AI in the CNA Newsroom

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cna

- Part of wider Mediacorp newsroom & current affairs team
  - English, Mandarin, Malay & Tamil

- Started in 1999 as broadcast station

- 2020 Channel of the Year by Association for International Broadcasting

- 2022 Global gold for Best News Website or Mobile Service at the WAN-IFRA Digital Media Awards Worldwide

Our AI team

- **5-member AI strategy and solutions team** for newsroom & current affairs

- **10 AI products and solutions team members** for Mediacorp including 3 AI scientists and 3 AI engineers

- Work closely with:

  - Growth team
  - Product and engineering
  - Journalists
  - Media managers
  - Other content producers

Our general approach to AI in the newsroom

- **Helpful** to journalists/editors

- **Be aware of limits** to each LLM/application

- Editors and journalists **responsible** for what they put out

- **Unlock new capability** – e.g. trawling large volumes of data/documents

- Ensure **finetuning**

- **Easy access**

Principles on the use of AI

We **remain accountable for the content that we create**. AI technology may only be used in defined, pre-approved use-cases.

We will use AI in an **ethical and responsible manner**. We will not use AI to generate content to mislead our audiences.

Should we use AI to create any content, we will check that **no other creators' intellectual property rights are infringed**.

Staff **cannot input sensitive, embargo or off-the-record information** into AI products or services.

We recognise the potential for AI to be used to spread misinformation and disinformation. We will **exercise due diligence** to ensure that our content is not misleading.
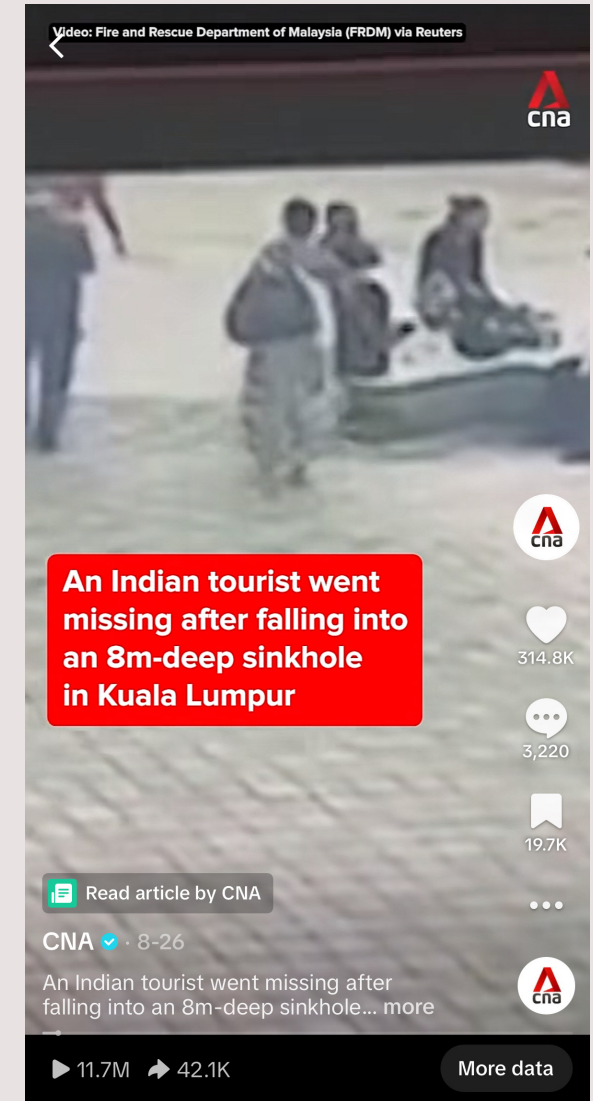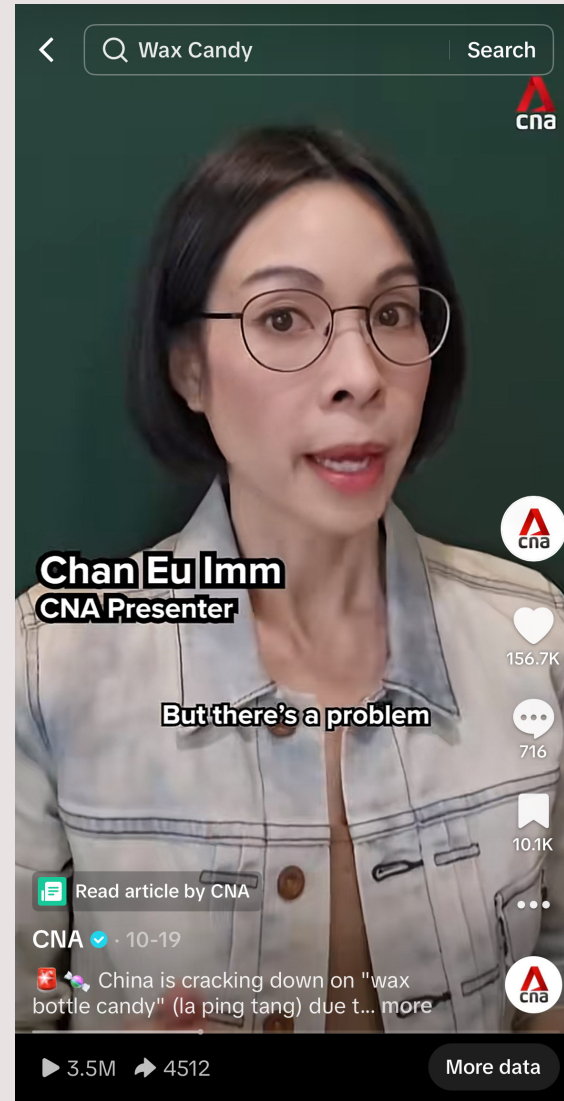
Why we're focusing on AI in video workflows

- **Audiences love video**
  - Authenticity/"Let me judge for myself"
  - TikTokification of social media

- **Need for speed**: Timing is everything

- Video is **labour-intense**

- Video requires **special skill**

- Video production is **costly**

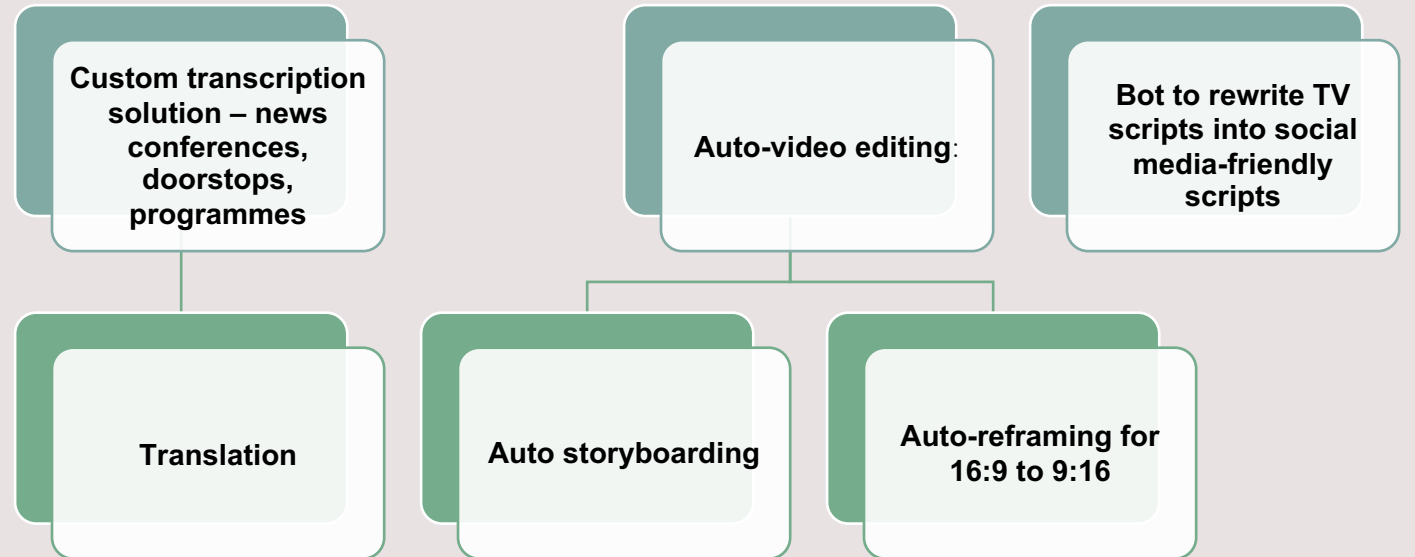- Video is **multi-format**

Patterns & Predictability

Picture grammar:

- Start with your best shot

- Peg picture to script

- Vary shot sizes

- No movement to movement

- No jumping between night and day

- No distracting cutaways

Wax Candy — Search

Chan Eu Imm
CNA Presenter

But there's a problem

156.7K
716
10.1K

Read article by CNA

CNA · 10-19

🇨🇳 🍬 China is cracking down on "wax bottle candy" (la ping tang) due t... more

▶ 3.5M ➤ 4512   More data

Video: Fire and Rescue Department of Malaysia (FRDM) via Reuters

An Indian tourist went missing after falling into an 8m-deep sinkhole in Kuala Lumpur

314.8K
3,220
19.7K

Read article by CNA

CNA · 8-26

An Indian tourist went missing after falling into an 8m-deep sinkhole... more

▶ 11.7M ➤ 42.1K   More data

What we're working on

Custom transcription solution – news conferences, doorstops, programmes

Translation

Auto-video editing:

Auto storyboarding

Auto-reframing for 16:9 to 9:16

Bot to rewrite TV scripts into social media-friendly scripts

News Influencers as Competition

Content creators surge past legacy media as news hits a tipping point

One recent study concluded consumers are looking for news that "feels more relevant," giving a boost to creators on social media

🎧 17 min   ↗   🔖   💬 129

Source: Washington Post

- **Friendlier** tone, personality

- Can **mix news and opinion**

- What they produce has **less time-pressure**

- **Creator energy**/packaging

AI SmartCut

Problem statement: How can we get more eyeballs for our TV journalists work?

Solution: AI auto-clipping of bulletin highlights

- Voice recognition

- Automatic speech recognition

- Natural language processing

- Natural language generation

AI SmartCut

Result: TV packages, live crosses & interviews uploaded in more timely fashion

Phase 2:

- Cover more bulletins

- Suggest SEO-friendly title and description for YouTube

- Include keywords

- 9:16 versions
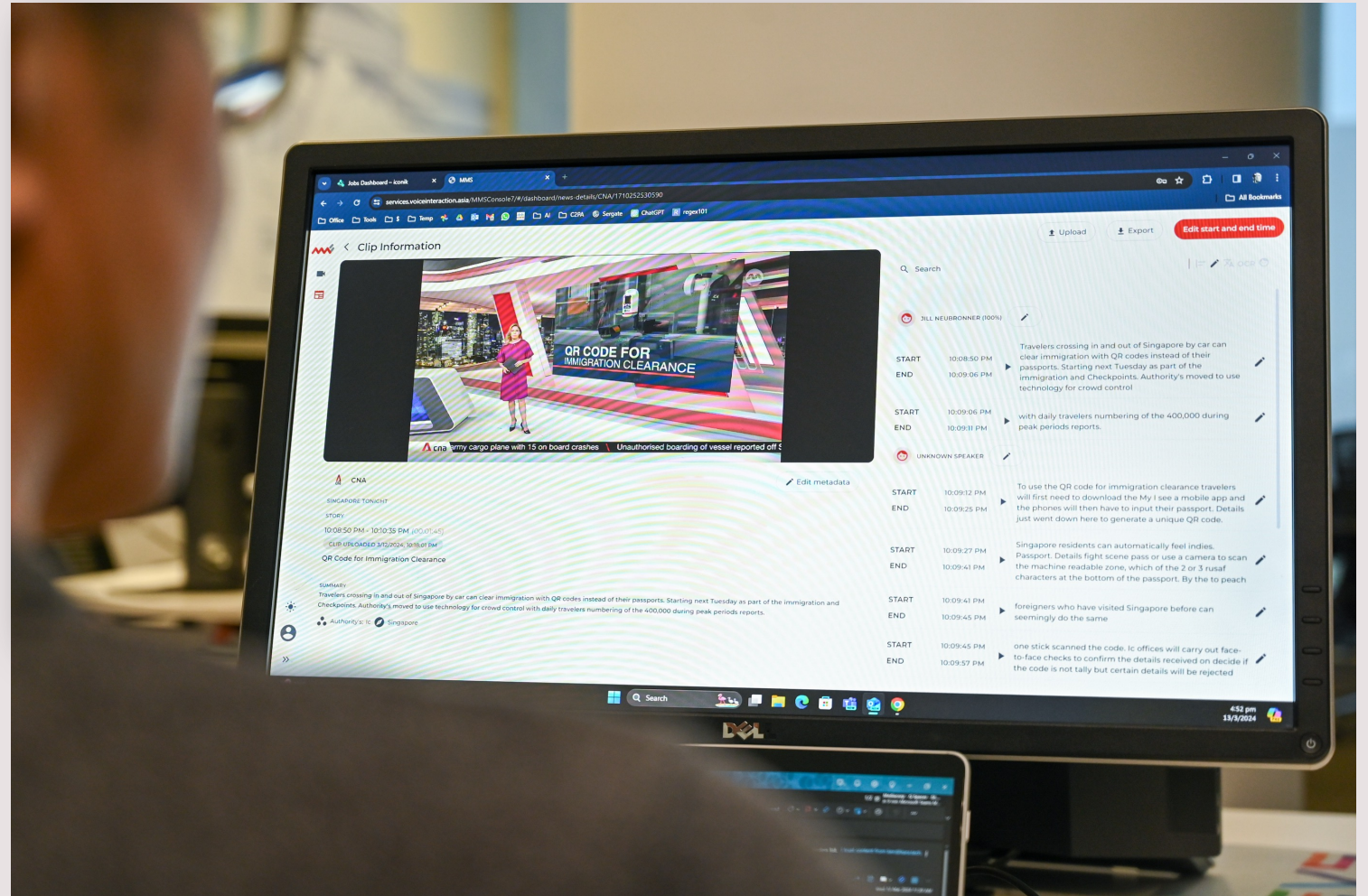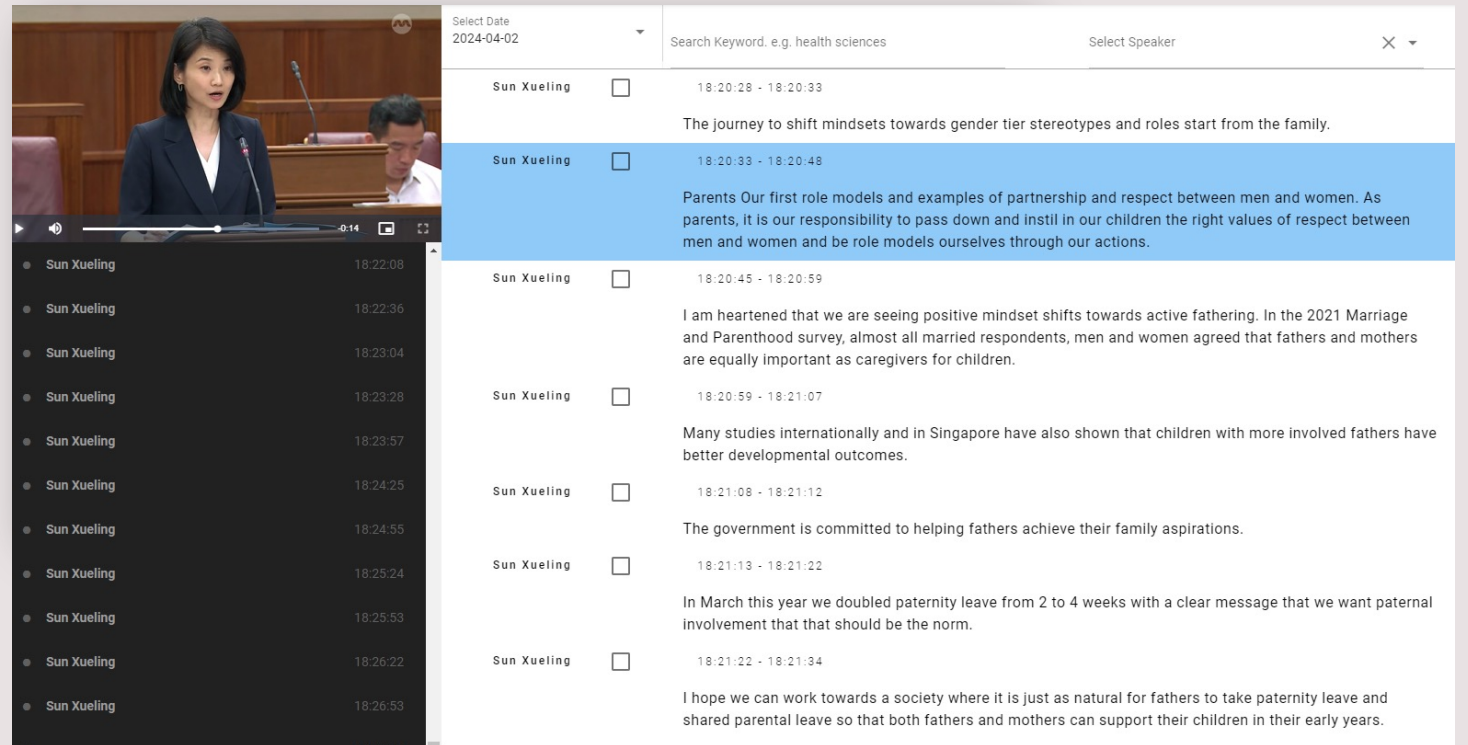
Live video transcription

Problem statement: How can we get stories & videos up faster for live events?

Solution:

- Speaker identification: Voice & facial recognition

- Automatic speech recognition

- Natural language processing

FAST

Problem statement: How can we better serve the time-poor reader?

Solution:

• Summarisation

• Extraction model

• Regenerate points till user is satisfied

FAST

Results:

- 10 million more page views in first 3 months from launch

- Increased page views/visit

- Increased time spent on site

Phase 2:

- Videos and podcasts

- Personalisation

Much more to do in AI video space

- Deepfake detection

- Metadata for personalisation & SEO

- Retrieval augmented generation

- Data & 3D model visualisation

- Sub-editing

How can we use AI to build experiences?

Source: Particle News

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