Voicing AI

AI-Powered Agents for News & Media

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Digital Evolution of the News & Media Landscape

*The digital revolution has affected most industries today including the news and media sector, which is undergoing a significant transformation driven by digitization and audience perception. According to a **Reuters Institute Digital News Report published in 2024**, there is a steady and continuous shift towards users preferring online news, particularly through smartphones. This growth is being fueled by audiences increasingly depending on online sources for updates and information.*

*The American news landscape is at the core of this major change. The digital revolution has fundamentally changed how news is produced, consumed, and monetized. **Here's a snapshot***

Traditional Struggles

Print in decline

Newspapers, once the lifeblood of news, are facing a steady **decline in readership and advertising revenue.** Circulation is down, and many local papers have ceased to exist **entirely.**

TV news facing headwinds

While audiences still tune in, **traditional network news viewership continues to drop.**

The Digital Surge

News going mobile

The vast majority people in the **USA, and globally**, now get their news **digitally, with smartphones and social media as primary sources.**

Rise in subscription model

Paywalls and digital subscriptions are becoming crucial for major news organizations to **maintain quality journalism.**

Americans increasingly prefer digital pathways to local news

Percentage of U.S. adults who say they prefer for getting local news and information

Note: Respondents who did not answer are not shown.

Source Pew Research Center survey of U.S. adults conducted Jan. 22-28, 2024. "Americans' Changing Relationship With Local News"

+news 59+

The digital transformation has brought both **disruption and opportunity.** News organizations are still grappling with **how to adapt and thrive in this new environment.** The fight for a sustainable model for **quality journalism, alongside efforts to combat misinformation,** will **define the future** of the news and media industry.

Main reasons why people watch rather than read online news

Easy

42%

say it is a quicker way to consume news

Engaging

34%

say moving pictures are more engaging than text

Convenient

24%

say they come across videos often (e.g. via social media) - especially younger groups

But generic news and media are less likely to resonate & add incremental value to consumers

A Reuters Institute study surveying over 90,000 people in 46 countries found that an average of 43% people avoid news altogether which highlights a potential issue of relevance. ***Some of the reasons for this include:***

43% Too much irrelevant news

16% News has negative effect on mood

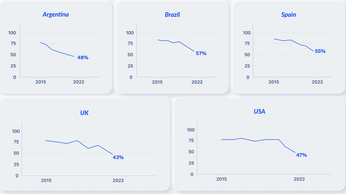
24% Worn out by the amount of generic news

17% There's nothing they can do with the information

The Problems With Traditional News Broadcasting

1. Declining Interest

Interest in news has fallen from **63% in 2017 to 51% in 2022**, indicating that generic news content is **failing to engage consumers effectively.**

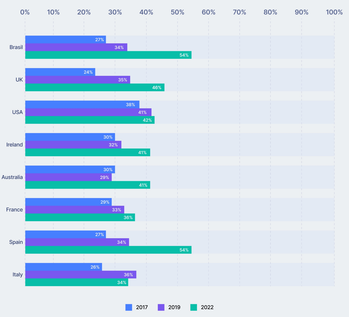


These data suggest two different but related problems. First, the emergence of a minority of people who are active online, many of them younger or less well educated, but who have become largely disconnected from the news, **perhaps because they don't feel that it is relevant to their lives.**

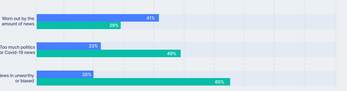
And then, separately, we find a more generalized decline in news interest and consumption affecting a much bigger group, which may relate to ***structural changes in the way the news is distributed***, such as the shift to online, the nature of the news cycle itself, or both.

2. Selective Avoidance

An increasing number of consumers are actively avoiding news, with the **percentage doubling in countries like Brazil and the UK over the past five years.** The main reasons include the repetitive nature of news and **its negative impact on mood, indicating that generic news coverage** is often perceived as distressing or overwhelming.



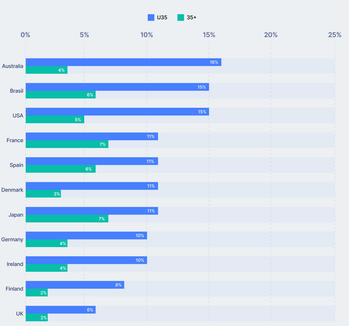
Top Reasons Why People Avoid



3. Complexity and Accessibility

Younger and less educated audiences often find news hard to follow, suggesting that **news media needs to simplify language and better contextualize stories.**

Younger audiences and those with less education often find news difficult to follow. This complexity and the lack of clear, contextualized information contribute to a disconnect between news content and its intended audience, reducing the perceived value of generic news.



4. Distrust in News

Trust in news has declined in many countries, contributing to disengagement. This decline is partly due to perceived political and commercial biases.

Trust in news has decreased in many countries, with only 26% of Americans reporting that they trust the news they consume. This erosion of trust is linked to perceptions of political and commercial biases in news reporting, making generic news less credible and less valuable to consumers.

Potential of Generative AI in Overcoming These Challenges

The digital transformation has **undoubtedly affected the news and media landscape.** Disruption has been quick – the rise of social media and online news aggregators has fragmented audiences. In this turbulent scenario, the fight for a sustainable **model for quality journalism feels ever more crucial.**

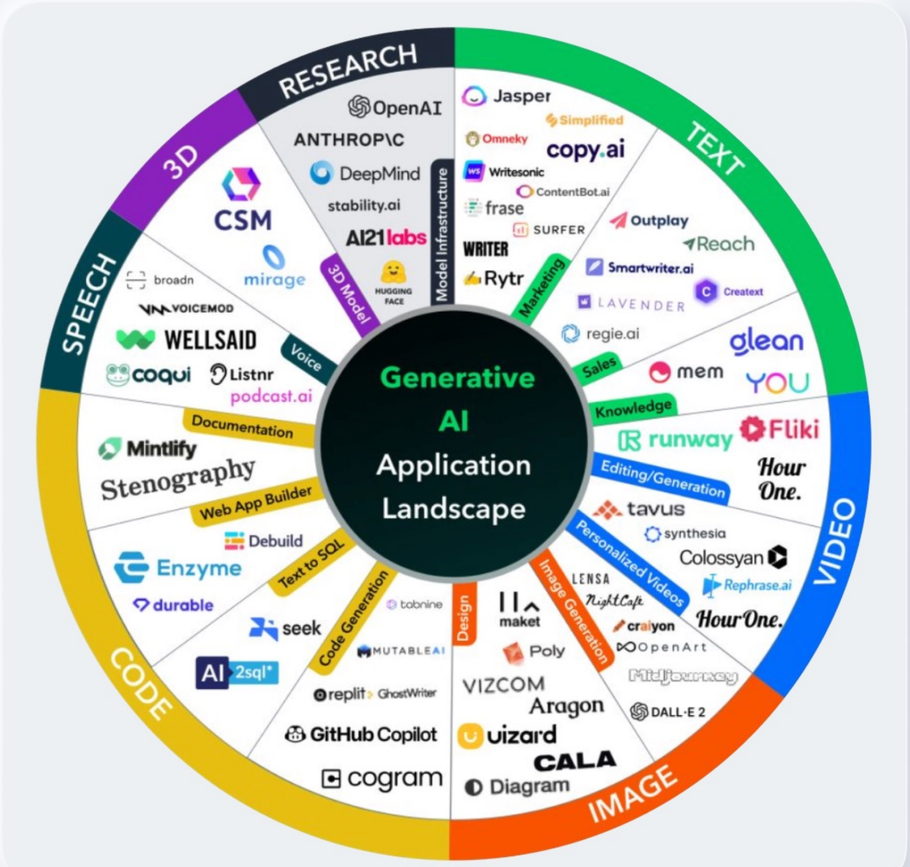
However, amidst the challenges, a **new wave of Generative AI (or Gen AI) technology is poised to usher in an era of change.** And like most other industries, the news and media landscape stands to benefit from the groundbreaking technology.

The Gen AI Application Landscape Today

Gen AI isn't a silver bullet, but it **offers itself as a powerful tool** for news organizations to cater to the changing demands of consumers in the digital age.

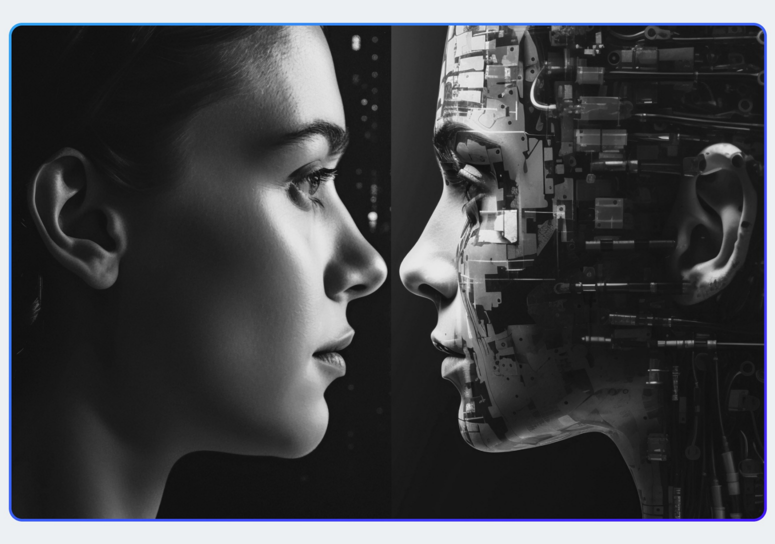
That focuses on simulating human-like voices and conversations with customers. **Voicing AI technology** allows machines to understand and respond to human speech, and is transforming how we interact with news. It offers the potential to revolutionize news creation and consumption to personalize content, combat misinformation, and enhance accessibility.

“There are two ways personalization can benefit both a publisher and a reader: it helps publishers compete with the algorithms of tech and social media platforms like Amazon and Twitter, and it can surface different content based on what the reader has (or hasn’t) already seen on a publisher’s website, leading to a better user experience. In a beta test, publishers saw a **30%-50% increase in CTR for homepage** sections personalized with news and relevant content.”



How *Voicing AI* is a Game-Changer in News Personalization

Introducing a sophisticated, generative AI-powered digital avatar meticulously trained to emulate the unique personalities of TV news anchors and journalists. It speaks their language, mirrors their actions, and scales their outreach with precision. This digital counterpart enables more informed decision-making and seamlessly automates routine tasks. Step into the future of broadcasting with your very own digital assistant, designed to support and enhance your presence in the newsroom and beyond.



A Personalized News Experience: AI-Powered Anchors Delivering the Updates You Care About

Key Features of AI News Assistants

AI Avatars

Realistic and high fidelity AI models that **sound and feel like real human beings** - highly accurate in conversations & accent

One-Click Translation

+Multiple lanuguages

Effortlessly customize your content **for global audiences and translate videos** into **multiple languages** in just seconds.

News Templates

Take advantage of our expertly designed news media templates for **any platform, from TV and YouTube to TikTok and beyond!**

Multi-Avatar Scenes

Incorporate multiple avatars into your video scenes to simulate conversations and **create engaging on-screen interactions.**

AI

Voicing AI

Article-to-Video

Instantly create **news video drafts, complete with scripts, footage, and AI avatar narration**, simply by copying and pasting a news article.

URL-to-Video

Paste a URL and instantly create a **broadcast-ready video, complete with scripts, footage, and AI avatar narration,** all within minutes.

Avatar Gesture Control

Level up your AI avatars by **directing their gestures-have them point, wave, give a thumbs up, and more** to boost realism & engagement!

AI Script Assistant

AI STUDIO

Quickly generate, edit, tone change, grammar check, or translate your script all within **AI studios.**

Ease of Implementing Voicing AI in News & Media

Generative AI is as good as the training it receives. Your digital assistant can speak, write, express, and think just like you. Imagine having a digital replica of yourself that can handle all the repetitive tasks such as following up with sources, drafting news articles, recording personalized voice memos, creating videos, and even making calls on your behalf. This AI-powered assistant ensures that your unique style and personality are consistently represented in every consumer interaction.

How does the training happen?

To train the model, the AI needs the person's voice data and image data to learn their way of speaking to prospects. The training of our Voicing AI model meticulously crafts a dynamic, visually represented avatar that not only speaks in real-time but also embodies the unique characteristics of the individual it represents.

20-30 Images → **To train facial expressions** — Proprietary models that generates high-quality visuals of human face using a process that iteratively refines an image until it matches the given input text. → **Facial expression ready**

Voice data (Recordings) → **To train voice** — Models to converts text into spoken words, enabling computers to vocalize text. Fine-tuning adjusts a pre-trained model to enhance speech naturalness and accuracy for specific voices and styles. → **Voice ready**

Generations → **Lip-sync through DL** — Lip-sync deep learning models synchronize animated lip movements with spoken audio to create realistic speaking animations. → **Image-to-video using audio**

→ **Generated Voicing AI Agent**

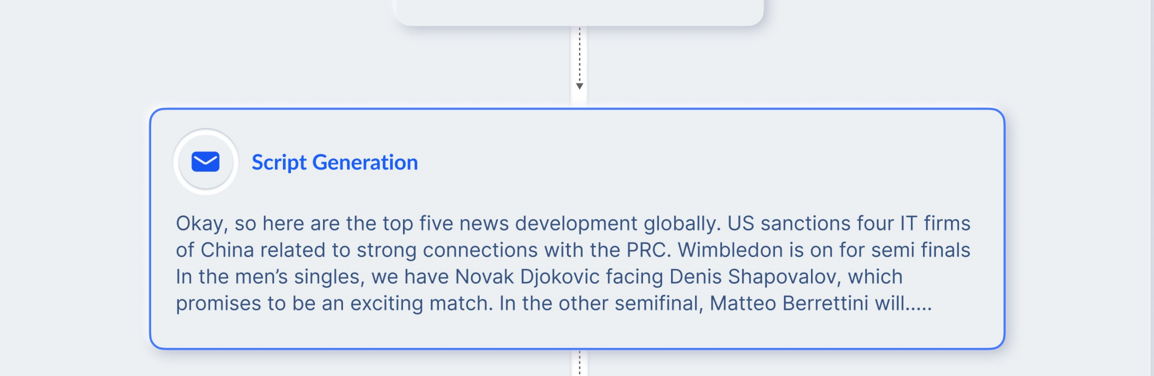
Below are a Few Use Cases of Voicing AI for News & Broadcasting Companies

News reporting has historically suffered from a limited, one-size-fits-all approach. ***Voicing AI helps personalize content by tailoring it based on numerous variable parameters like user behavior, preferences, age, location, and so on.*** *Voicing AI also offers a range of application potential to news and media outlets, such as:*

Real-time & Adaptive Call Based News Delivery

Traditional news delivery often relies on human intervention, which can sometimes result in missing critical breaking news windows or failing to reach the intended audience promptly. Voicing AI addresses this by providing real-time, instant news updates over calls. Users can simply request updates on specific topics and receive immediate, personalized news without delays. For example, if you are a tennis fan, you can call from wherever you are and ask for the latest Wimbledon results. This capability ensures that important news is delivered promptly and accurately, enhancing the overall news consumption experience.

What's happening in the world today?



- Identifying top news interests
- Searching & sourcing the news
- Cloning anchor tonality & accent

Script Generation

Okay, so here are the top five news development globally. US sanctions four IT firms of China related to strong connections with the PRC. Wimbledon is on for semi finals In the men's singles, we have Novak Djokovic facing Denis Shapovalov, which promises to be an exciting match. In the other semifinal, Matteo Berrettini will.....

Voice note generation

Scheduling Personalized News Highlights from Top Reporters

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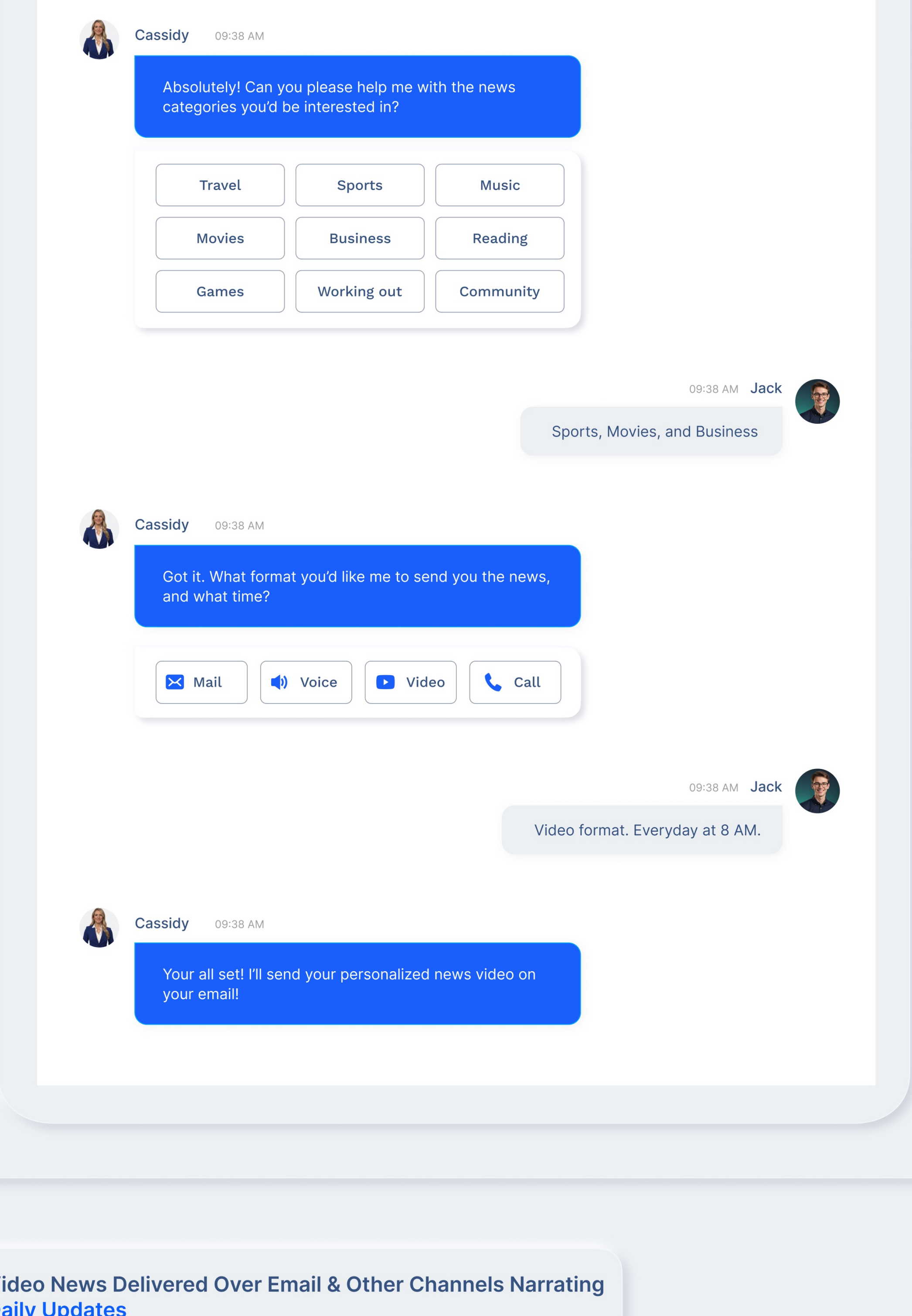
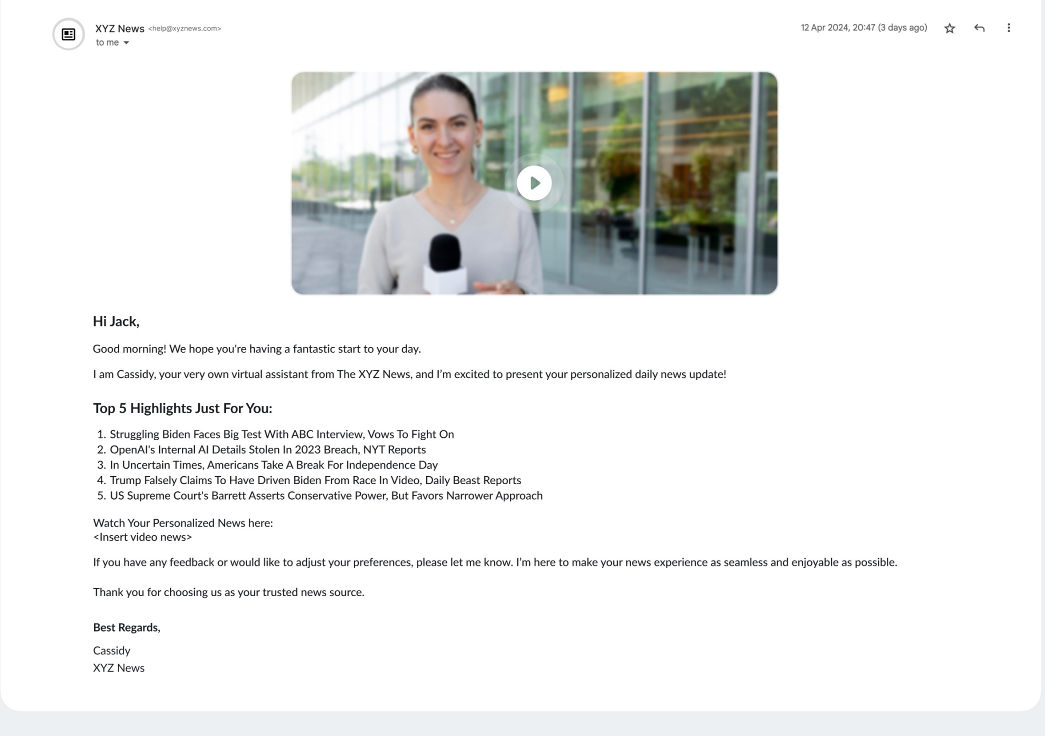
1. **Start with News Template** — AI Studios has a variety of news templates. Choose your favourite and start creating your news video.
2. **Select an AI Anchor** — Click and pick your AI Anchor. AI Studios offer 100+ AI Avatar from a diverse range of ethnicities, ages, and styles.
3. **Customize Further** — Then, determine the video's duration and select sources for images and footage. Finally, specify the video's language.
4. **Download & Share** — Click 'Generate' and watch your video generate in real time. Your video will be ready to edit, download, and share in minutes.



Video News Delivered Over Email & Other Channels Narrating Daily Updates

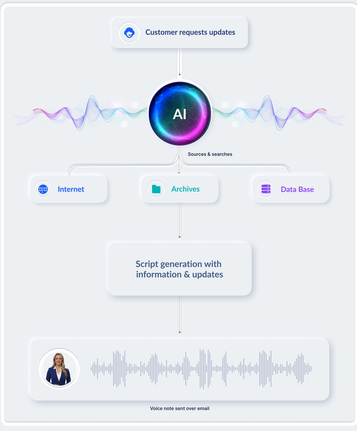
Generic content recommendations often fail to resonate with individual reader preferences, leading to lower engagement. Voicing AI can analyze reader behavior to suggest personalized content recommendations. This feature can deliver video news updates via email or other channels, narrating daily updates tailored to the user's interests. By providing highly relevant content, this tool enhances user engagement and can lead to higher subscription conversions, as users receive news that directly aligns with their interests.



Quick Search & Archive Exploration

(voice-based searches)

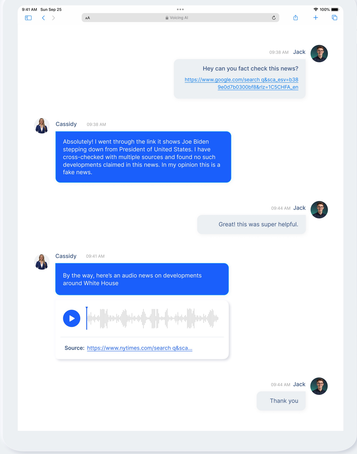
Searching through archives using text-based methods can be cumbersome and time-consuming. Voicing AI enables voice-based searches to simplify the process, making it easier for users to find specific news articles or historical data. The intuitive nature of voice searches enhances user experience by reducing the effort and time required to locate information. For example, if a user asks, "Who won the 1996 ICC Cricket World Cup?" The user can then receive all details about Sri Lanka's first and only victory.



Fact Checking

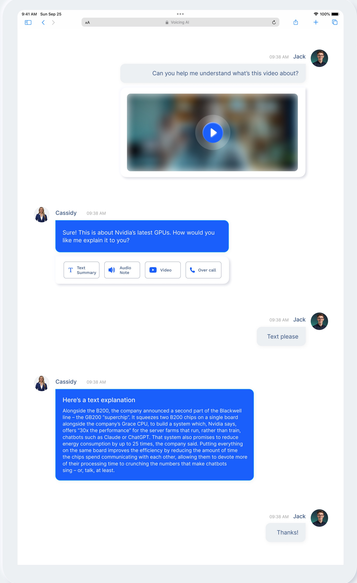
(calling AI agents and asking about the news/category/update)

The spread of misinformation online is a significant and growing challenge for news outlets. Voicing AI integrates real-time fact-checking capabilities, allowing users to verify news, categories, or updates by calling an AI agent. This feature enhances the credibility and trustworthiness of the news provided, as users can quickly check the accuracy of information. By offering reliable fact-checking, this tool helps combat misinformation and reinforces the integrity of news organizations.



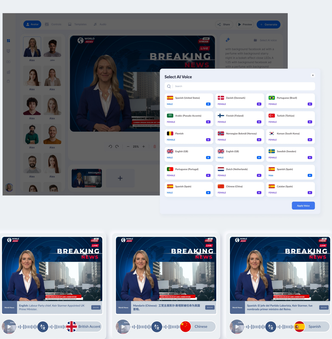
Content Summarization & Quick News Formats

Traditional news consumption can be time-consuming, which may deter busy users. Voicing AI offers quick news summaries in both text and audio formats, catering to users who have limited time. These concise summaries allow users to stay informed without dedicating more time to reading or listening to full news reports. This feature ensures that even the busiest users can keep up with current events, enhancing their news consumption habits.



News Localization Based on Language, Dialects, Regional Developments

News reporting often follows a one-size-fits-all approach, which can alienate diverse linguistic groups. Voicing AI addresses this by providing news localization based on language, dialects, and regional developments. This feature ensures that news is accessible to a broader audience, catering to the specific linguistic and regional preferences of users. By bridging the language gap, this tool promotes inclusivity and ensures that news is relevant and engaging for all users, regardless of their linguistic background.



Overcoming Past Challenges Posed by AI in the News Industry

While ***Voicing AI*** offers numerous benefits, it is important to acknowledge and address inherent challenges within the news and media sector:

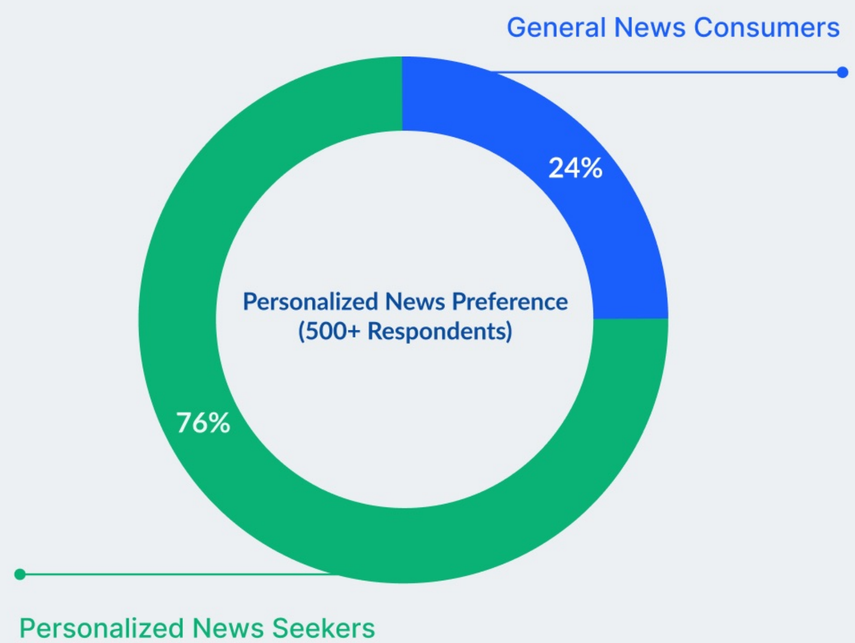
Challenges	Solution
Technical challenges Ensuring high accuracy in speech recognition and natural language processing. Nuances in dialect, accents, and background noise can also lead to misunderstandings.	***Voicing AI*** adeptly handles the nuances of **different dialects and accents, and effectively mitigates issues related to background noise.** This capability reduces misunderstandings and enhances communication, providing a reliable and efficient solution for diverse user needs.
Privacy and security concerns Protecting user data privacy is paramount, especially when dealing with sensitive information like search queries or voice interactions.	Incorporated with robust data security measures, **anonymize user data for training purposes, and clearly communicate data** privacy practices to users. **Transparency helps build trust.**
Maintaining high-quality and accurate news summaries AI models can struggle to capture the full context and nuance of complex news stories, potentially leading to inaccurate summaries.	Leverage human oversight in the **training and refinement of AI models.** Human editors can **curate training data and fact-check summaries** generated by ***Voicing AI.***
Bias and Fairness ***Voicing AI*** models can inherit biases from the data they are trained on.	**Pre-trained on diverse datasets and actively monitor for bias** in **content recommendations and news summaries.**
Integration with Existing Systems Integrating ***Voicing AI*** with legacy newsroom systems can be complex.	***Voicing AI*** offers **seamless integration capabilities with existing content management systems.**

By tackling these challenges, news organizations can leverage ***Voicing AI*** responsibly and **unlock its transformative potential.**

The Impact of Voicing AI Technology

In a recent survey conducted by Voicing.ai, a resounding majority of 523+ participants expressed a preference for personalized news feeds. This finding underscores a growing desire among news consumers to move beyond the one-size-fits-all news feeds and access information tailored to their specific interests.

This survey highlights a crucial shift in news consumption habits, a trend that has been indicative over the past few years. Audiences are seeking a more efficient and engaging news experience over content that does not resonate with them.

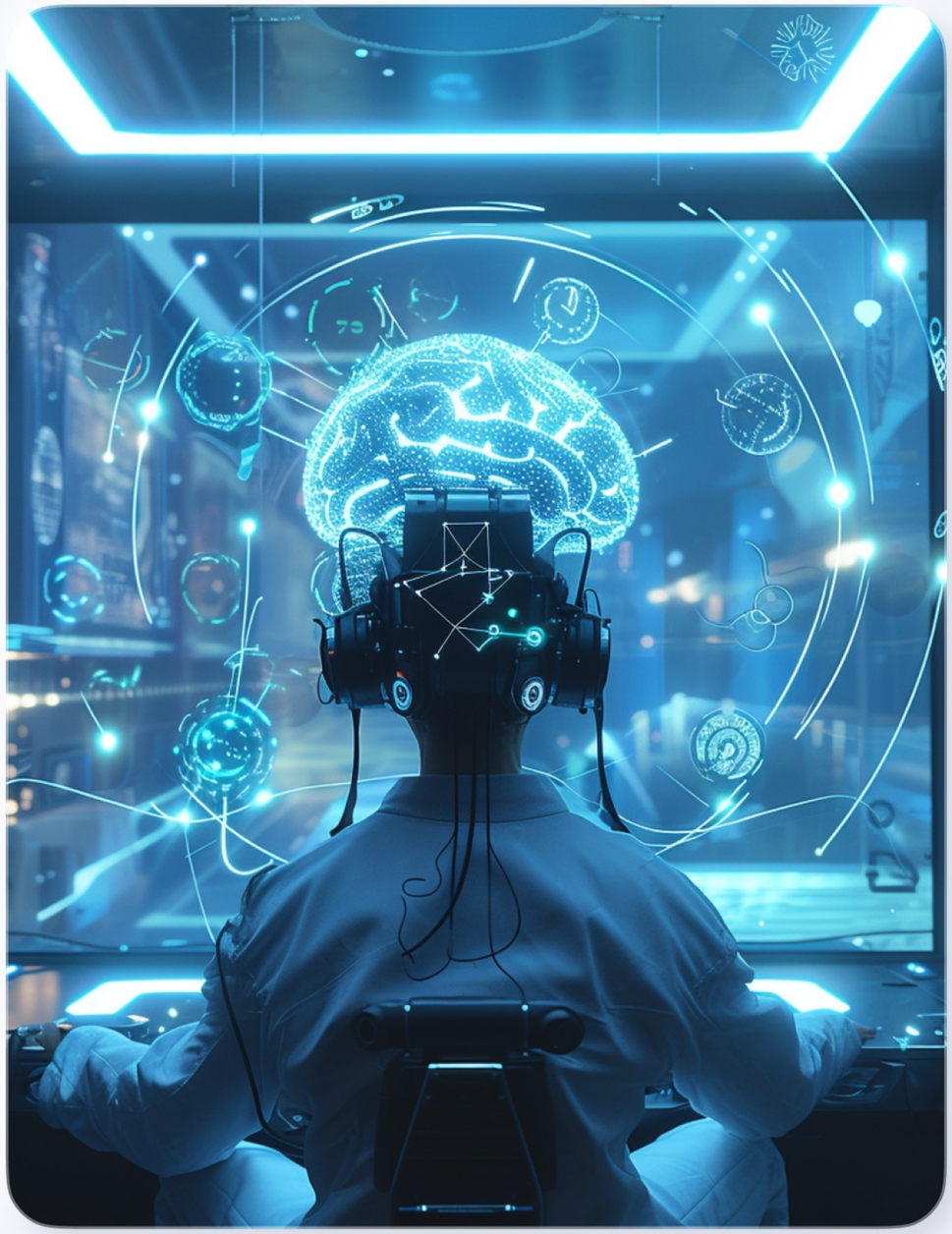


Concluding Thoughts

The news and media landscape is undergoing a seismic shift. Audiences crave personalized, interactive, and accessible content consumption experiences. While the major news & media organizations continue to explore opportunities to cater to the demands of the changing news consumers, AI technology offers an obvious solution bringing a multitude of benefits.

Voicing AI stands at the forefront of this revolution, providing a comprehensive and state-of-the-art model specifically designed to empower news outlets. From personalized content discovery and real-time fact-checking to streamlined customer success and enhanced accessibility, news organizations can now be equipped with the tools they need to thrive in the digital age.

News and media outlets can create a more engaging and user-centric news experience, fostering audience loyalty and ultimately driving conversions in a competitive digital media world. The future of news is voice-enabled, and we are here to help you shape it.



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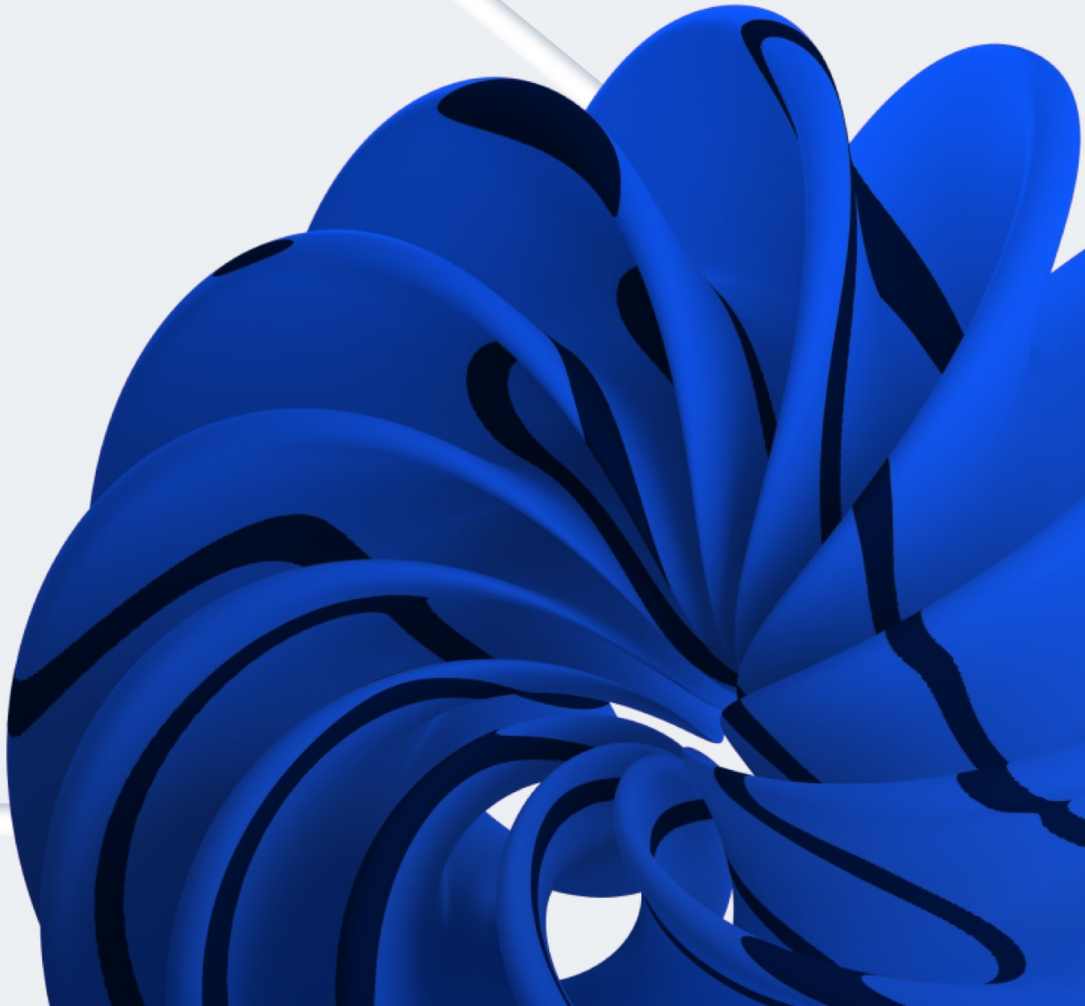
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