



International News Media Association

PRODUCT & TECH TOWN HALL

A free livestream event on Wednesday, November 20, 2024

How AI impacts product and tech: INMA lessons from California



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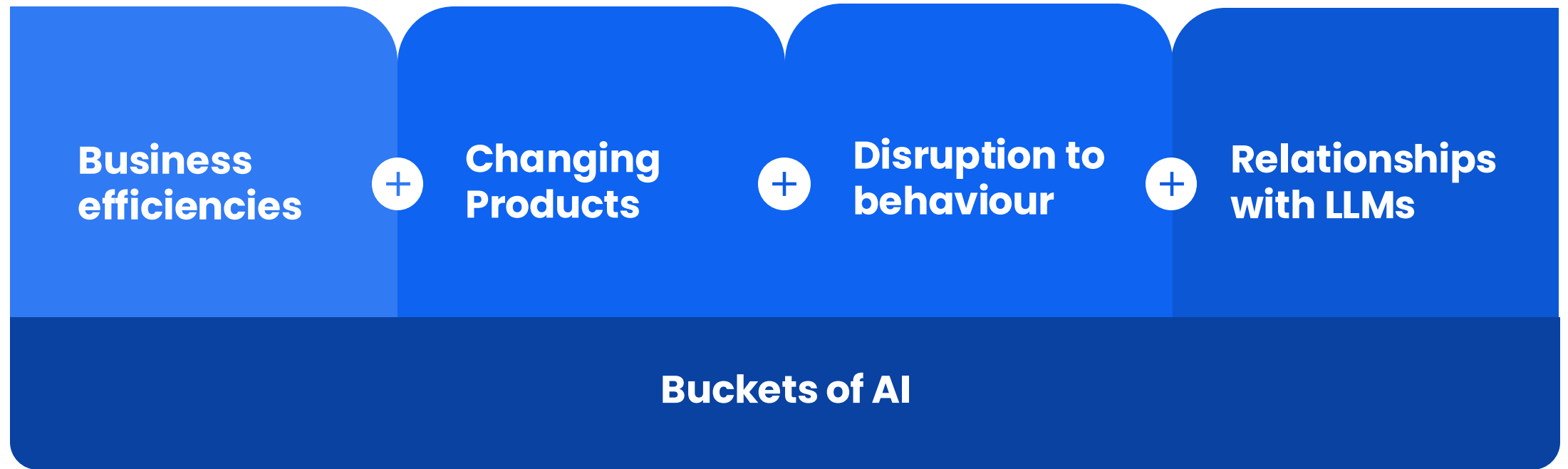
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INMA

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AI is a broad term





Spring update, 10 May 2024

- App for desktop (in addition to phone)
- Audio built in
- Video/vision capabilities
- Real time language translation

Announcement July 2024

- SearchGPT "A prototype of new search features, using the strength of our AI models to give you fast answers with clear and relevant sources."

Google IO, 14 May 2024

- "AI" was mentioned 121 times in under two hours and "multimodal" wasn't that far behind
- Agents with interoperability between Google products
- AI overviews (including video)
- Search on device, across multiple apps
- Watermarking for content (images, videos, texts) created in Google
- GEMs to follow topics
- Real time language translation

Apple WWDC, 10 June 2024

Apple Intelligence

- Local to iPhone
- Highly personalised
- Search on device, across multiple apps
- 'Priority notifications' to reduce interruptions

Note:

1. Apple Intelligence uses own LLM on device and OpenAI for wider queries.
2. Apple Intelligence will not be launching in Europe any time soon because of privacy regulations; more here.



There are only 4 big LLMs

LLama is Meta's open source

OpenAI LLM with consumer answer engine, ChatGPT

Anthropic has a consumer facing answer engine called Claude.

Gemini is Google's LLM and answer engine

There are others: Xs Grok, Perplexity, Mistral, Amazon, Stable Diffusion, Perplexity but these are second tier. There are also those focused on images only such as Midjourney.

There are layers: application layers, small language models and more

What are AI companies looking for?

Partners with whom to **experiment**

Partners to use them for **white-label products**

Partners to use their **tools for internal use**

Partners for **specific content** (as RAG needs unfold)

Why is this exciting for news orgs?

Drilling down into the value of content

Opportunity to move away from reliance on Google

Chatbots and search will collide into answer engines

The time is now: change is in next 12 months

Cautionary tale: Publishers over-estimating revenue from content rights management

Determining the value of content

Look beyond news

Think about information ecosystem

But ... “news” does not bring tech companies/answer engines a great deal of revenue. And is difficult: has the potential to do mass harm if not accurate, and we as an industry aren’t easy to deal with.

Robots.txt: a gentleman's agreement

Many LLMs work within the "confines of the law"

OpenAI was the only LLM vocal about respecting robots.txt

Action: Measure which bots are scraping your sites so you can get a good understanding of what content is of most interest to whom. (Scraping everything is expensive from a data point of view and an engineering point of view so less is being used for training now.)

LA: a conversation with OpenAI



Conclusion

It's early. It's evolving.

Internal vs. external AI uses.

Search is moving to answer engines.

Think beyond "news". Think beyond "text". Think beyond "search".

Think beyond LLMs: consumer behaviour **will** change

No one has the answers as to *if* and *how* content licensing will work, but some are trying.



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