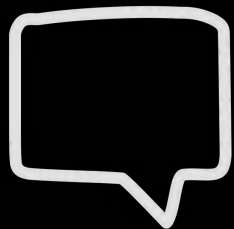
End goal: Find the areas that will benefit the customers long-term



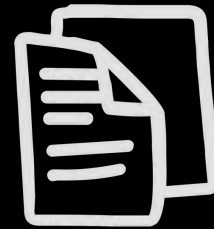
In 2023 the editorial teams launched multiple tools



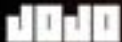




Speech



Text



24997 hours saved so you can
do something else

Let us transcribe

Upload your audio or video file and let us transcribe it. Save countless hours with the **juke™** transcription service, so that you can put your mind to more important things.

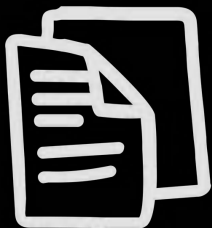
If you need to transcribe something **VERY** sensitive, please use the **MAC** view.

If you experienced any issues, or want to give us feedback, please fill us up at **#Juke** on **Stack**.



Upload file

19.000 downloads



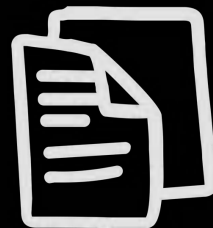
Text



Kortversjonen

- NHO-sjef Ole Erik Almlid mener at Norge kan dra lærdom fra Sverige, hvor folk er mer positive til vindkraft.
- Ifølge en undersøkelse er 44 prosent av nordmenn for vindkraft på land, sammenlignet med 61 prosent av svenskene.
- Han oppfordrer norske kommuner til å revurdere sitt standpunkt til vindkraft og tilbyr bedre inntekter for de som sier ja.

[^ Vis mindre](#)



Text



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^ Vis mindre

en stor del av de som er skeptiske til vindkraft, sier NHO-sjefen.





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en stor del av den norske vindkraftsektoren, sier NHO-sjefen.



**In addition, VG launched
an AI editorial toolbox**

Meny

Komplekseren Leser gjennom salter og er relevante forbereder	Møtberer Lag en forhåndsrapport på en prosedyre eller annen tekst	Morgensoppdatering Dette morgensammendraget består gjennomgående
Svarsmål og svar Dette er et AI-verktøy som hjelper med å svare på spørsmål	Tilrette-manus Lag et utkast til et manus	VQTV-manus Lag et utkast til VQTV i samsvar med et utkast
Oppfølgeren Leser ut fra en forberedelse	SEO-hjelper Lag et SEO-utkast på en side	Oversefferen Dokumenter en forhåndsrapport eller en rapport

Research

Statistikkagenten Finn fakta i ulike databaser	Intervjuboten Dette hjelper på intervjuer	Proff-agenten Leser fra ulike trykksaker
Rapportiserer Leser og oppsummerer rapporter	SkUP-chatten Dette er et AI-verktøy som hjelper med å svare på spørsmål	

Ekspertiser

Datavapper Lag utkast til datavapper	Dom til data Dette er et AI-verktøy som hjelper med å finne data	Tekst til nettverk Dette er et AI-verktøy som hjelper med å finne data
Oppsummer Oppsummer en lang tekst med viktige punkter	Pløstendtegeren Dette er et AI-verktøy som hjelper med å finne data	Kildegranskaren Dette er et AI-verktøy som hjelper med å finne data
Podhjelper Dette er et AI-verktøy som hjelper med å finne data	Autocompletter Dette er et AI-verktøy som hjelper med å finne data	Satellit-sending Dette er et AI-verktøy som hjelper med å finne data
Papirbrøken Dette er et AI-verktøy som hjelper med å finne data	Referansesjekken Dette er et AI-verktøy som hjelper med å finne data	

VGs AI toolbox

More than 23 internal AI tools
that cover a wide range of tasks

← Tilbake

Oppfølgeren

Lager ideer til oppfølgersaker.

Lim inn lenke til en sak



Eller velg eksempel:



Modell gpt-4-0613



Forbilde

Spørsmål

← Tilbake

Opp

Lager ideer

til

Eller

← Tilbake

Pressemelderen

Lag en nyhetssak basert på en pressemelding.

Lim inn lenke eller tekst fra en pressemelding



Eller velg eksempel:



Modell: gpt-4-0613



Pressemeld

Send

The buddy reader

ii **nyheter** **en**
Leser gjennom saken din og foreslår forbedringer

Teksten du limet inn blir ændt til OpenAI. Ifølge VGs AI-eksperter skal vi kun dele materiale som er godkjert for umiddelbar publisering.

Lim inn lenke til saken

<https://www.vg.no/nyheter/innenriks/lorD3zB/stoere-faar-knallhard-kritikk>

Eller velg eksempel: [https://www.vg.no/nyheter/innenriks/lorD3zB/stoere-faar-knallhard-kritikk](#)

Velg kompiler

Gjentakelser Tittel / Ingress Frontforslag Ordforklaringer Faktaboks

Poets Humor VG+ Feature

Stopp

Gjentakelser

* At Støre fikk knallhard kritikk på landsmøtet i Fellesforbundet er nevnt flere steder.
* At det er foreslått at Ap trenger ny ledelse er nevnt flere steder.

Tittel / Ingress

**And we copied with
pride**

A mini studio summary of 2023

Circle K



Equinor Telemor



Multiple customers



2024



2024

AI have significantly impacted the media industry

Schibsted

machine
learning

natural
language
processing

generative
AI incl
LLMs

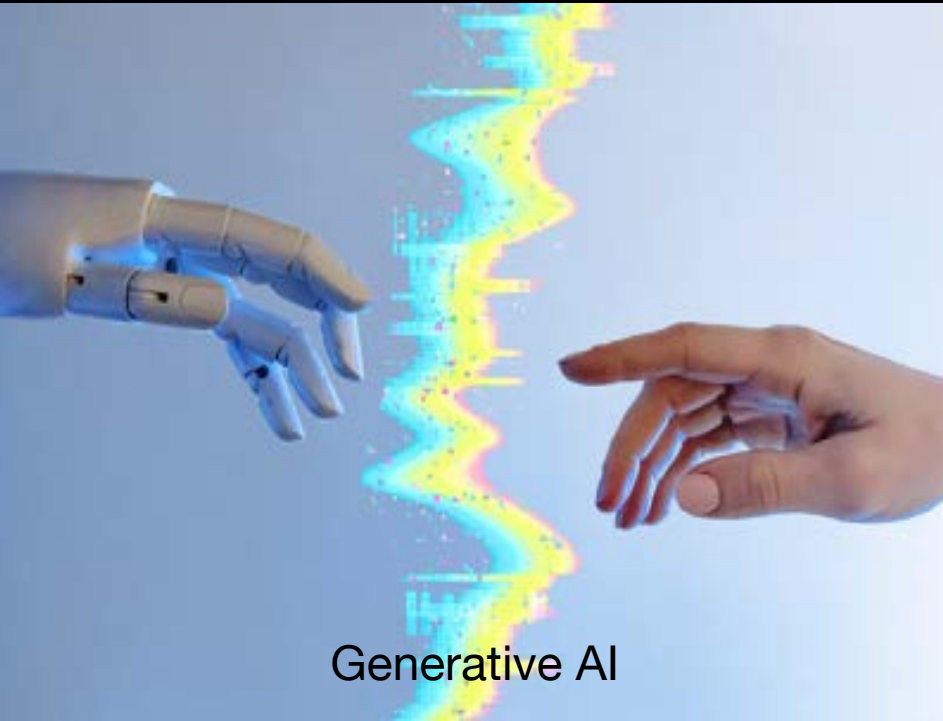
Narrowed perspective



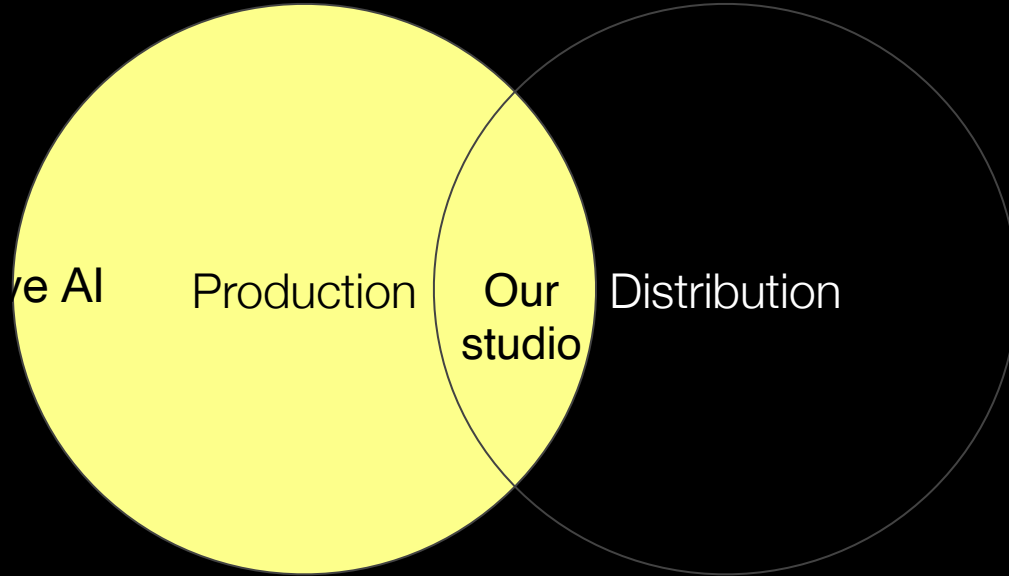
Focused perspective



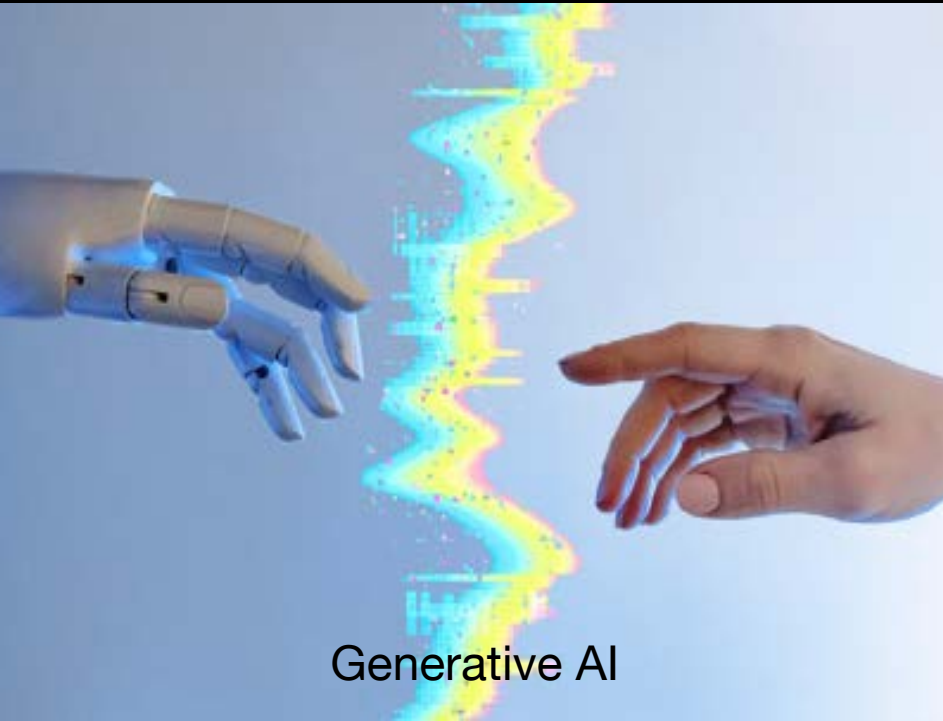
Two areas



These areas are closely connected



Let's start with



Generative AI



Personalisation

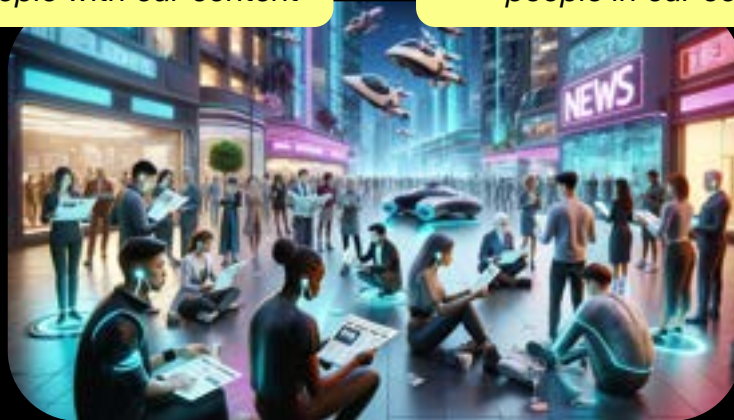
Main focus in 2024:

Versioning

Why?

Versioning allows us to reach more people with our content

Versioning includes more people in our content



Main focus in 2024:

Versioning

Why?

Partnerstudio

The aim in the future is to create content for everyone
on their terms

Text to text

Launched



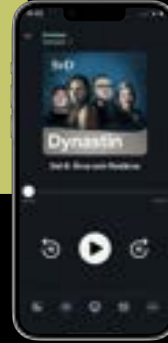
Text to video

In progress



Text to audio

Launched



**Some examples from our
studio**

Text to text:

Commercial short version



A quick intro to the content

2. Liked by the youngsters

3. Increased reading time

Text to text:

The title maker Janik



Used 139 times

T
E

Text to text:

Our own GPT toolbox

New at Partnerstudio

Recently approved or created GPTs

1



Tech Support

Har du enkle spørsmål som kanskje er stilt før? Spør i vei og se om jeg kan hjelpe deg.

By Kristian Pettersen · 21 47

2



GPT-hjelperen

Jeg kan svare på spørsmål og veilede deg når du lager GPT-er.

By Kristian Pettersen · 21 11

3



Snakkis Skaper

Gjør tekster mer leservennlig for de mellom 18 og 25

By Tovei Bruk · 21 14

4



Oppfølgeren

Lim inn teksten til en sak og få ider til oppfølgingssaker.

By Kristian Pettersen · 21 11

5



Line Artists

Minimalistiske illustrasjoner.

By Kristian Pettersen · 21 11

6



Idemyldrerer

Fortell hvem kunden din er, og evt. fortell om hva slags type sak kunden ønsker og få forslag til nye saker du kan foreslå for...

By Kristian Pettersen · 21 11

7



Påstandsjegeren

Lim inn teksten din her og få listet opp alle faktapåstander.

By Kristian Pettersen · 21 11

8



Tittelmekker'n Janik 2.0

Lim inn teksten og få forslag til fremdringanger.

By Kristian Pettersen · 21 11

9



The sidekick

Fixer grammatikken og setningsoppbyggingen på Judo-filer

By Tovei Bruk · 21 11

10



Ekjøp-assistenten

Statter med merkevarebyggende og konverterende Ekjøp-innhold

By Truls Lyngnes · 21 14

Text to speech:

Our AI voice



2023
version



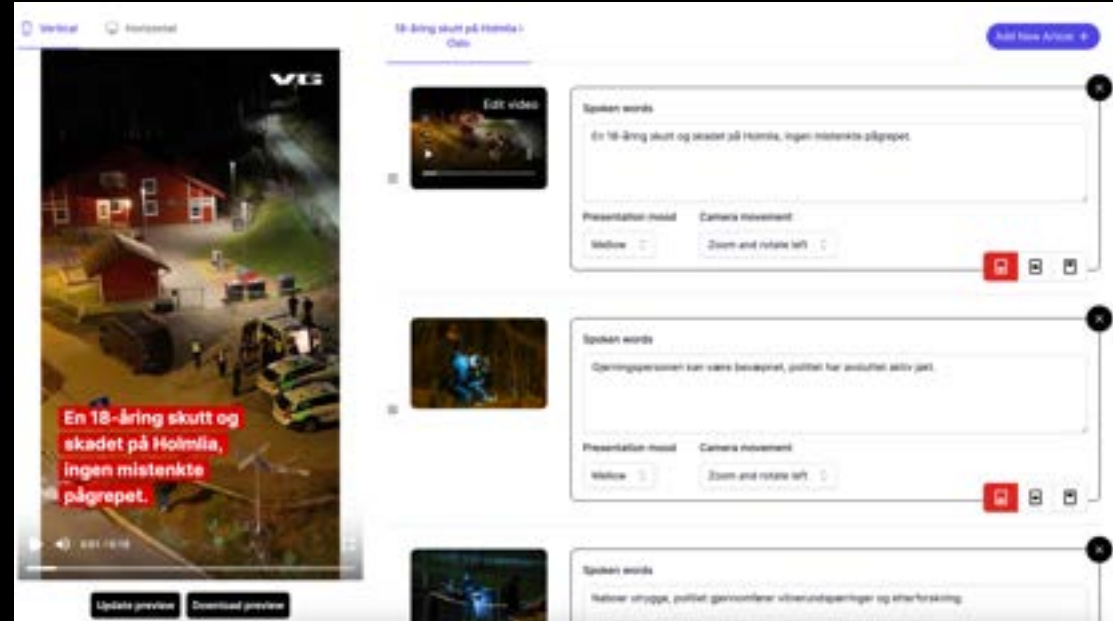
Text to speech:

Tailormade AI voices in 2024



Text to video:

Video short version



This technology can make our content more format independent



**In 2024 we
aim to be able
to version all
of our content
from text to
audio and
video to
create a more
user friendly,
inclusive
experience**

Text to text

Launched



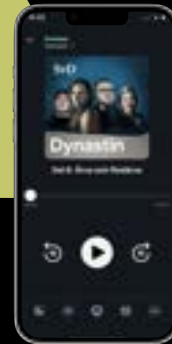
Text to video

In progress

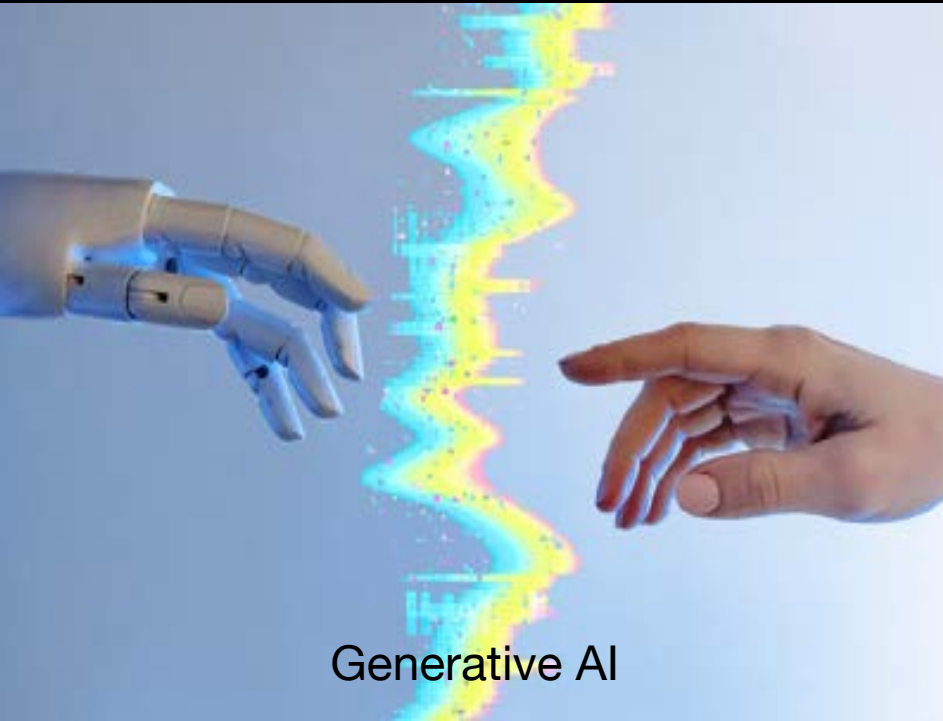


Text to audio

Launched



Over to





**Log-in
data**

VG: From 1,5 % to 15 % in

one year

Context 🌐

Time period

Weekday/Weekend

User 🧑

Gender

Age

Previous subscriber

Number of previous subs.

Most purchased section

Article 📰

Section

Sales rate

Click rate

Purchase ratio by gender

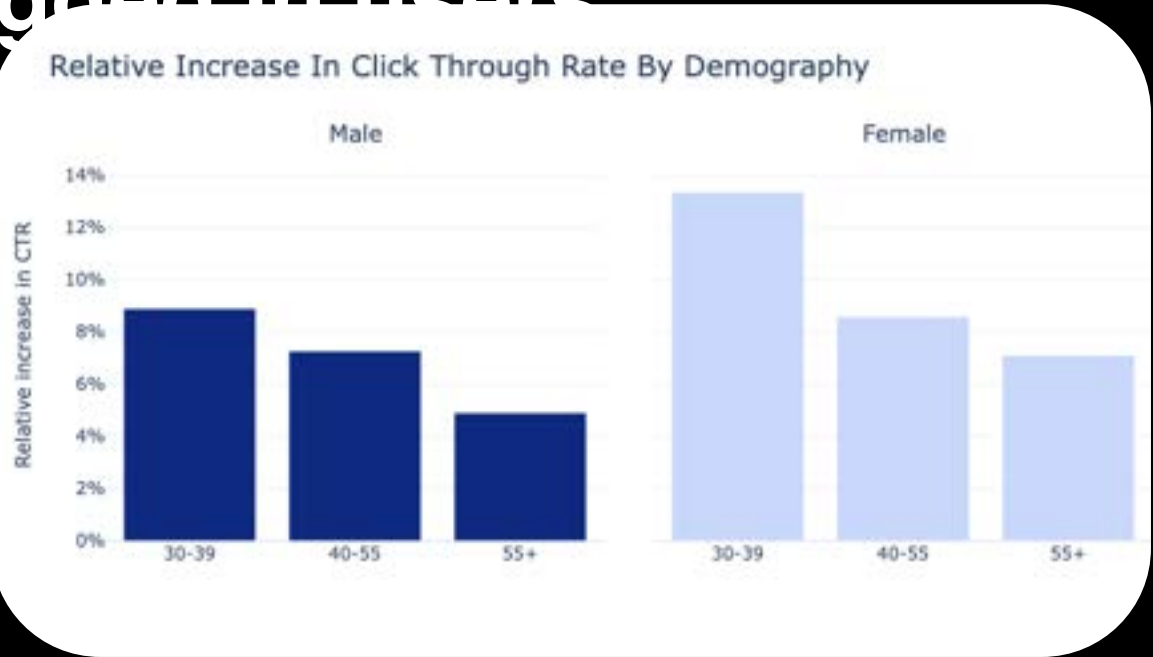
Purchase ratio by age



In addition, the editorial teams use AI to identify content with high interest for logged in users

Implemented for **logged-in** users across editorial sites

Increased engagement - especially among **young** and **underserved** user groups





The dream is to **personalise** and **automate** customer activities with a **holistic approach**, meet our users needs and create new business opportunities, impacting loyalty and profitability

The Partnerstudio personalisation goal:



The ***right story***
to the ***right person***
in the ***right format***
in the ***right channel***
at the ***right time***

Personalization of premium content - *teasers*

Personalization of premium content - *content*

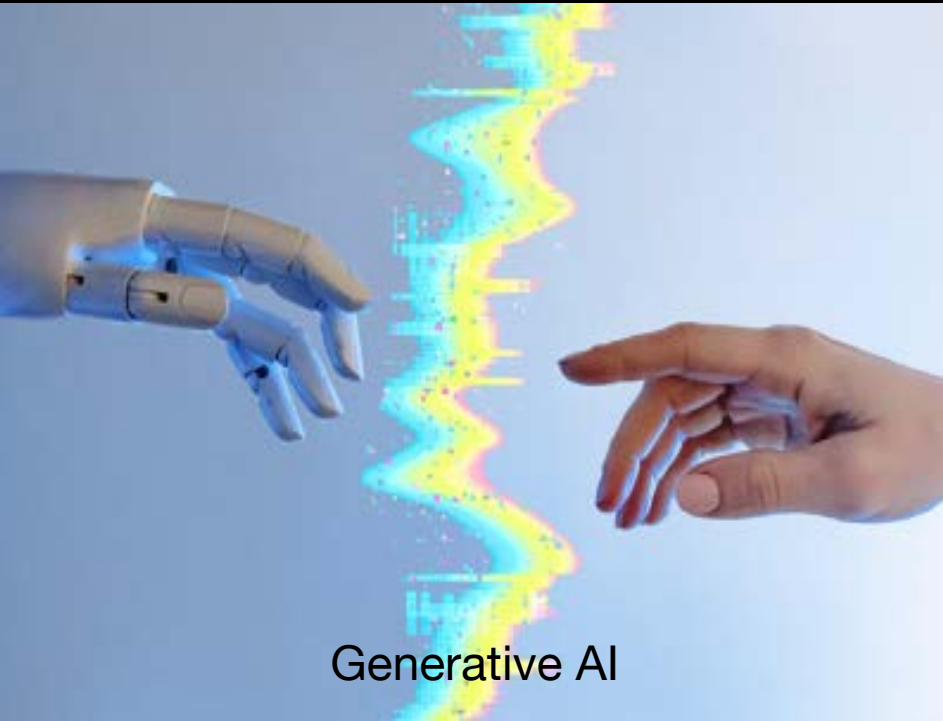
Personalization of premium content - *versioning*

“High-quality” keyword matching



The ***right story***
to the ***right person***
in the ***right format***
in the ***right channel***
at the ***right time***

Two areas





MULTIPLE ETHICAL

Can we use AI generated images?

When is AI okay to use, and when is it not?

Is it okay to base our AI voice on an employees voice? A real human voice?

Will Sora be implemented into our campaigns when released?
Will we stop normal video production?

How transparent should we be with the user?

Our (everchanging) AI policy

- We fact check everything - like we always have done
- We follow the Marketing Act and the Code of Ethics of the Norwegian Press
- When in doubt regarding an ethical perspective - discuss with our commercial editor in chief
- Be transparent with the consumer - if we have used AI to summarize, for text to speech, images and so on - **inform**



Keep in mind:

We do not compromise on quality or ethics

Human-made content is still preferred over AI-generated content

BLACK MIRROR



2013

2022

2023

2024

2025



But, what will the future

I don't know

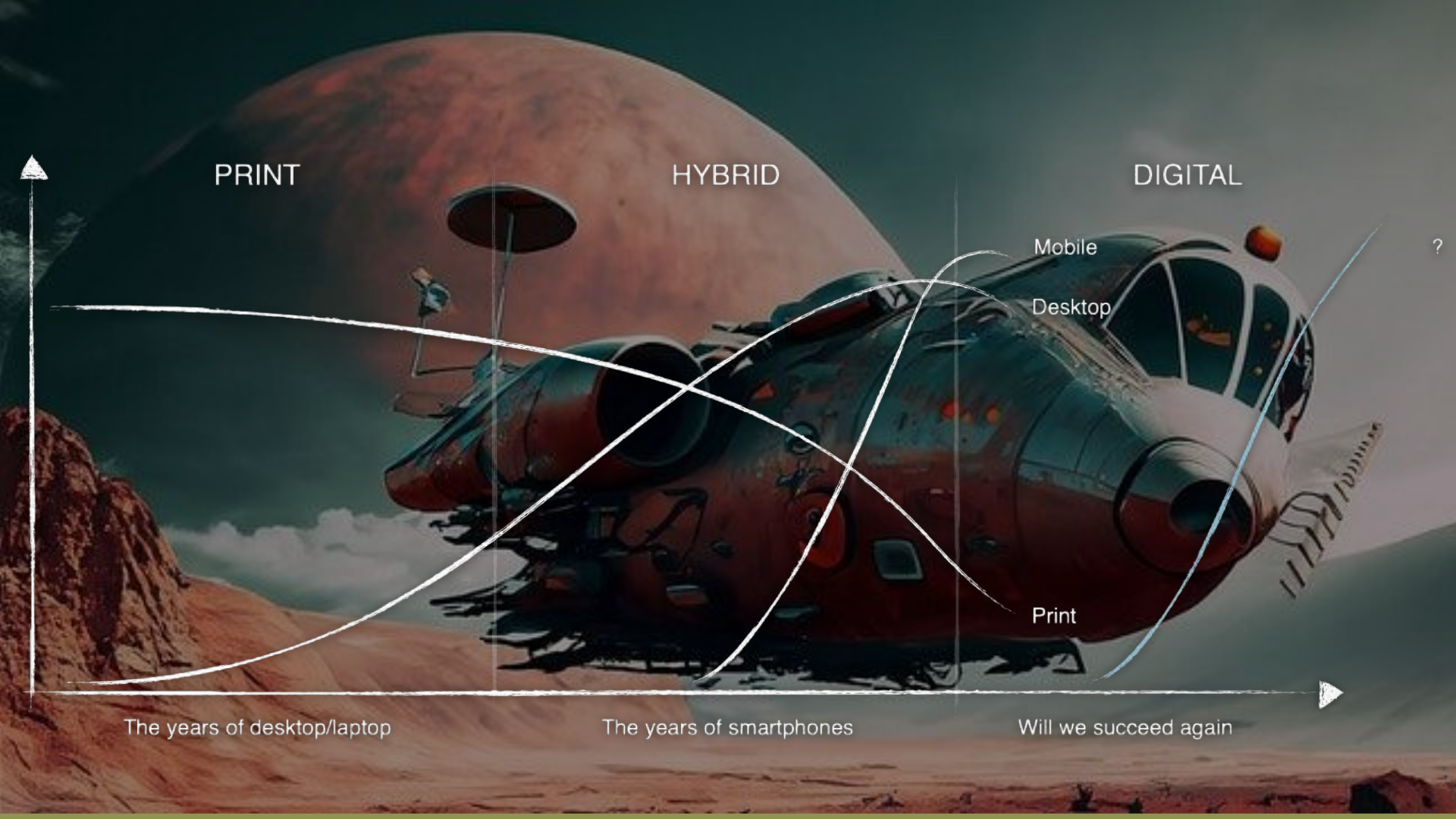
**But let me have a wild
guess**



Future of Content



Industry impact



PRINT

HYBRID

DIGITAL

Mobile

Desktop

Print

?

The years of desktop/laptop

The years of smartphones

Will we succeed again

...not sure what it is
but we are sure about the
biggest shift in the history
of user behaviour



***We are not longer
talking about
digital
transformation,
but
transformation of
digital.***

Neil Newham
Lead researcher
Reuter Institute
for the Study of Journalism



202

4

202

5

202

6

202

202
4

Some efficiency
gains and
thousands of
new AI tools to
explore

Versioning is key

Personalisation
on everyone's
agenda - creating
a personal and
engaging
experience
throughout the
customer journey

202
5

202
6

202



OpenAI
GPT-5

OpenAI
SORA

August
2024

202

4

202

5

202

6

202

AI continues to transform advertising
with advanced targeting, personalization, and automation capabilities

AI agents
Our own personalised assistants

Senior executives
> clones

A fully **personalised, multisensory** news experience
- one for me, another for you

Achievement and reward

Questions & challenges

Contrast and
surprise elements

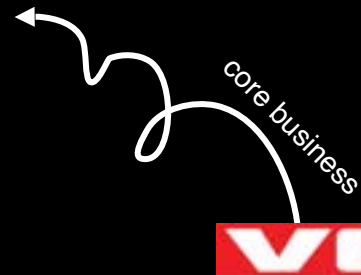
Social influence

**Multisensory
experience**

Emotional engagement

News value

Relevance



A multisensory experience



202

4

202

5

202

6

202

Personal
assistants

Therapists

Significant
others?

Tutors

Accountants

Career
counsellors

Lawyers

Elderly care

AI will be
present in
everyone's
everyday life

The era of
personalised,
conversational
news - adjusted
to your
schedules,
routines and
lifestyle

202

4

202

5

202

6

202

And for us as an industry?

AI as a standard member of our team

Providing insights

Creating content

Predicting campaign success

Suggesting strategies

Contributing to creative concepts

Coordinating and planning projects

Analyzing customer sentiment

Participating in brainstorming sessions



The red pill

**Accepting a
painful reality**



The blue pill

**Blissful
ignorance**

**I don't regret taking the red
pill.**



Will you?