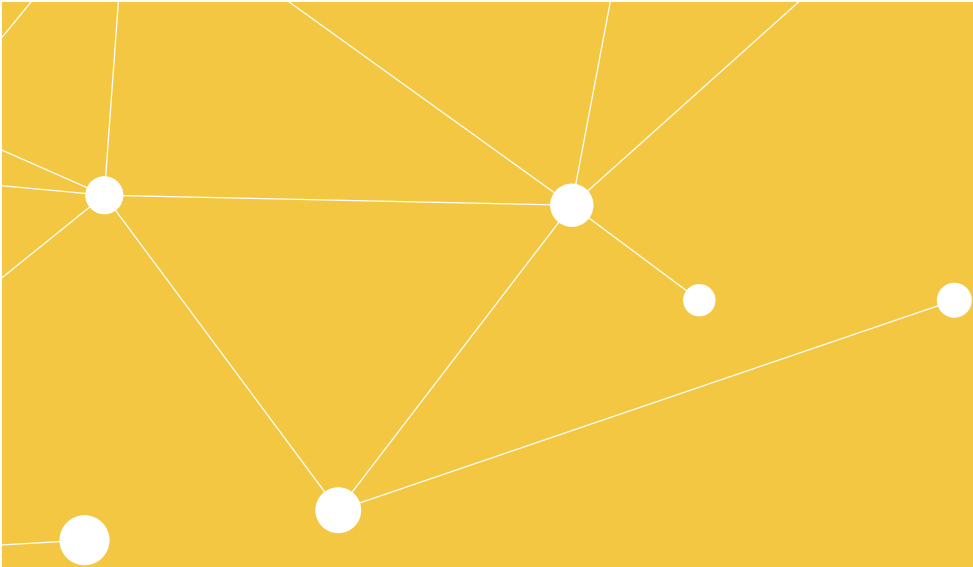


The graphic features a large orange circle in the center containing the text 'AI in creative CONTENT CREATION'. The background is a collage of various patterns including halftone dots, solid colors, and geometric shapes in shades of purple, brown, and grey. A blue vertical bar is on the left, and a blue L-shaped bar is at the bottom right. A teal circle at the bottom right contains the text 'MYTH VS. REALITY'. The bottom left corner shows the logos for 'ADWEEK BRANDED' and 'Connatix'.

AI *in* creative CONTENT CREATION

MYTH
VS.
REALITY

ADWEEK BRANDED ×  Connatix



AI isn't what you think it is— *it's better*

YOU'VE BEEN WON OVER BY AI COMPLETING YOUR SEARCH QUERIES,

correcting your grammar and navigating you home. Still, many people have a healthy dose of skepticism when it comes to AI-driven content creation. But AI could be the tool you need to supercharge your creative process or get back time you desperately need to fine-tune an idea.

There are still tons of misconceptions around what AI is and how it works. On the extreme side, science fiction depicts artificial intelligence as the tool of robot overlords of the dystopian future. Personalities like Elon Musk and Stephen Hawking warn against unleashing the demons of machine intelligence. And even less dramatically, there is often misinformation about the role AI and algorithms play in emerging technologies.

While there are many ways to describe or define AI, it can generally be understood as a collection of technologies, systems and data that leverage computing power to perform or mimic tasks that require human intelligence.

The reality is that AI—especially the functional AI being used in content operations—is a rather benign tool that can help push your content to the next level while saving you time and money.

To help you understand how AI is creating exceptional opportunities for publishers today, we've assembled five pervasive myths about the technology and the realities of what it really can do.



MYTH

AI will replace or eliminate content jobs

AI can't replace content creators, whose work requires creative intelligence and critical thinking. Think of AI more like an extra hand, one you completely control to do your bidding. Currently, AI helps creators in three key areas: information or data gathering; production of text, audio or video; and distribution.

For data or news gathering, AI can eliminate the grunt work of sorting through massive amounts of data and flagging important patterns or events. For example, one London-based news organization uses AI during royal weddings to identify celebrities as they arrive, freeing up their journalists to form more detailed analyses of their outfits and other important items. The same type of technology could be used to provide category information for advertising, and reduce the previously manual tasks of trend monitoring, pattern recognition and photo tagging.

REALITY

AI helps content creators do their jobs better

When it comes to production, **AI can help with more granular tasks like grammar and fact-checking**, freeing you up to focus on the big picture. It could also translate a piece of content for international audiences, create video content based on predetermined templates or automate the production of recurring topics to supplement existing content. The common theme is that it frees you up to focus on the more creative side of the process.

For the distribution of content, **AI is the customer-obsessed assistant you've been longing for**. It can personalize marketing materials for various audiences, create different homepage experiences based on user preferences, and help with monetization and subscription signups. The Wall Street Journal, for example, employs AI to change up the level of access to the site for different audience segments based on their propensity to subscribe.



MYTH

AI is expensive and only feasible for large organizations

There are AI solutions for organizations of all sizes. While some AI capabilities do require specialized technical prowess, many functions can operate almost entirely independently. For example, a local publisher could use a bot to create and publish templated stories about high school sports. Or it could monitor comment sections for offensive words or conversations.

To determine what AI is right for you, start by identifying your costliest or most

REALITY

There are AI solutions that fit most budgets and are easy to implement

time-consuming areas. Does your copy editor have to work late into the night to get through the volume of stories you're producing? Have you had to outsource video production? Uncovering those time-eating tasks is your first step to finding the right AI solution for you.

When it comes to getting executive buy-in, these cost reductions should be your focus. Come up with specific dollar or time amounts that could be saved by AI and ways those dollars could be reinvested.



MYTH

AI will create unwinnable ethics conundrums

AI systems are only as ethical as the humans behind them. To better address ethical questions as they come up, anyone involved should have a basic understanding of how the technology works. You don't want to leave it all to your engineers or IT teams who may not fully understand the content process. Keep your C-suite involved and informed as well so that everyone has the same information to reference when tough questions come up.

One area to pay special attention to is data inputs. **AI algorithms are only as good or unbiased as the data they ingest**, so you must be vigilant about the data you're feeding

REALITY

There will be ethics questions, but answering them makes AI stronger

in. If you have the organizational bandwidth, assign one person or a team to stay on top of data inputs or work with a trusted provider to monitor any biases that could accidentally emerge.

Know that you are not alone as you grapple with tough questions. **AI is still relatively new, and organizations across the spectrum are working through how to best use it.** Stay updated on academic and industry research from places like the Nieman Lab, the Berkman Klein Center for Internet and Society at Harvard and the Knight Foundation. All are continuously working to innovate through the complex challenges of AI use.



MYTH

AI in video is all about deepfakes

There's no getting around the fact that deepfakes are scary. They spread misinformation, can be insulting and are just generally bad. But, unless you have an evil genius in your midst, they shouldn't impact your content operations.

The reality is that AI can help you make better videos faster and cheaper. There are thousands of applications, but standouts include categorizing content for advertisers, automating metadata tagging and maximizing revenue by contextualizing ad placements.

Synthetic video, or video that is automatically produced or created with assistance from AI, is another opportunity. While more of an outlier right now, synthetic video has huge potential to generate time and cost savings. For example, a local news anchor could film a report and leverage AI to create a handful of versions

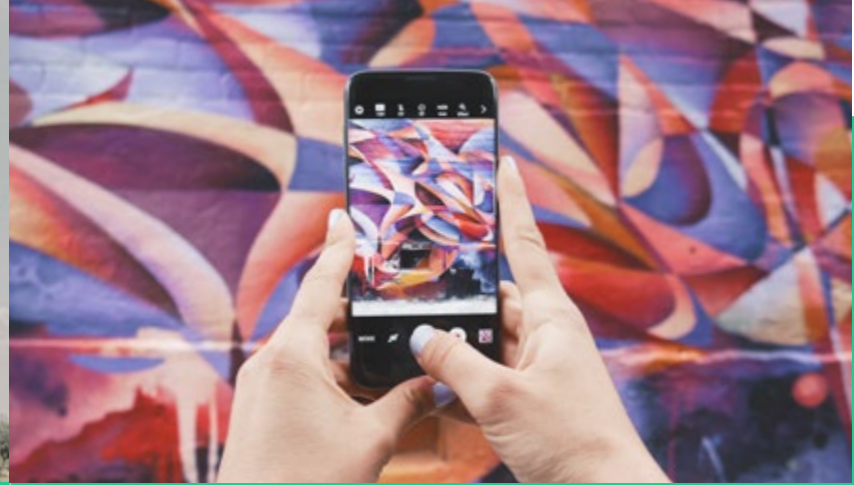
REALITY

AI is a time-saving, cost-cutting tool for any video production

of that video in different languages, for different markets or with different focuses. There is also technology in the works that can turn written articles into videos, some even with synthetic news anchors reading stories.

While some of the underlying technology might be similar to deepfakes, the difference is in the intent.

Every type of organization can probably do more with video content. So, as you learn more about AI, assess your current video strategy. What is and isn't working? Do you have enough content to meet your consumers' or readers' demands? Remember, investing in AI doesn't have to be a budget-eating exercise. Start small, educate yourself on the technology and work across departments to scale up your strategy.



MYTH

AI will lower the quality of content

AI is another tool in your creative toolbox. It won't leave your articles sounding algorithmic or make bad editorial decisions if you find the right technology to incorporate.

You don't have to look far to find content shops employing AI to enhance their content. The Financial Times deployed its "JanetBot" in 2017 to even out the ratio of images of men and women that appeared on its homepage. The JanetBot (named after Janet Yellen) uses computer vision to classify images as "man," "woman" or "undefined" every 10 minutes. It then sends that information to an editorial Slack channel to give editors a chance to correct accidental bias on the page and gather long-term data to inform future image selection strategies.

Another good example comes from the team at Quartz. **After receiving 200,000 pages of leaked documents from a whistleblower, the team built a machine-learning model to sort through the pages and find the information that**

REALITY

AI will improve the quality of content

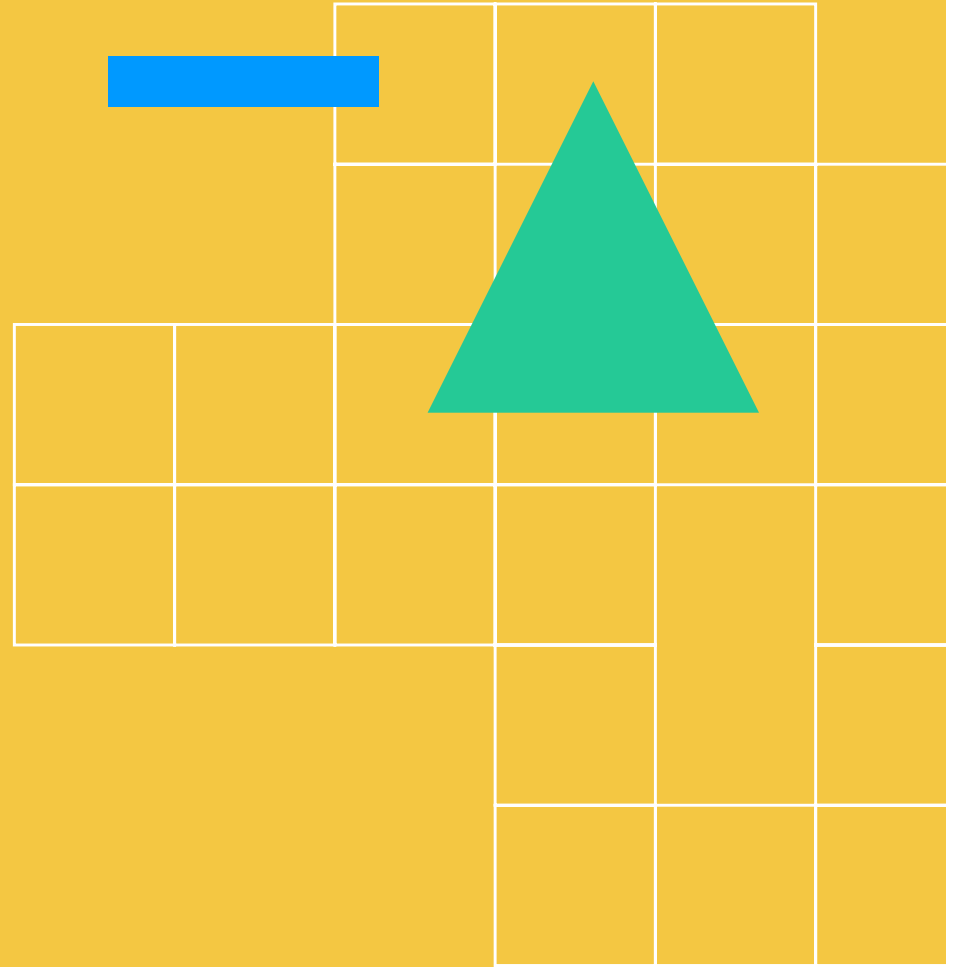
mattered. They ended up publishing dozens of needle-moving stories within days—a feat that would've been near impossible without AI.

On the video side, technology companies are creating products that dynamically update content and pull daily updates on professional sports teams or NYSE fluctuations. **By templating and automatically updating recurring content, publishers can save money on pricey production** and free up time for long-form stories.

Even if you aren't conducting heavy-hitting investigative journalism, there are areas where AI can save you time and money or do a task you couldn't, thus vastly improving your content. **The key is to be intentional.** Don't deploy AI just because you can. Do your homework and identify areas where your content could really benefit or specific projects that are begging for some artificial help.

About Connatix

Connatix is a next-generation video technology platform for publishers. It believes in the power of engaging content and is on a mission to help publishers deliver successful videos without compromise. With a cutting-edge video player, optimization engine and suite of turnkey video monetization formats, publishers can amplify video revenue while delivering engaging experiences.





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