

# Newsrooms.AI

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| <b>Programm / Ausschreibung</b> | Expedition Zukunft, Expedition Zukunft 2022, Expedition Zukunft Start 2022 | <b>Status</b>          | abgeschlossen |
| <b>Projektstart</b>             | 15.11.2023   | <b>Projektende</b>     | 14.11.2024    |
| <b>Zeitraum</b>                 | 2023 - 2024  | <b>Projektlaufzeit</b> | 13 Monate     |
| <b>Keywords</b>                 | AI, generative AI, co-pilot for journalists and publishers                 |                        |               |

## Projektbeschreibung

Newsrooms.AI ist ein KI-basiertes Softwaretool, das von Journalist:innen für andere Content-Ersteller entwickelt wurde. Newsrooms.AI ist ein Co-Pilot, der den gesamten Prozess der Inhaltserstellung abdeckt – Text-zu-Text und Audio-zu-Text und die überflüssige Arbeit von Content Creators drastisch reduziert. Newsrooms.AI erstellt originale Inhalte, indem es den Stil des Benutzers imitiert und direkt daraus lernt.

## Abstract

Newsrooms.AI is an AI-based software tool developed by journalists for publishers and other content creators. Based in the EU, Newsrooms.AI is an assistant covering the complete content creation process - text-to-text and audio-to-text. The tool dramatically reduces the redundant work of content creators. The USP of Newsrooms.AI is that it generates original content, mimicking and learning directly from the style of the user.

## Endberichtkurzfassung

The Newsrooms.AI project has successfully developed an innovative AI-based platform designed to enhance content creation for journalists, media houses, content creators, and businesses across various industries. By integrating the latest advancements in AI, we have significantly streamlined and optimized editorial workflows, allowing professionals to focus on high-value tasks while automating routine content production processes.

### 1. AI-Powered Content Creation:

Newsrooms.AI provides advanced text-to-text generation, enabling users to convert basic information such as press releases into polished articles written in their own unique style. The platform also offers an RSS feed, title suggestions, SEO analysis, and a content library to ensure content is optimized for online visibility and efficiently managed. Newsrooms.AI supports different LLMs - from OpenAI to Mistral and Claude since the different models react differently to specific contexts and information. Some work better with technical information, other are more creative,

### 2. Multilingual Transcription & Translation:

We implemented robust audio and video transcription features, supporting multiple languages and formats. This capability allows journalists to quickly transcribe interviews, podcasts, and videos, significantly reducing time spent on manual transcription. In addition, the platform supports text summaries and translations, further enhancing editorial efficiency.

### 3. User-Centric Features and Innovations:

The launch of the Startup Interviewer , an AI-powered interview tool, was a notable success. This feature allows startups to submit interviews via a chatbot, simplifying the process of gathering and publishing startup stories.

### 4. Enhanced User Experience and Flexibility:

Through continuous customer testing and feedback, we introduced essential updates, including a more intuitive user interface, personalized workshops, and ongoing development of new features based on user needs.

### 5. Market Readiness and Long-Term Viability:

We successfully secured the trademark for Newsrooms.AI, a crucial step toward establishing it as a unique SaaS product. Alongside this, we developed sales and marketing materials and demo videos to support our outreach efforts as we continue to expand our customer base and position Newsrooms.AI for long-term growth.

## **Projektpartner**

- Trending Topics GmbH