

Frankfurter Allgemeine

AI based text summaries

Nico Wilfer, INMA AI Masterclass



News source #1

for top performers in politics,
business, science and culture.

Top-rated news products*

for top performers in politics,
business, science and culture.

* best in analytics, in-depth reporting, reliability and trust

OBJECTIVE ONE

300k

digital subscriptions by 2025.

AI strategy: Key questions

AI-powered products enable new forms of interaction with news.

How will AI products and strategies change content consumption, reader interactions, and internal processes?

How can we use AI to differentiate ourselves from the competition with new products?

Future workflows are either brand-relevant, augmented by AI, or automated.

What is the state of our data infrastructure and the technical possibilities for AI applications?

How AI-ready is the organization, and how AI-ready do we need to become?



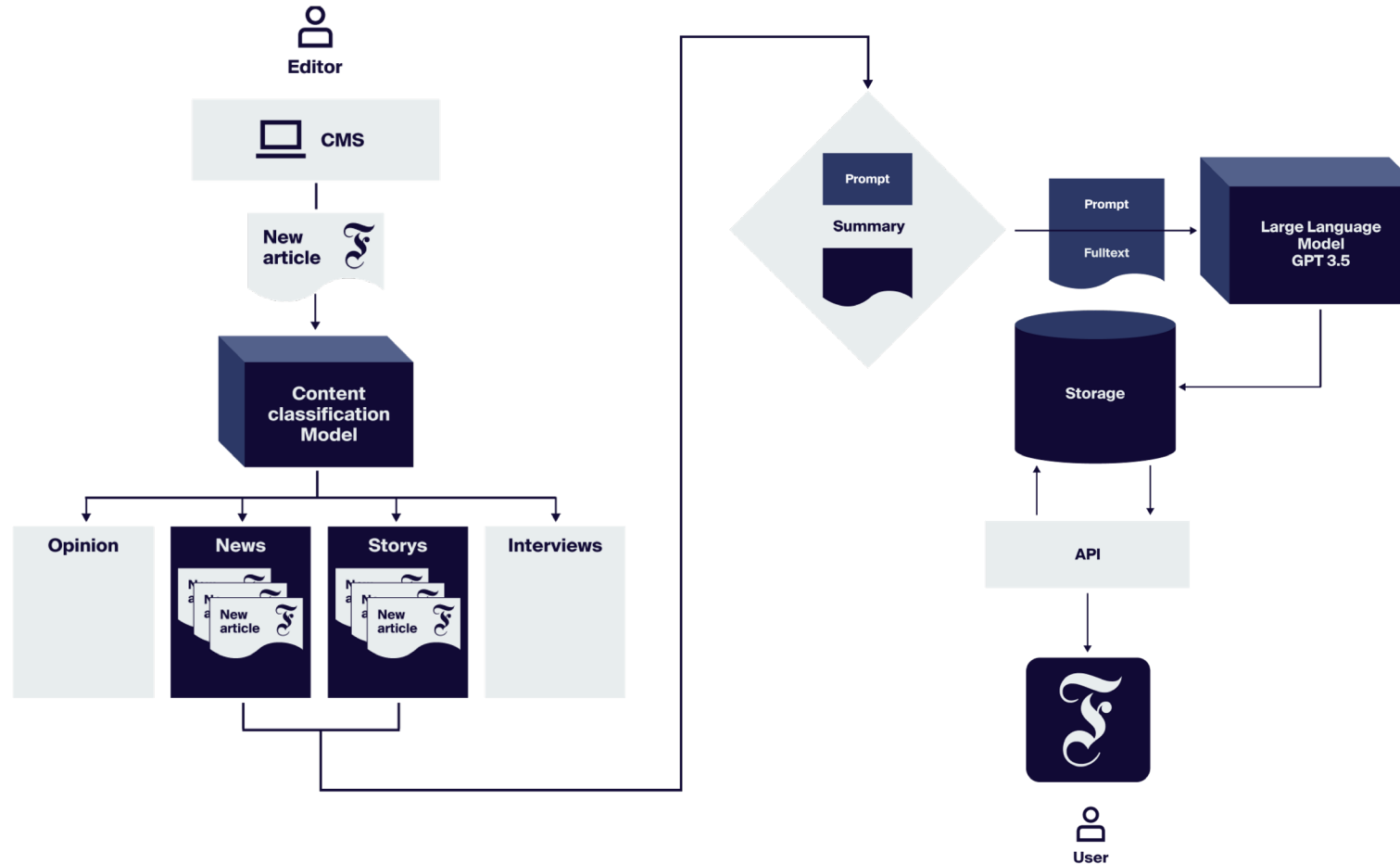
The idea

- In summer 2023 we implemented a new feature in our app: AI-generated article summaries are available for our subscribers
- The idea originated from the fact that one primary reason to cancel a subscription is that our subscribers do not have time to read all they would like to read
- The summary feature was designed to give all readers guidance and overview and allow them to save time during their news routine
- The feature was implemented mobile first in our F.A.Z. app only for the start
- Besides effects on engagement and retention, we found that we can use the innovative feature also as a subscription trigger



How it works (in brief)

The summaries are created using GPT 3.5 and are made available via an API



What it looks like



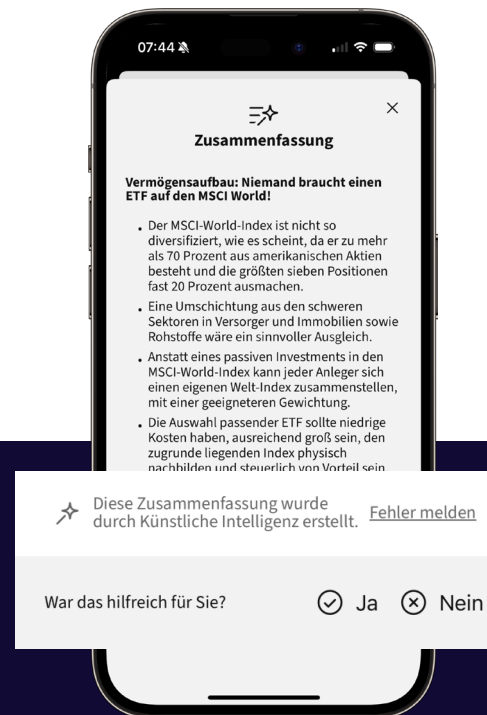
Complete overview

Our summary feature is located in the toolbar of our flagship F.A.Z. app. Simply tapping the icon opens the summary as a modal and allows the user to quickly grasp the article's essence.



Completely integrated

Following our user's usage behavior, the feature is located alongside other in-article functions on the toolbar. This creates a consistent and smooth user experience.



Completely transparent

Users are advised that the summary is AI generated and can submit feedback directly.

Performance – engagement

Some data from the last six months



> **13.000** users have tried the feature



FAZ+ subscribers who use the function are almost **twice** as engaged as those that do not (visits/visitor)



81% of users deem the feature helpful

User satisfaction



■ Helpful □ Not helpful



> **47.000** clicks on the feature



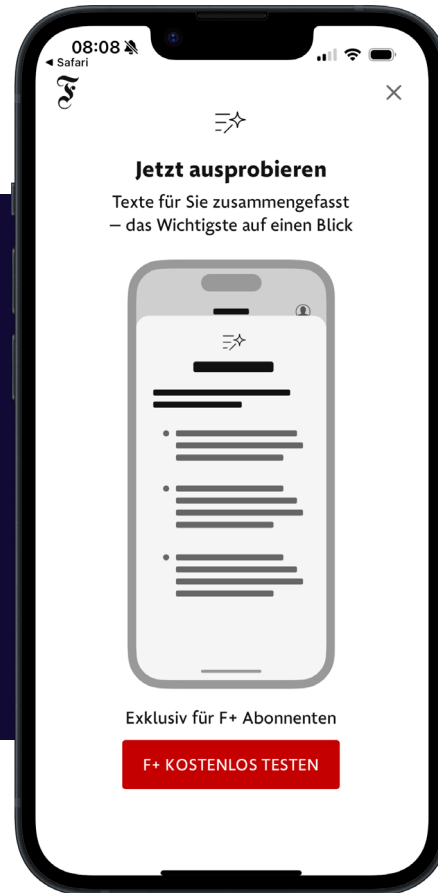
5-10 faulty summaries are reported a week

Quelle: Adobe Analytics

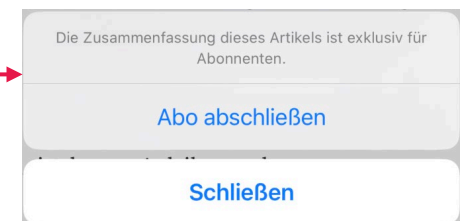
Performance – conversion

We found a potential to use our new feature for conversion cases

Good performance via in-app marketing tools:
We asked our users to subscribe to use the function and converted around 200 in first short campaigns



Low performance on “feature paywall”: Only few users subscribe via this touchpoint, probably due to a lack of context information



Challenges and limitations

Tech

- Implementation does not only affect backend and middleware, but also CMS → give editors the possibility to blacklist, whitelist or greylist whole sections + allow generated summaries to be edited via CMS
- A dedicated section was implemented in our app CMS for full flexibility
- Initially, the summaries are available on Finance, Economy, Local, Sports and Tech. We are still optimizing the models in order to enable it for the the missing sections

Organization

- Use of AI is encouraged in the organization, yet making AI-generated content available to our end users was a huge novelty for F.A.Z.



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