5 TAKEAWAYS

Generative AI's Impact on Newsrooms

Discover how Generative AI is already impacting newsrooms. WAN-IFRA and SCHICKLER conducted a survey of 100-plus newsroom executives to gain their insights on how they are utilising this emerging technology. The report explores the challenges, benefits, opportunities, and evolving roles and responsibilities newsrooms face with Generative AI.

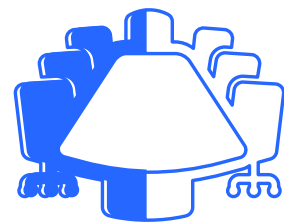**Dive deeper into our latest report at www.wan-ifra.org/insight/gauging-generative-ais-impact-in-newsrooms**

1. Value of Generative AI

Newsrooms see the value in Generative AI.

70%

recognize it as **a helpful tool** for journalists and newsrooms.

2. Current State of Usage

Nearly half of the newsrooms surveyed (49%) are already **actively working with Generative AI tools.**
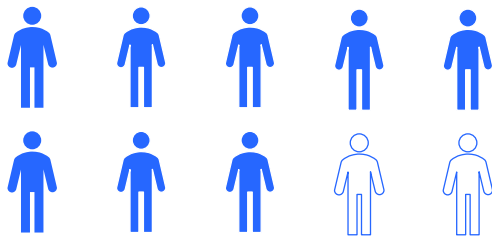
3. Top Use Cases

The top 4 ways of **how newsrooms leverage Generative AI** tools are:

1. **TEXT CREATION** (bullets, summaries)
2. **RESEARCH** (search tool)
3. **CORRECTIONS** (grammar, spelling)
4. **WORKFLOW** (efficiency increase)

4. Primary Concerns

Not all is smooth sailing when it comes to utilization. The primary apprehension surrounding its application lies in the **potential inaccuracies of information and content quality,** as indicated by more than **8 out of 10** of the surveyed participants.

5. Changing Roles and Responsibilities

Beside these usage concerns, most survey participants believe that the increased use of **Generative AI will impact their jobs.** A full 82% say newsroom roles will change slightly or significantly.

82%

14%

5%

Yes   No   Not sure