

Presse & IA : Où en est-on ?

Les signaux de rupture



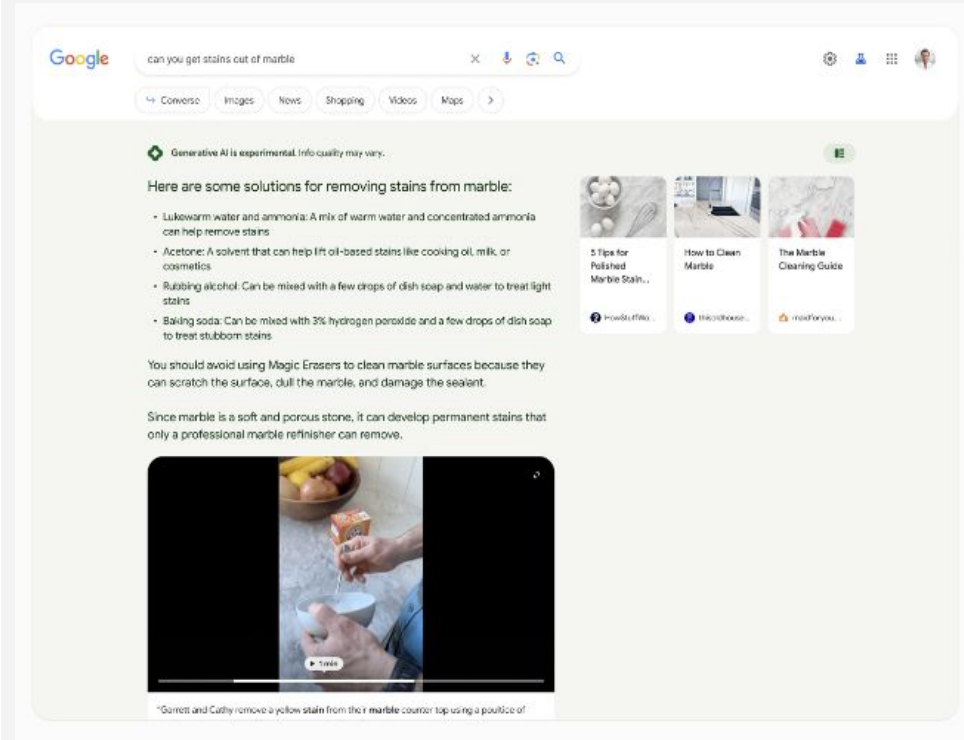
LE TRAFIC DES PLATEFORMES : PEAU DE CHAGRIN ?

Réseaux sociaux et médias : Fin de partie ?



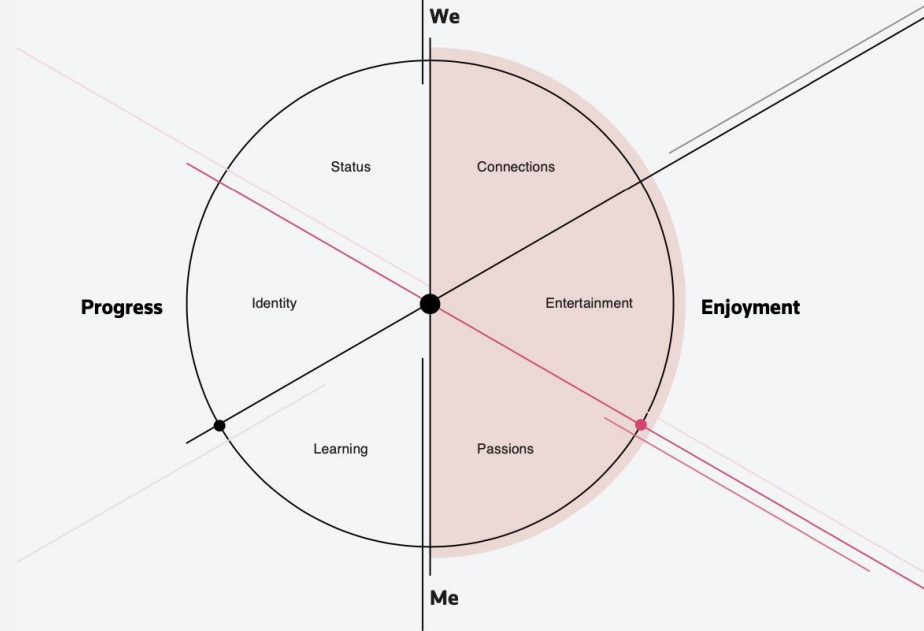
SGEs, “WINNERS TAKE ALL”?

Les SGEs risquent de rediriger la majorité du trafic



LES ATTENTES DES AUDIENCES CHANGENT

S'informer
doit apporter des
bénéfices
individuels



Maîtriser l'interface : un enjeu pour durer

“Now we’re in the generative wave, where you take that input data and produce new data,” Mr Suleyman told MIT Technology Review.

“The third wave will be the interactive phase. That’s why I’ve bet for a long time that conversation is the future interface.

Mustafa Suleyman,
Co-fondateur de DeepMind (Google)
(18.09.2023)

CONTENUS PARTOUT, ORIGINALITÉ NULLE PART ?

En 2026,
90% des contenus
en ligne
seront générés
par de l'IA



Source: Europol - Facing reality: Law Enforcement and the reality of Deep Fakes

ACCÉLÉRER AVEC L'ORGANISATION

La compréhension et
la formation à l'IA
générative sont
indispensables



ENJEU EXISTENTIEL

C'est dans ce **paysage**
durablement transformé que les
médias vont devoir naviguer.



Jusqu'alors comment les
médias ont-ils réagi ?



Selon un sondage de Journalism AI (LSE/Google) de Septembre 2023

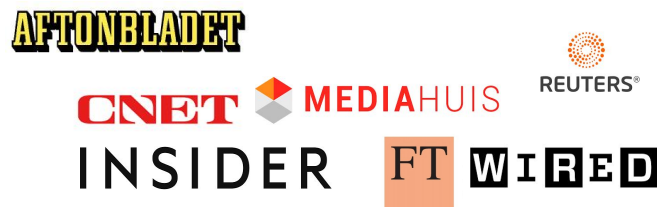
85% des newsrooms disent avoir expérimenté avec l'IA générative à des degrés divers jusqu'à présent.

4 organismes de presse sur 10 admettent ne pas avoir changé leur approche de l'IA au sein de leurs newsrooms depuis 2019.

Les réfractaires



Les réflexifs



The Guardian

AP

shutterstock

Les franc-tireurs

axel springer

s'est doté d'une
équipe transverse 100%
dédiée à l'IA générative

GO
MEDIA
BuzzFeed

Les partenaires

Quelles inspirations dans
une chaîne de production
en pleine mutation ?



Automatisation

▪

Exécuter et /ou
remplacer des
tâches dans la
production
éditoriale

▪

**Réduire les frictions
et produire à l'échelle**

Augmentation

▪

Aider et augmenter
des tâches de
production éditoriale
dans la newsroom en
combinant humain et
machine

▪

**Ajouter de
l'intelligence**

Transformation

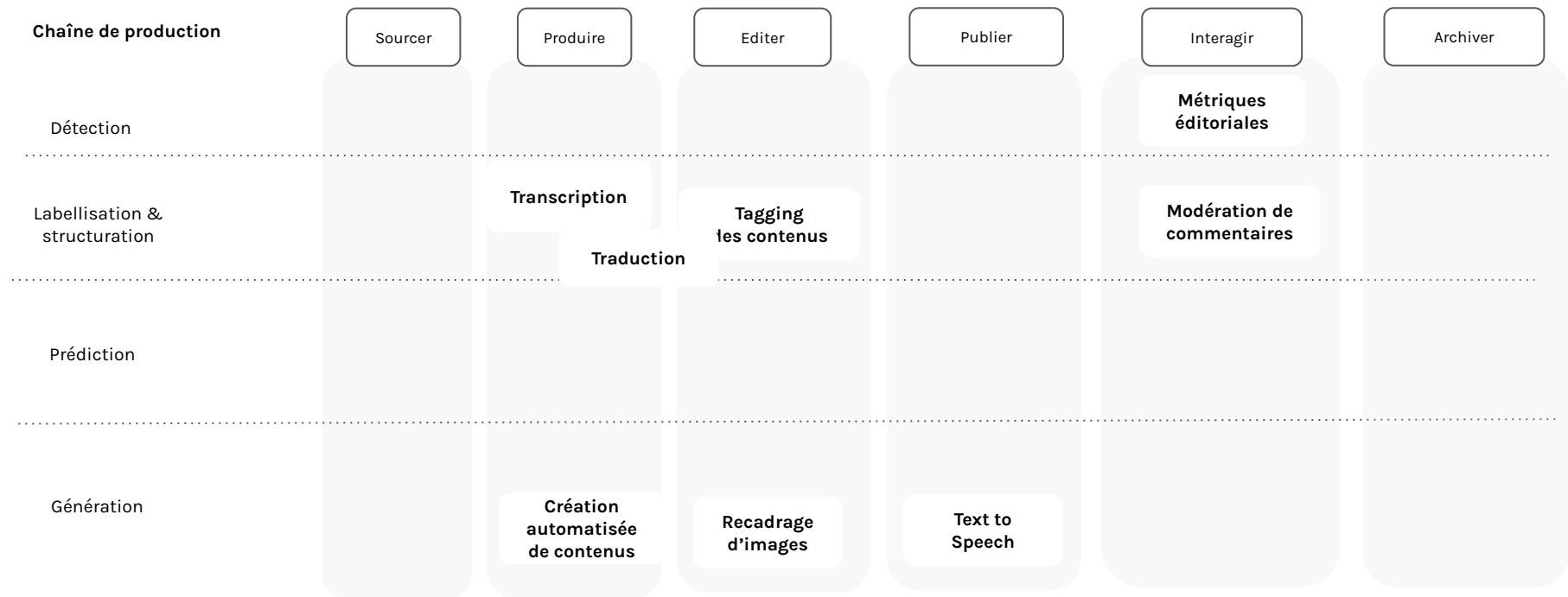
▪

Réinventer des
tâches et des
procédés de
production
éditoriale

▪

**Innover et
refaçonner**

De l'automatisation des tâches de production...



AUTOMATISATION

Produire | Création et curation automatisées



AROUND TOWN

ARLnow Daily Debrief for Sep 15, 2023

ARLnow.com September 15, 2023 at 8:30pm



Good Friday evening, Arlington. Let's take a look back at today's stories and a look forward to tomorrow's event calendar.

🕒 News recap

The following articles were published earlier today — Sep 15, 2023.

- 9:30 am: [Amid declines in non-fatal overdoses, local addiction treatment options for youth are taking hold](#) | 🗳️ 24 Comments
- 10:30 am: [Cleveland-based 'loaded fries' eatery launches delivery-only kitchen in Clarendon](#) | 🗳️ 49 Comments
- 11:30 am: [Carlin Springs Road clocks another crash near Kenmore Middle School](#) | 🗳️ 65 Comments
- 12:30 pm: [Adoptable Pet of the Week: Ike](#) | 🗳️ 9 Comments
- 1:30 pm: ['Coming soon' sign out for new Chinese dim sum restaurant in Clarendon](#) | 🗳️ 5 Comments
- 3:30 pm: [Large teen gatherings after Yorktown and W-L football game prompt police response](#) | 🗳️ 104 Comments

Since it's Friday, we've also compiled a list of the **most-read articles of the week**, below.

1. [NEW: At long last, Astro Beer Hall to open in Shirlington next Tuesday](#) (9367 views)
2. [Morning Poll: How do you feel about duplexes?](#) (7014 views)
3. [Covid cases on the rise in Arlington, but so far lower than last year](#) (5720 views)
4. [Arlington art teacher and parent learns to 'walk with cancer' after a diagnosis upended her life](#) (5684 views)
5. [Listing of the Day: 309 N. Fillmore Street](#) (5653 views)
6. [ACPD: Theft suspect throws fake gun at officers in Courthouse](#) (4852 views)
7. [Construction on apartments next to Ballston Harris Teeter set to wrap up this year](#) (3606 views)
8. [Public review of four major redevelopment projects could start up this fall](#) (3154 views)
9. [Nottingham 'swing space' proposal puts cart before horse, says county-wide PTA](#) (3131 views)
10. [Crystal Drive was closed for several hours yesterday due to utility company accident](#) (2757 views)
11. [County Board, community leaders recommend tweaks to strengthen draft Plan Langston Blvd plan](#) (2689 views)

📅 Upcoming events

AUTOMATISATION

Produire | Création automatisée

THE WALL STREET JOURNAL.

THE WALL STREET JOURNAL.

English Edition | Print Edition | Video | Podcasts | Latest Headlines

David Llorente ▼

CAPITAL JOURNAL

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Search 🔍

There's one thing you can control in a crisis. [Learn More](#) **Strategic Intelligence**
Data, Analysis & News on Global Growth Markets

SHARE



MARKETS | U.S. MARKETS

Global Stocks Tick Higher Ahead of Inauguration

Joe Biden will become the 46th president at noon ET

Jan 20, 2021 3:44 am ET

SAVE PRINT TEXT

Listen to this article
2 minutes

Global stocks and U.S. stock futures ticked higher ahead of Joe Biden's inauguration as president.

Futures tied to the S&P 500 edged up 0.2%. Contracts on the Nasdaq-100 added 0.6%.

In Europe, the Stoxx Europe 600 gained 0.3% in morning trade. Industrials and energy sectors led gains while health care and utilities sectors lost ground.

Shares of [Kion Group](#) jumped 2.8% snapping a three-day losing streak and [Rotorx](#) rose 2.5%.

[John Wood Group](#) slipped 3% for a two-session losing streak.

NEWSLETTER SIGN-UP

Markets

A pre-markets primer packed with news, trends and ideas. Plus, up-to-the-minute

WSJ+ WALL STREET JOURNAL +

Give the Gift of Fitness With Half Off an Aaptiv Membership

REDEEM NOW
Exclusive to WSJ members

AUTOMATISATION

Produire | **Création automatisée**

GANNETT

CNET

BuzzFeed

GO
MEDIA

INSIDER

Muse

muse.insider.com/story/64d14d028e16d4f2bfc50dbb

712 words UNPUBLISHED CHANGES

Metadata Images

Verticals & Tags

SITE

Insider Business Insider

VERTICALS

Health

CATEGORY TAGS

Health Fitness

Exercise workouts

Physical Fitness

Health & Fitness

SUGGESTED TAGS

Lifestyle Wellness

Personal Training

Regenerate Responses

Excuse-proof your workout — a busy schedule or vacation doesn't have to derail your fitness, because you can fit in 10-15 minutes even without a gym, says a personal trainer.

The right warmup and combination of exercises can help you [build muscle and strength](#) efficiently, says a personal trainer at [Wellness + Studio](#).

Thirty minutes can be enough time for a workout and it doesn't even need to be every day," she told Insider.

To [get the most out of exercise in a short session](#), schedule it in advance, know your goals, and opt for techniques, Peña said.

Plan ahead

The first step in fitting successful workouts into your fast-paced life is to be proactive in making time for them.

She recommends getting up early to make working out part of your [morning routine](#), because if you wait until later in the day, you'll be too tired, busy, or distracted to actually follow through.

"If you do it first thing in the morning, you have it done and you have the rest of the day free to do other things," she said.

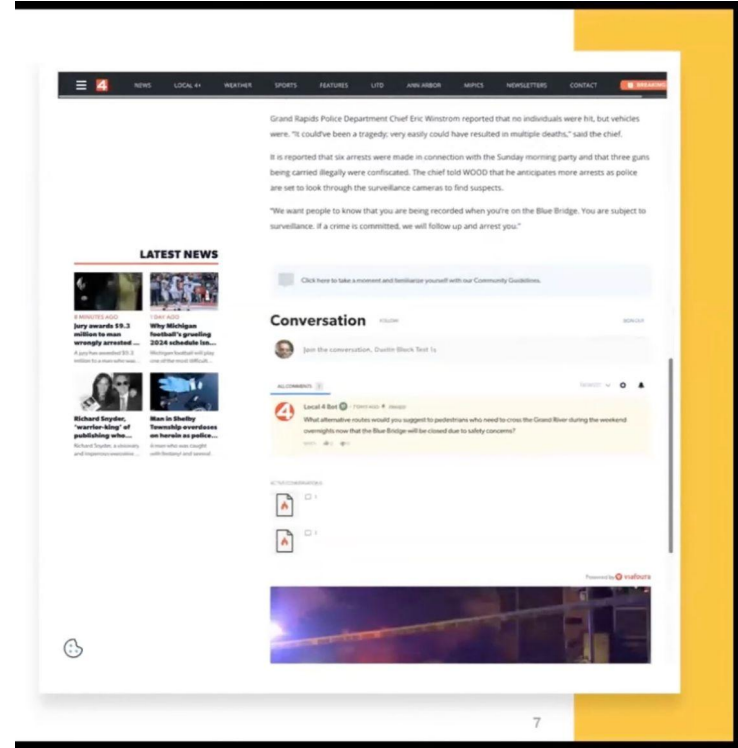
It's also important to follow a [good workout program](#) that's structured to progress over days, weeks, and months. "Otherwise, when you don't know what to do, you can spend all your time doing exercises that don't work for you," she said.

AUTOMATISATION

Interagir | **Modération de commentaires**

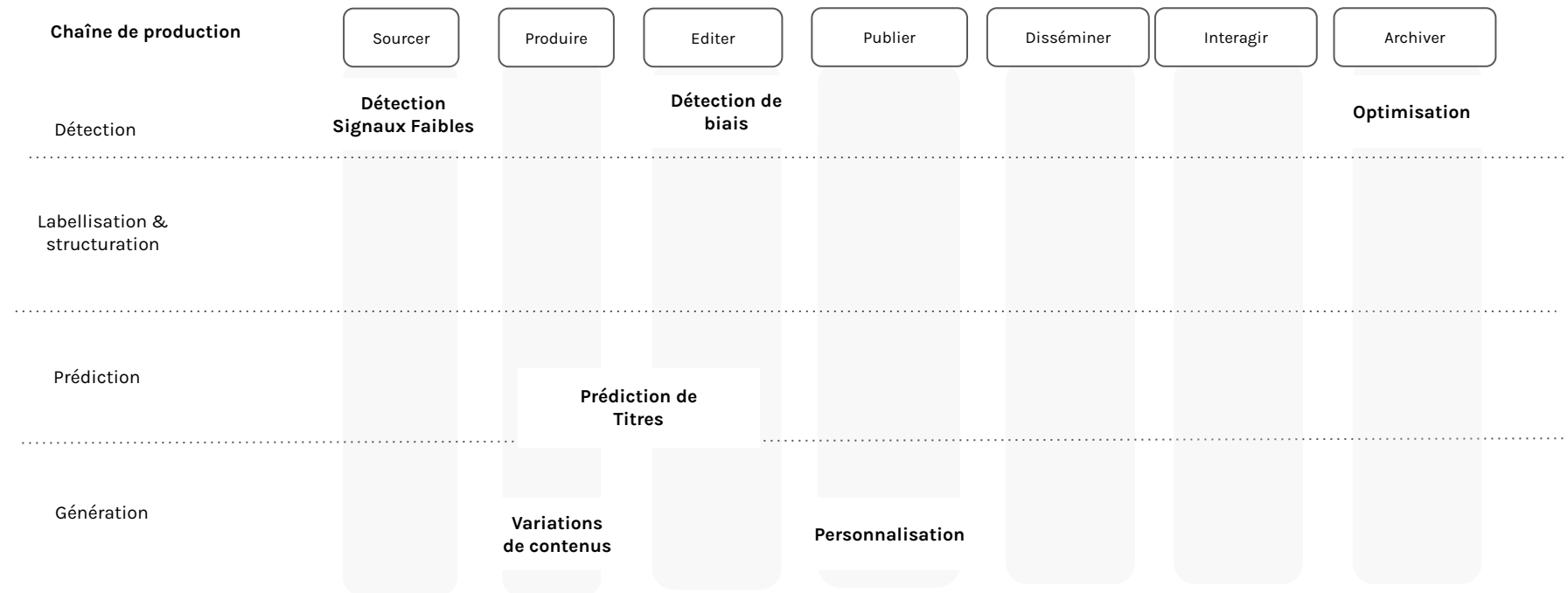


COMMENT BOT: "What alternative routes would you suggest to pedestrians who need to cross the Grand River during the weekend overnights now that the Blue Bridge will be closed due to safety concerns?"



Source: <https://youtu.be/hgcnvkD07Xk?si=S6-tbQnYfqxiYxaG>

...à l'augmentation de la production éditoriale



... EN PASSANT PAR L'AUGMENTATION

Produire | **Prédiction de titres**

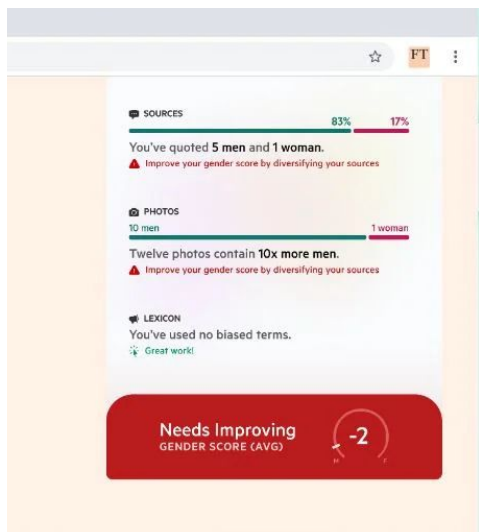


The publisher is currently producing a “Newscondenser” – an in-house tool that uses generative AI to summarise stories, create bullet points and generate ten headlines for a journalist to choose from. The headline creator combines insights from a “recommendation engine”, which suggests the headline that could work best given the metric in which a journalist is most interested. The tool is set to be rolled out in Mediahuis’ content management system (CMS) and will be part of the company’s “daily working environment”.

... EN PASSANT PAR L'AUGMENTATION

Produire | Éditer

FT



Produire | Variation de contenus

AFTONBLADET

AFTONBLADET TORSDAG 13 JULI 2023
Dagens namn: Joel, Judit

KÖP PI

Nyheter / USA

USA och Storbritannien vill se tacksamt Ukraina



Peter Schwartz



Uppdaterad 10:27 | Publicerad 07:08

↗ Dela artikeln

Spänningen ökade på tisdagen mellan länderna under Nato-toppmötet i Vilnius.

Storbritanniens försvarsminister och amerikanska säkerhetsrådgivare vill se mer tacksamhet från Ukraina.

– Vare sig vi gillar det eller inte vill folk se lite tacksamhet, säger Storbritanniens försvarsminister Ben Wallace.

SNABBVERSION

- Spänningar uppstod under Nato-toppmötet i Vilnius när Storbritanniens försvarsminister Ben Wallace och amerikanska säkerhetsrådgivaren Jake Sullivan uttryckte att Ukraina borde visa mer tacksamhet för stödet det mottar.
- Wallace hävdade att Ukraina behandlar allierade som ett Amazon-lager och kräver nya vapen direkt efter att de fått en typ av vapen.
- Ukrainas president Zelenskij gav ett svar om sin tacksamhet mot alla Nato-länder, trots tidigare kritik om bristen på en fastställd tidsplan för Ukrainas Nato-medlemskap.

📄 Sammanfattningen är gjord med stöd av AI-verktyg från OpenAI och kvalitetssäkrad av Aftonbladet. [Läs vår AI-policy här.](#)

MEST LÄST

07.08 NYHETER

USA och Storbritannien vill se tacksamt Ukraina



I GÅR @ 22.42 NYHETER

☠ Dödshetta i Italien när infernomonstret Kerberos sveper över

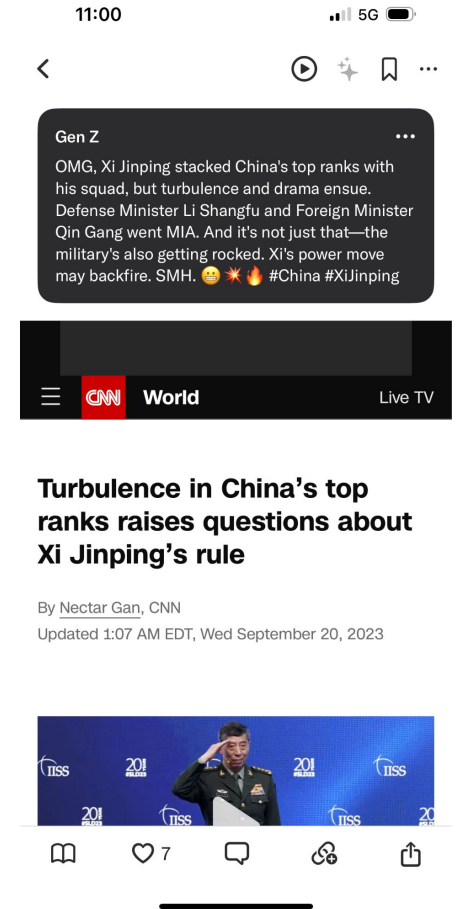


... EN PASSANT PAR L'AUGMENTATION

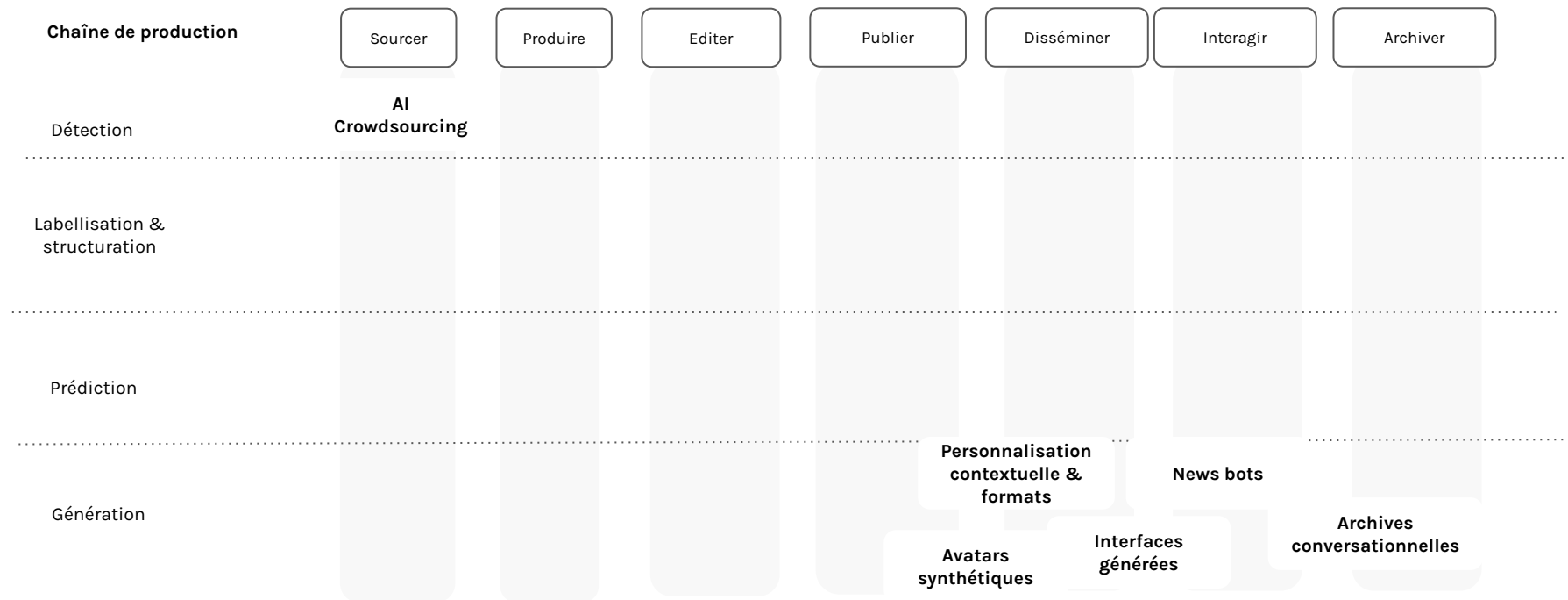
Produire | Personnalisation



ARTIFACT



La transformation du coeur de métier



... À LA TRANSFORMATION

Interagir | Expériences interactives



The screenshot shows the top navigation bar of the Bild website with links for STARTSEITE, NEWS, POLITIK, REGIO, UNTERHALTUNG, SPORT, FUSSBALL, LIFESTYLE, RATGEBER, GESUNDHEIT, SEX & LIEBE, AUTO, SPIELE, and DEALS. Below the navigation is a dark hero image. The main content area features a text prompt: "Hallo! Als Ihr persönlicher Chefkoch helfe ich Ihnen, aus den Zutaten in Ihrem Kühlschrank ein feines Menü zu kochen. Naja, jedenfalls so fein wie möglich... 🍴👨‍🍳 😊 Lassen Sie sich überraschen! Sagen Sie mir doch bitte, welche Zutaten Sie zur Verfügung haben." Below the prompt are four buttons with ingredient suggestions: "Tomaten, Mozzarella, Basilikum 🍅🍷🌿", "Hähnchen, Reis, Paprika, Zwiebeln 🍗🍚🌶️🧅", "Nudeln, Sahne, Schinken, Erbsen 🍝🥛🥓🥒", and "Kartoffeln, Eier, Speck, Käse 🥔🥚🥓🧀". At the bottom is a text input field with the placeholder "Schreiben Sie hier..." and a blue send icon. A small disclaimer at the bottom left reads "Hey, basiert auf KI und könnte falsche Informationen liefern." and a "Feedback" link is at the bottom right. On the right side of the page, there is a vertical banner for "MONEY MONEY MONEY" and "DER BÖRSEN- UND GELD-NEWSLETTER" with an "ABONNIEREN" button.

Source: https://youtu.be/gyi4ChOThfc?si=rI_IfilwbXcp55a

... À LA TRANSFORMATION

Interagir | News Bots

tom'sHARDWARE

tom'sHARDWARE

Ask a Question

Answers Based on Tom's Hardware Data

HammerBot: Ask me your PC hardware questions. I'm here to help.

Write your question

Send

[Clear Conversation](#)

... À LA TRANSFORMATION

Interagir | News Bots



MANOFMANY

SHOP SUBSCRIBE

Home > Fashion > Watches

Watches

Hublot's Limited Edition Essential Grey Watch Is Only For Sale Once A Year

By Lee Smith - News
Published: 11 Jul 2023

Listen to this article now

00:00 03:15

Luxury watchmaker Hublot is no stranger to bold colours. Browse its collections and you'll find a splendid array of extravagant watches spanning the full rainbow of colours. But once a year it does something

SANTOS
de
Cartier
DISCOVER THE COLLECTION

Ask MoM

Where can I find a suit in Sydney?

If you're looking for a suit in Sydney, there are several great options available. Some of the best suit shops and tailors in Sydney include Oscar Hunt, Tailors of Distinction, Beg Your Pardon, and Calibre. These establishments offer a wide range of suits and tailored options to suit your style and preferences. Additionally, you can also consider renting a suit from Sultor or Man About Town, which provide convenient and accessible suit hire services. For a comprehensive list of suit shops and tailors in Sydney, you can check out our article on the [27 Best Suit Shops & Tailors in Sydney](#).

Sources:

- 13 Best Tailors and Bespoke Suit Shops L...
- 8 Best Men's Suit Hire Stores in Sydney L...
- 25 Best Suit Shops & Tailors in Sydney L...

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... À LA TRANSFORMATION

Publier | Personnalisation contextuelle



Clear Skies, Deadly Drones:
Ukraine Battles Aerial
Assaults Amid Favorable
Weather



HEY EVERYONE. WE'VE GOT SOME
IMPORTANT NEWS COMING OUT OF

Clear Skies, Deadly Drones:
Ukraine Battles Aerial
Assaults Amid Favorable
Weather



IN RECENT DAYS, UKRAINE HAS
EXPERIENCED A SURGE IN DRONE

CEUX QUI MONTRENT LE CHEMIN

Bloomberg

Dataset	Docs 1e4	C/D	Chars 1e8	C/T	Toks 1e8	T%
FINPILE	175,886	1,017	17,883	4.92	3,635	51.27%
Web	158,250	933	14,768	4.96	2,978	42.01%
News	10,040	1,665	1,672	4.44	376	5.31%
Filings	3,335	2,340	780	5.39	145	2.04%
Press	1,265	3,443	435	5.06	86	1.21%
Bloomberg	2,996	758	227	4.60	49	0.70%
<i>PUBLIC</i>	<i>50,744</i>	<i>3,314</i>	<i>16,818</i>	<i>4.87</i>	<i>3,454</i>	<i>48.73%</i>
C4	34,832	2,206	7,683	5.56	1,381	19.48%
Pile-CC	5,255	4,401	2,312	5.42	427	6.02%
GitHub	1,428	5,364	766	3.38	227	3.20%
Books3	19	552,398	1,064	4.97	214	3.02%
PubMed Central	294	32,181	947	4.51	210	2.96%
ArXiv	124	47,819	591	3.56	166	2.35%
OpenWebText2	1,684	3,850	648	5.07	128	1.80%
FreeLaw	349	15,381	537	4.99	108	1.52%
StackExchange	1,538	2,201	339	4.17	81	1.15%
DM Mathematics	100	8,193	82	1.92	43	0.60%
Wikipedia (en)	590	2,988	176	4.65	38	0.53%
USPTO Backgrounds	517	4,339	224	6.18	36	0.51%
PubMed Abstracts	1,527	1,333	204	5.77	35	0.50%
OpenSubtitles	38	31,055	119	4.90	24	0.34%
Gutenberg (PG-19)	3	399,351	112	4.89	23	0.32%
Ubuntu IRC	1	539,222	56	3.16	18	0.25%
EuroParl	7	65,053	45	2.93	15	0.21%
YouTubeSubtitles	17	19,831	33	2.54	13	0.19%
BookCorpus2	2	370,384	65	5.36	12	0.17%
HackerNews	82	5,009	41	4.87	8	0.12%
PhilPapers	3	74,827	23	4.21	6	0.08%
NIH ExPorter	92	2,165	20	6.65	3	0.04%
Enron Emails	24	1,882	5	3.90	1	0.02%
Wikipedia (7/1/22)	2,218	3,271	726	3.06	237	3.35%
<i>TOTAL</i>	<i>226,631</i>	<i>1,531</i>	<i>34,701</i>	<i>4.89</i>	<i>7,089</i>	<i>100.00%</i>

Table 1: Breakdown of the full training set used to train BLOOMBERGGPT. The statistics provided are the average number of characters per document (“C/D”), the average number of characters per token (“C/T”), and the percentage of the overall tokens (“T%”). Units for each column are denoted in the header.

Quel outil au service des journalistes et du marché français ?



PRESSE AU FUTUR

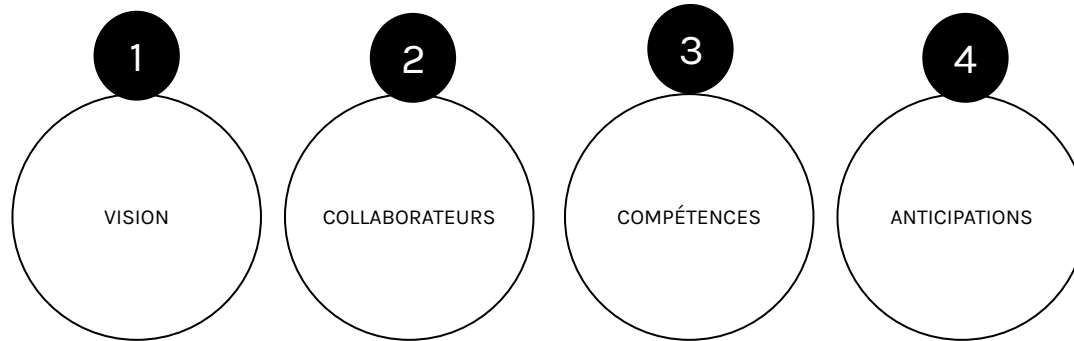
Spinoza



Et en 2024, on fait quoi ?



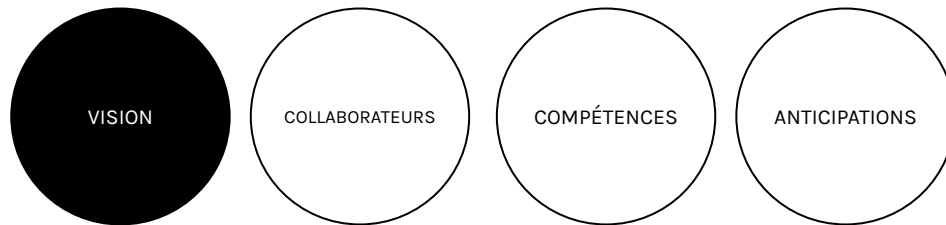
A minima, voici les 4 étapes pour intégrer l'IA Générative au sein de votre organisation :



Embrasser et partager votre vision sur l'IA

→ Les organisations qui vont réussir sont celles qui ont une vision claire.

! Sans vision claire, le risque est de créer la confusion

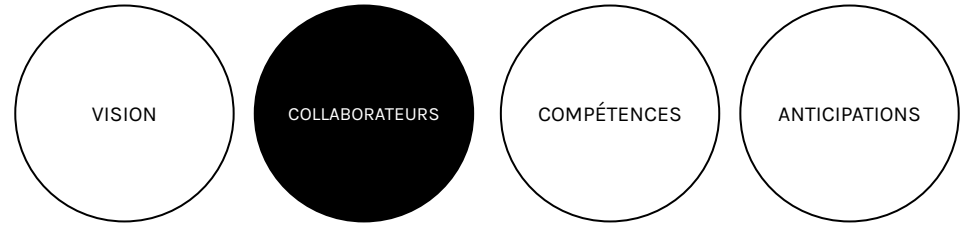


Impliquer tous vos collaborateurs

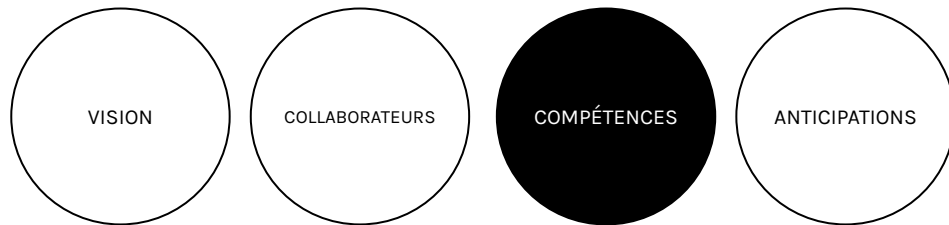
→ Tous les collaborateurs doivent être embarqués - même les personnes réfractaires à l'IA

Cela passe par la mise en place d'un **socle de connaissances commun** à l'aide des managers de proximité.

! Sans cet embarquement de tous, l'organisation risque d'alimenter les peurs .



Développer vos compétences



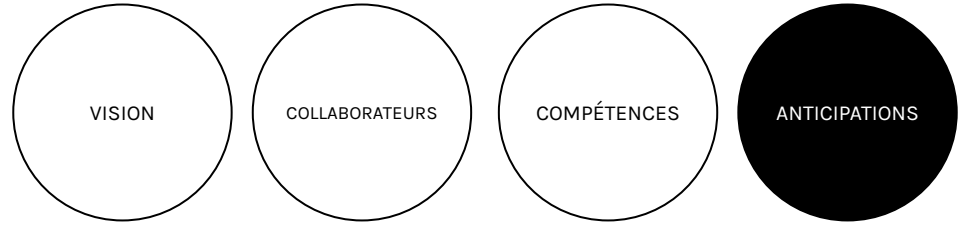
→ Pour aborder sereinement le virage vers l'IA, il est crucial de **former vos collaborateurs** aux outils, aux soft skills et aux et bonnes pratiques nécessaires à la transformation.

! Sans formation, les collaborateurs risquent de se sentir mal armés pour appréhender le changement.

PRÉPARER LE FUTUR

Anticiper pour
naviguer
l'incertitude :

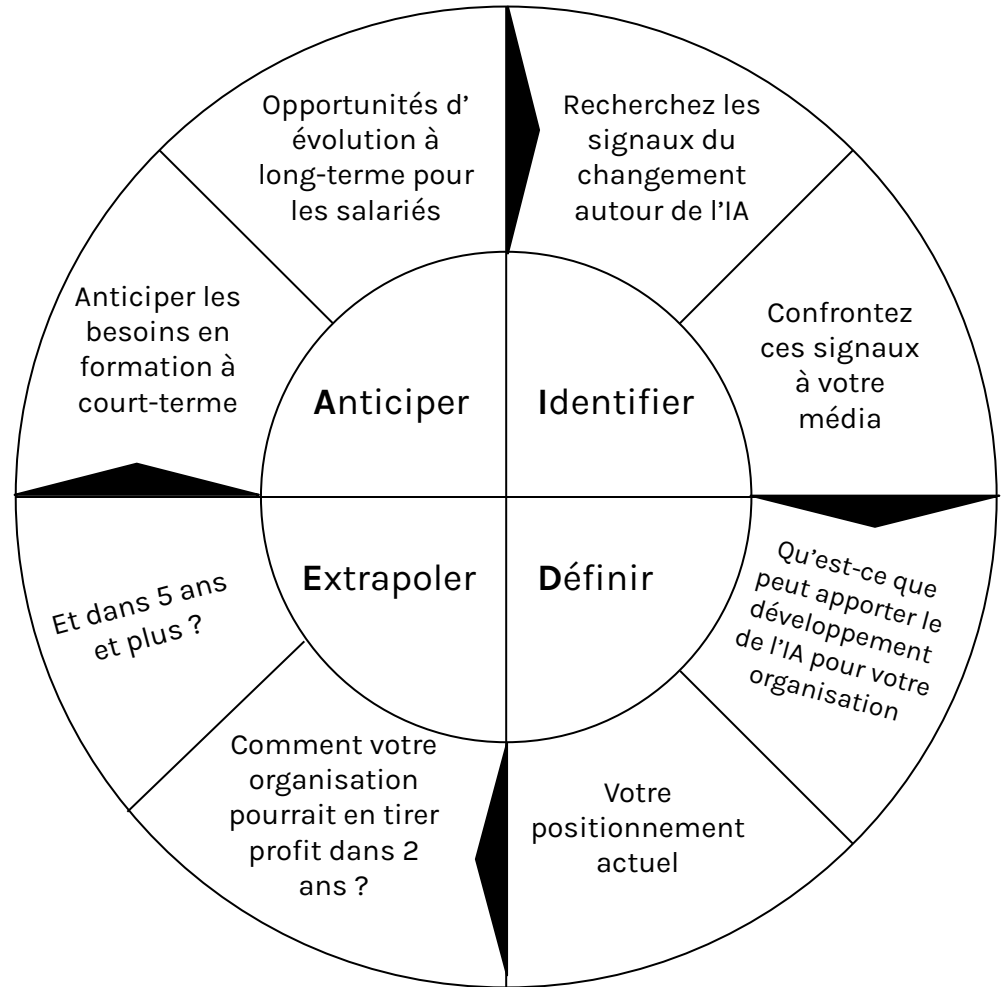
La méthode **IDEA**



PRÉPARER LE FUTUR

Anticiper pour naviguer l'incertitude :

La méthode **IDEA**



Notre accompagnement en 3 phases

*Une approche
de "terrain"*



Nous vous permettons de comprendre où et comment l'IA générative peut apporter le plus de valeur au sein de votre production éditoriale

Notre accompagnement en 3 phases

*Une approche
multidisciplinaire*

POSER
UN DIAGNOSTIC

VOUS AIDER
À VOUS PROJETER
(POCs +
ACCULTURATION)

Nous vous aidons à imaginer des futurs possibles au sein de votre organisation et à saisir les enjeux soulevés par l'IA générative pour acculturer et avancer ensemble

Notre accompagnement en 3 phases

*Une approche
avec des résultats*

POSER
UN DIAGNOSTIC

VOUS AIDER
À VOUS PROJETER
(POCs +
ACCULTURATION)

ÉLABORER UNE
FEUILLE DE ROUTE
CONCRÈTE

Nous vous accompagnons à passer d'expérimentations à des projets concrets avec une méthodologie et des objectifs atteignables

PRESSE AU FUTUR

On en parle ?

francois@cosavostra.com