

The Deloitte logo is positioned in the top left corner. It features the word "Deloitte" in a bold, white, sans-serif font, followed by a small green dot. The background of the entire image is a dark, textured composition of a network of white and blue lines connecting various nodes, with some nodes highlighted in blue. A woman with long brown hair is shown in profile, looking upwards and to the right. She is wearing a light-colored sleeveless top and is holding a smartphone. Overlaid on her face and the background is a glowing blue circular graphic containing a white circuit board pattern that resembles a human brain. In the foreground, a white coffee cup on a saucer and an open spiral notebook are visible on a dark table.

**Deloitte.**

## **The Future of Publishing** in the Age of Generative AI

Generative AI is potentially an extinction-level event for publishers who do not move quickly to strategically use AI in content production and secure intellectual property rights



# About the Deloitte AI Institute

The Deloitte AI Institute helps organizations connect all the different dimensions of the robust, highly dynamic and rapidly evolving AI ecosystem. The AI Institute leads conversations on applied AI innovation across industries, with cutting-edge insights, to promote human-machine collaboration in the “Age of With”. The Deloitte AI Institute aims to promote a dialogue and development of artificial intelligence, stimulate innovation, and examine challenges to AI implementation and ways to address them. The AI Institute collaborates with an ecosystem composed of academic research groups, start-ups, entrepreneurs, innovators, mature AI product leaders, and AI visionaries, to explore key areas of artificial intelligence including risks, policies, ethics, future of work and talent, and applied AI use cases. Combined with Deloitte’s deep knowledge and experience in artificial intelligence applications, the Institute helps make sense of this complex ecosystem, and as a result, deliver impactful perspectives to help organizations succeed by making informed AI decisions.

No matter what stage of the AI journey you’re in; whether you’re a board member or a C-suite leader driving strategy for your organization, or a hands-on data scientist bringing an AI strategy to life, the Deloitte AI institute can help you learn more about how enterprises across the world are leveraging AI for a competitive advantage. Visit us at the Deloitte AI Institute for a full body of our work, subscribe to our podcasts and newsletter, and join us at our meet-ups and live events. Let’s explore the future of AI together.

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Generative AI is expected to disrupt the publishing industry on multiple fronts, and survival will likely require executives to adapt with a transformational mindset. Because Generative AI can create unique content with computer speed, it is poised to drive a tectonic shift in market forces underlying the traditional publishing ecosystem of advertisers, strategic partners, and core business functions.

**Publishers should reconsider fundamental questions regarding their business, including:**

1. How are the economics of intellectual property and archival content changing?
2. What is the outlook for web traffic and ad revenue when information is increasingly sourced from the search engine itself?
3. How can a publisher maintain its brand and value differentiators as AI-generated content floods the market with increasing quality, depth, and breadth?

While Generative AI is just emerging, it is clear it will likely impact publishing in these three key areas, and companies should move now to seize opportunities and plan for risks.







## Increased access to content archives enhances value

Publishers face critical decisions regarding the use of their archives, offering high-value experiences to readers while protecting the value and security of their intellectual property. AI models trained on archival data unlock new capabilities for readers and writers to rapidly access, summarize, personalize, and query the institution's historical knowledge. Some publishers are currently negotiating deals with Generative AI model providers for mutual gain around usage of archived stories to further expand the knowledge sources of Generative AI-based applications such as ChatGPT<sup>1</sup>. An example of an archive-search use case that can be enabled with Generative AI is when a subscriber can prompt an application trained on the publisher's archives to retrieve specific historical context to a story they are writing on a local issue previously covered by the publisher (e.g., school board policy changes).

As Generative AI enables enhanced reader experiences with new interactive capabilities including archive content summarization personalized reader Q&A functionality to drill deeper into stories, publishers can solidify their position as the "content discovery" channel by offering access to deep, integrated, and relevant intellectual property archives, while still maintaining a differentiated brand.





**Key questions for publishers to consider include:**

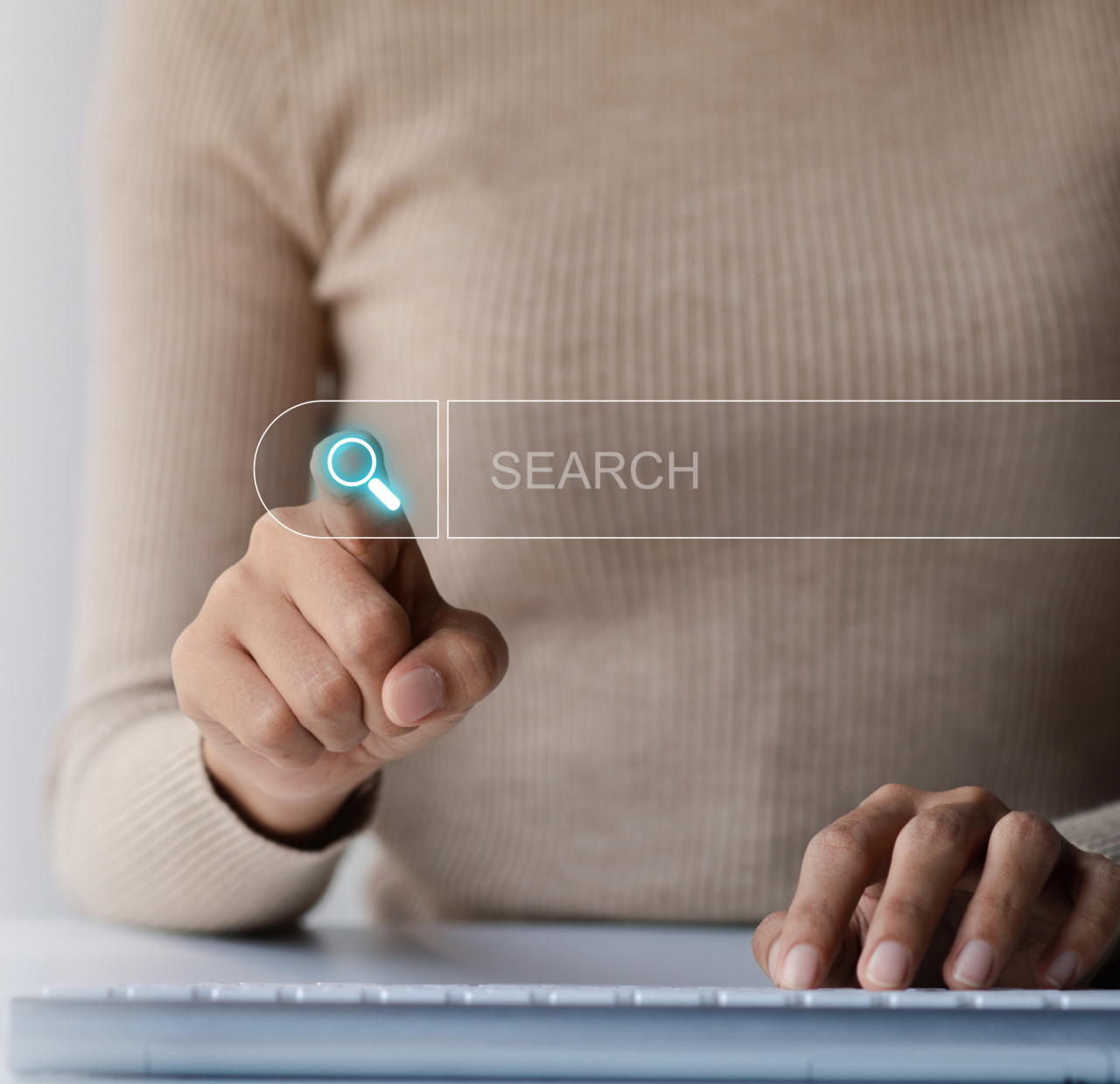
- How can archives be used to serve more relevant and personalized content?
- How can Generative AI enhance reader experiences and drive new subscriptions/renewals?
- How can archives be used to train and product-ize Generative AI models?
- What is the right balance between public archive availability for readers and proprietary knowledge?
- Are there partnership opportunities with non-competing publishers to enhance archival value?
- What agreements should be made with Generative AI ecosystem vendors to share/sell archives?
- How can these deals be structured for publishers to maintain the value of their archives?



# Search behavior shifts from clicking-out to in-platform experiences

Even prior to Generative AI's influence, search engines returned responses tailored to the user's query intent and altered the impact of Search Engine Optimization (SEO) tactics on gaining clickthrough (e.g., 47.4% of all internet traffic in 2022 came from bots<sup>2</sup>). Today, half of all search queries result in no clickthrough to the host site's information,<sup>3</sup> and evolving capabilities are pushing the trend further forcing publishers to seek legal retribution from search providers.<sup>4</sup>

Generative AI is expected to accelerate the quality and accessibility of information available in the search platform, evidenced by a nearly 16% increase in page visits following one search provider's ChatGPT integration.<sup>5</sup> Plug-ins such as ChatGPT Web Browser enable chatbots to browse the web and access current news stories in conversational dialogue, providing a single web platform for the user to interact with. In their current form, these solutions present significant risk to publisher's revenue streams.







Publishers should consider new ways to reach and monetize their readerships to maintain relevancy.

**Consider these crucial questions:**

- As user search behavior shifts towards interactive search bots, how do publishers drive more website traffic?
- How can publishers monetize content, given fewer opportunities to show digital ads?
- How might publishers tailor content to be featured by Generative AI-powered search engines?
- How will advertisers partnering with Generative AI vendors to build AI-enabled advertising content engines affect the digital advertising landscape (e.g., WPP & NVIDIA)<sup>6</sup>?

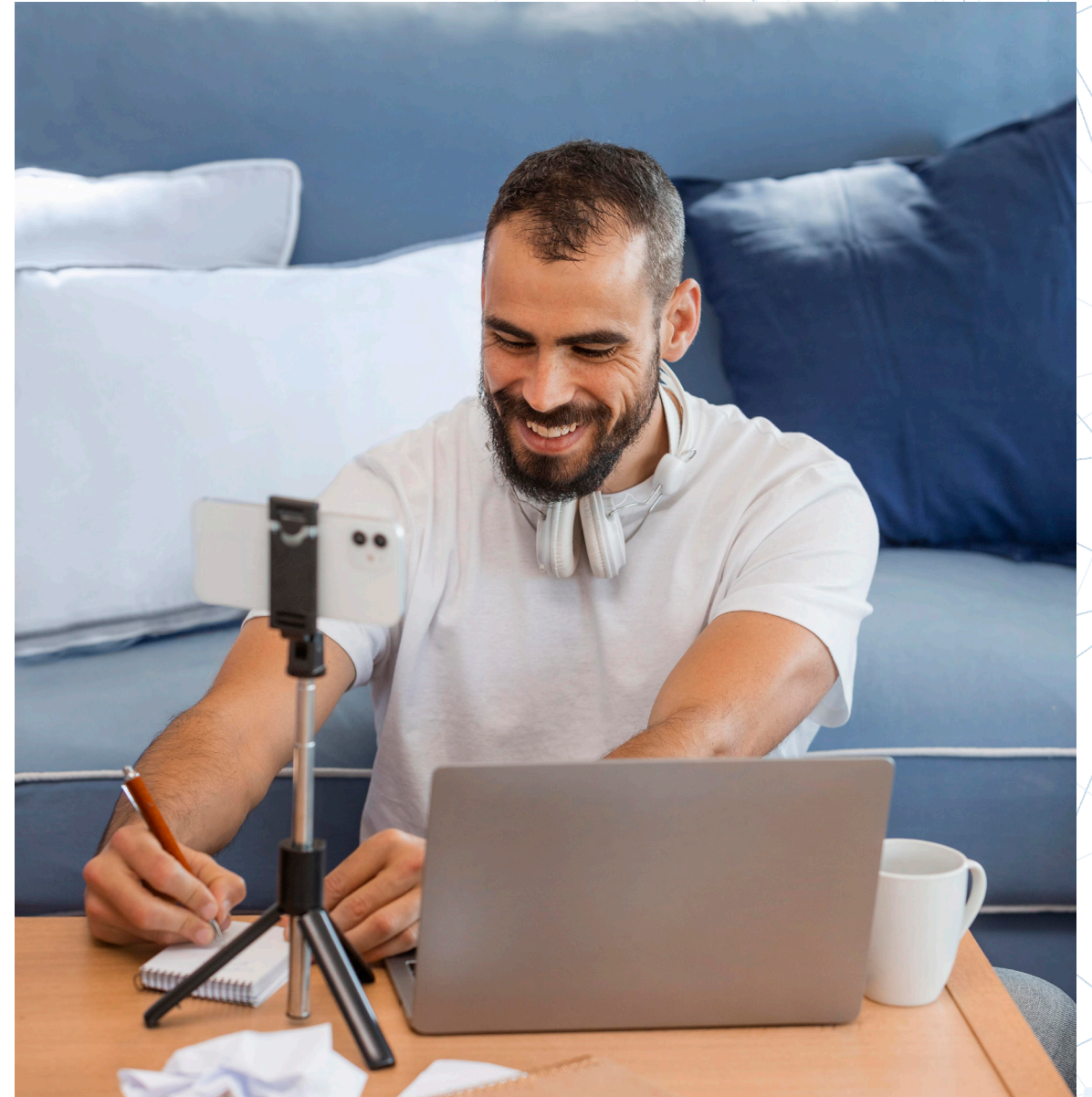
To address these challenges, publishers could explore partnerships with chatbot platforms to help ensure compensation for intellectual property and seek innovative ways to deliver ads alongside generated content.



# An AI-augmented, next-generation journalist can drive productivity and quality in content creation

The explosion of AI-generated content presents opportunities and challenges for publishers, including new technology ecosystem partners (e.g., [Google Tests A.I. Tool That Is Able to Write News Articles](#)<sup>7</sup>). With Generative AI capabilities, such as writing first draft of content based on approved news sources, archive-search capabilities, or aggregating information from thousands of sources in a personalized and meaningful way considering the tone and style most appropriate to a target audience, publishers can increase journalist's productivity by automating portions of the content lifecycle.

As research and writing become increasingly augmented by Generative AI models, journalists can evaluate the generated content for accuracy, style, and comprehensiveness before finalizing the article for publication. Once finalized, Generative AI models can additionally be trained on regional data to hyper-localize the message for readers through language translation, dialect intricacies, latest news integration, and more.

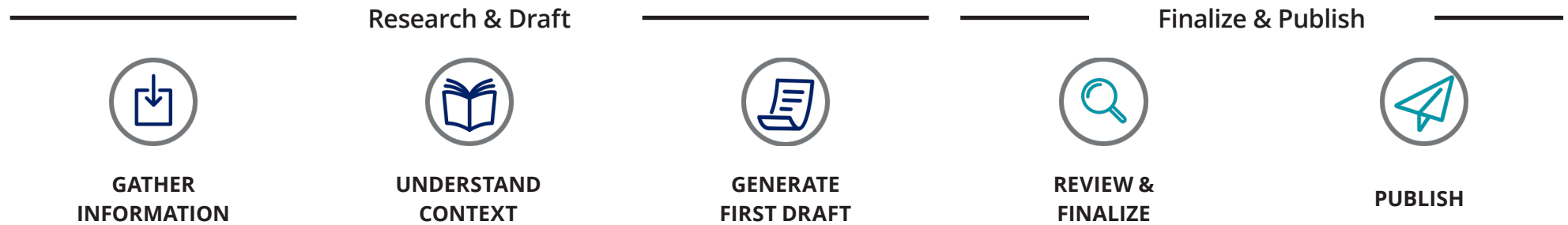




# Journalism: GAI-Enabled Content Creation

Generative AI can increase productivity for journalists by automating portions of the content lifecycle and making it easy to access archive content, resulting in more robust and comprehensive content creation

*Journey of the  
Journalist*



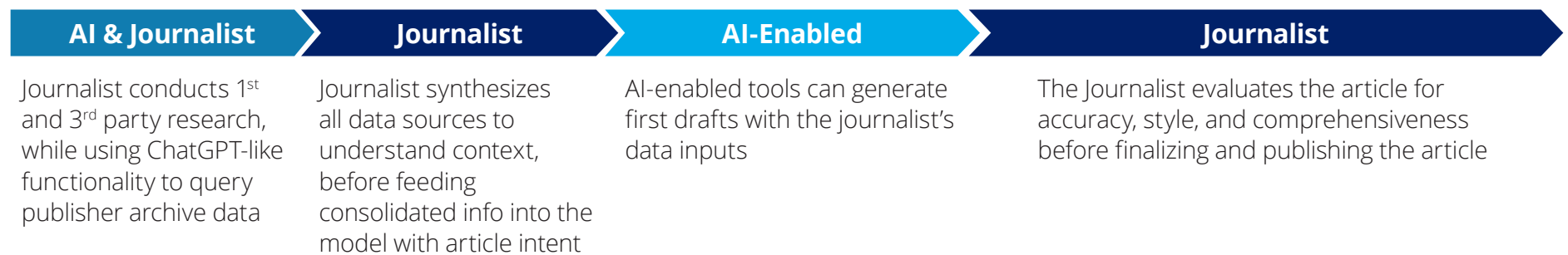
## 1) Auto Publishing



AI-enabled tools can automatically collect information from approved news sources, understand context through unsupervised clustering, and generate a first draft of an article with the appropriate style and lexicon of journalists

The Journalist evaluates the article for accuracy, style, and comprehensiveness before finalizing and publishing the article

## 2) Assisted Publishing with Archive Access



Journalist conducts 1<sup>st</sup> and 3<sup>rd</sup> party research, while using ChatGPT-like functionality to query publisher archive data

Journalist synthesizes all data sources to understand context, before feeding consolidated info into the model with article intent

AI-enabled tools can generate first drafts with the journalist's data inputs

The Journalist evaluates the article for accuracy, style, and comprehensiveness before finalizing and publishing the article





The maturity of Generative AI tools will likely continue to improve as publishers developing working relationships with model providers to license archival material in model training,<sup>8</sup> and journalists from new and established players adapt their working styles to the technology. We expect a flood of content as competitors look to disrupt the industry by targeting reading attention with speed and cost advantages, and consequently amplifying the risk of misinformation.

As content volume and misinformation increase, a trusted information provider becomes more valuable and empowered to drive subscriber loyalty.

Leading publishers should establish a Generative AI nerve center to institute trustworthy policies around the technology, assess vendor Generative AI model vulnerability and risk, and optimize their publishing processes with new Generative AI capabilities while maintaining humans-in-the-loop.



# Winning in a Generative AI world requires a strategy refresh

To prosper in a Generative AI era, publishers must adopt a strategic approach rather than relying on short-term tactics or a wait and see mentality. Without a thoughtful strategy, the following challenges will likely only intensify and narrow the window of opportunity.

## **Publishers could experience:**

- Tradeoffs of providing increased archival access to readers while protecting IP
- Loss of advertising revenue from decreased traffic
- Value differentiation given rapid content creation capabilities and new market entrants







The publishing industry is recognizing the transformative power of Generative AI and embracing its potential to enhance productivity, experiences, and intellectual property value.

**Now is the time to formulate and execute comprehensive strategies, including:**

- Offering and content creation process transformation and tooling
- Archive usage and new content monetization strategies
- Strategic content and technology partnerships with Generative AI vendors and other publishers
- Generative AI technology design, implementation, and operational requirements
- Governance and usage policies to reinforce brand trust and minimize liabilities

Doing so can help publishers secure their future in this rapidly evolving landscape.



## Citations

1. Financial Times | [AI and media companies negotiate landmark deals over news content](#)
2. Security Magazine | [47% of all internet traffic came from bots in 2022](#)
3. Search Engine Land | [49% of all Google searches are no-click, study finds](#)
4. CNN | [The largest newspaper publisher in the US sues Google, alleging online ad monopoly](#)
5. Reuters | [OpenAI tech gives Microsoft's Bing a boost in search battle with Google](#)
6. [WPP partners with NVIDIA to build generative AI-enabled content engine for digital advertising](#)
7. NYTimes | [Google Tests A.I. Tool That Is Able to Write News Articles](#)
8. Reuters | [Associated Press, OpenAI partner to explore generative AI use in news](#)



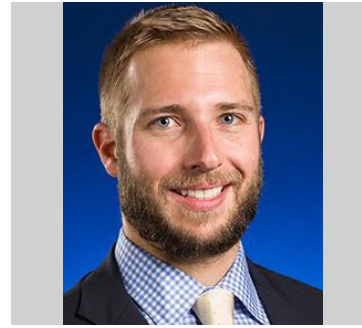
## Authors



**Todd Brownrout**  
**Managing Director**  
Deloitte Consulting LLP  
tbrownrout@deloitte.com



**Mohamad Said**  
**Senior Manager**  
Deloitte Consulting LLP  
msaid@deloitte.com



**Ricky Franks**  
**Senior Manager**  
Deloitte Consulting LLP  
rfranks@deloitte.com



**Cheryl Ho**  
**Manager**  
Deloitte Consulting LLP  
cheryho@deloitte.com



**Jake McCarty**  
**Consultant**  
Deloitte Consulting LLP  
jmccarty@deloitte.com

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