

Renewd – AI in Publishing Webinar - Key Takeaways

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Expert panel:

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Recording link: <https://renewd.net/?resources=2828>

Link to [slide deck here](#)

AI is at a tipping point

Over the last decade, AI has been quietly working its way into many areas of publishers' businesses - 67 Bricks have been building software for publishers that incorporate AI for several years. However, the generative AI boom has quickly led to lower cost, ease and speed of take-up. GPT-3 take-up was faster than any other software tool in history.

The tipping point we're at now is that AI is becoming a key part of our society and day-to-day lives. Publishers are increasingly recognizing that AI will have a profound impact on their future.

Why should publishers care?

- Surfacing insights from content and data, helping time-poor users find answers and creating and curating trusted information - this is publishers' territory!
- Ubiquity will bring about major shift in expectations from:
 - Users - who will expect chat like interfaces with your content/products
 - Employees - the best employees may leave companies who ask them to do tasks which could be performed faster or better using AI?
 - Investors and your Board - who will have evolving expectations around speed, productivity, profitability.
- Opportunities for competitive edge, process efficiencies, product innovation, new revenue streams - not just a cost-cutting opportunity, also a growth opportunity
- "Wait and see" poses risk

Four broad areas where publishers are already making strides

- Content creation and summarization
- Question answering and discovery
- Personalization
- Automation of tasks and workflows (for the publisher and/or for their customers)

Case studies


Three real case studies from 67 Bricks were shown which showcased AI-powered discovery, sentiment analysis and augmenting off-the shelf LLMs such as ChatGPT with propriety or timely data.

Suggested next steps

- Accept that although AI is not a silver bullet it is quickly becoming a standard and ubiquitous tool.
- Assess existential threats and major opportunities posed to your business, readiness (or not) of your content as a data asset, flexibility (or otherwise) of your technology choices.
- Focus on business and customer needs when evaluating any technology - what problems are you trying to solve? Don't see AI as an answer looking for a question.
- Roadmap the skills, changes and investments you'll need and evaluate the available products, services and solutions against that - beware locking yourself in to a vendor - seek impartial advice (product sales people are not impartial experts).
- Encourage (careful) experimentation - Experimentation is a must - evolution, training, learning is a necessary part of the process. A few light guidelines around not feeding in IP or sensitive information into off-the-shelf models, finding an internal use case first to build up momentum and labelling things as a beta for longer than you might usually is sound advice.

The session generated a lot of questions, 67 Bricks are very happy to discuss any further questions by email. Contact: jennifer.schivas@67bricks.com

About

 **67 Bricks** are a technology consultancy and full service product development team. They architect and build digital products that help their clients survive and thrive in the data-driven world. They've been working in the information industry for over 15 years, and have a roster of clients that includes specialized publishers delivering essential insights to their communities, scholarly publishers dealing with huge amounts of complex data, and business intelligence companies providing critical insights to global decision-makers.



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