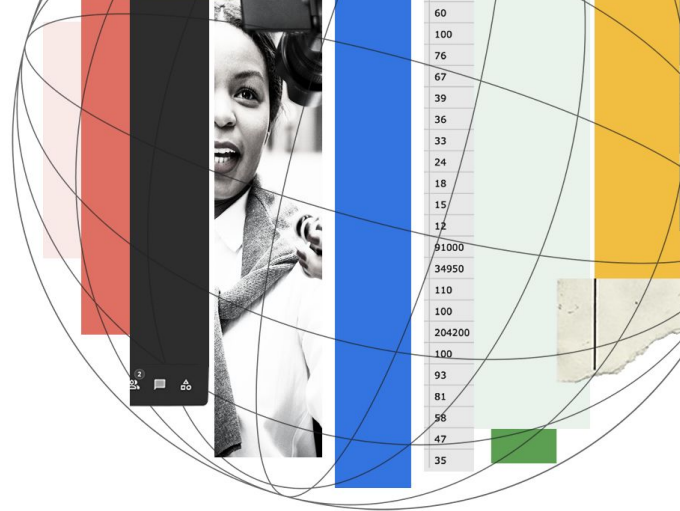


# AI Adoption Accelerator

## Programme Explainer



# The programme equips publishers at the start of their AI journey with the fundamentals of AI usage

## Overview

The **AI Adoption Accelerator** is a four-day programme for up to 30 publishers, designed to build understanding of the fundamentals of successful AI deployment in news media. It focuses on early-stage adoption tied to commercial outcomes, supporting long-term implementation as part of broader growth strategies.

Each publisher will leave with:

- ★ A deep dive into AI and how it is being deployed in news publishing, supported by Masterclasses and Inspiration Sessions
- ★ An understanding of the levers to influence audience engagement and drive commercial outcomes
- ★ A series of practical frameworks to enable rapid AI experimentation
- ★ An understanding of the core enablers and processes that support successful news media operations

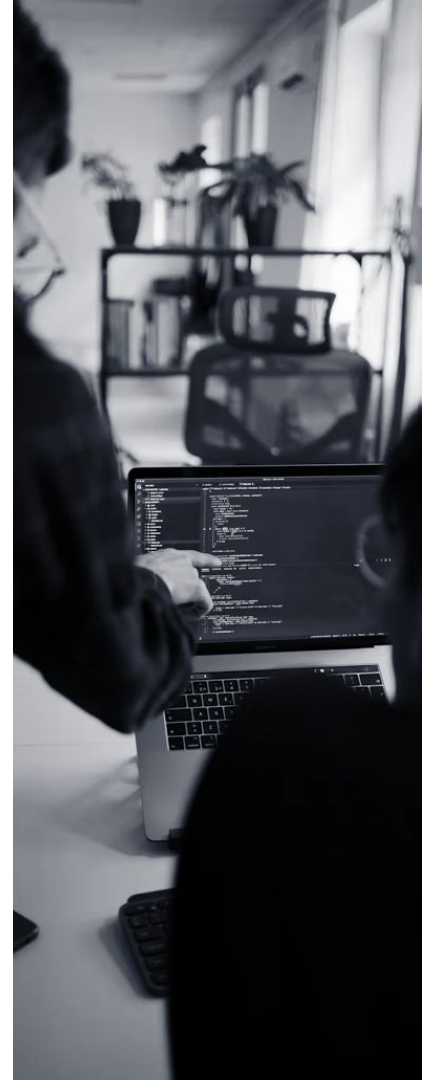
## Delivery

Participants will be guided through each stage of the programme by FT Strategies experts, showcasing best practices and lived experiences from within the world's leading specialist business publication. Supported by masterclasses hosted by media industry leaders as well as cohort-wide sharing sessions to understand key lessons learned, participants will gain a deep understanding of how to seize the AI opportunity. The programme will explore how AI can be leveraged to further engage with audiences, drive commercial outcomes and support successful news media operations for publishers of any size.

## A proven track record of impact

In collaboration, the Google News Initiative and FT Strategies partnership has already worked with more than 800 publishers worldwide, developing strategies and tactics that are effective in the real-world to deliver tangible impact for publishers looking to take the next steps forward into the digital age.

**We are excited about welcoming a cohort of publishers to the inaugural AI Adoption Accelerator, and look forward to receiving your application for the programme.**



# The AI Adoption Accelerator takes news publishers on a journey from AI fundamentals to implementation guidance



| Day                | Day 1  | Day 2   | Day 3   | Day 4   |
|--------------------|--|---|---|---|
| Theme              | AI in Content Production   | Audience Engagement & Monetisation  | Getting Started with AI   | Supporting Long Term Success  |
| Publisher Outcomes | Participants receive a <b>deep dive into</b> AI and how it is being deployed in news publishing, supported by Masterclasses and Inspiration Sessions | Publishers identify levers to influence <b>audience engagement</b> and <b>drive commercial outcomes</b> | Attendees uncover <b>practical frameworks</b> and <b>tools</b> to turn theory into practice | Attendees understand the <b>core enablers and processes</b> that support successful news media operations |

*“These FTS & GNI programs provide **valuable, practical support** that directly helps publishers innovate with AI, improve workflows, and stay competitive. Their resources, expertise, and collaboration opportunities have been highly beneficial for **driving real progress in our AI projects.**”* - Product Portfolio Manager, leading EMEA publisher

# Over four days, participating Accelerator organisations will gain an understanding of responsible and sustainable AI deployment

## Timeline

| Day                                 | Day 1   | Day 2  | Day 3  | Day 4  |
|-------------------------------------|---|--|--|--|
| Theme                               | AI in Content Production  | Audience Engagement & Monetisation   | Getting Started with AI  | Supporting Long Term Success   |
| <b>Publisher Outcomes in Detail</b> | <p>Participants discover how AI can be <b>leveraged in the newsroom</b>:</p> <ul style="list-style-type: none"> <li>- Understand the evolution of AI usage in media</li> <li>- AI for content automation, translation and editorial assistants</li> <li>- AI for data-driven journalism and supporting internal operations</li> </ul> | <p>Publishers explore how AI is used to <b>boost discoverability and engagement</b>:</p> <ul style="list-style-type: none"> <li>- AI for discoverability, headline generation and social distribution</li> <li>- AI for personalisation and user engagement</li> <li>- AI for emerging news formats</li> </ul> | <p>The cohort will receive <b>practical frameworks for embracing AI</b>:</p> <ul style="list-style-type: none"> <li>- How to connect AI to discrete commercial outcomes</li> <li>- How to deploy AI in media (Build vs. Buy considerations)</li> <li>- How to prioritise and measure success (i.e. value/feasibility and ROI)</li> </ul> | <p>Attendees dive into the <b>core enablers of a successful AI strategy</b> in news media:</p> <ul style="list-style-type: none"> <li>- Explore the governance structures and bodies prevalent in news media</li> <li>- Understand the risks of AI deployments and how to mitigate them</li> <li>- Discuss resourcing needs and how to increase staff AI literacy</li> </ul> |

# Applicant criteria



## Early stage adopters

Applicants may have already begun to experiment lightly with AI but those with an ability to track long-term impact and measure growth will be preferred. Senior leadership must be ready and willing to embrace the opportunity that AI offers and be willing and inclined to action their plans over the next 6-12 months.



## Based in EMEA

This programme is open to publishers based in EMEA (Europe, the Middle East and Africa).



## Existing digital base

Participating publishers should have an established digital presence already in place for their publication.



## Time commitment

Your team should be prepared to participate and attend online workshops and presentations over the course of four consecutive days. All sessions will be held virtually in English.



## Follow-ups

You should happy to respond to follow-up questions from FT Strategies asking about your experience after the conclusion of the programme.

# The AI Adoption Accelerator is a collaboration between the Google News Initiative and FT Strategies

## Google News Initiative

**The Google News Initiative** represents Google's largest-ever effort to help journalism thrive in the digital age. In collaboration with editors and journalists worldwide, the Google News Initiative (GNI) strives to foster a more sustainable, diverse, and innovative news landscape. Through a comprehensive suite of programs, digital tools, training, and resources, the GNI empowers journalistic endeavors, enabling journalists to effectively discover, verify, and narrate compelling stories while upholding the highest standards of quality journalism.

### Google teams will:

- ★ Manage success of overall programme
- ★ Provide advice and expertise
- ★ Connect participants to the GNI network

## FT STRATEGIES

**FT Strategies** is the specialist media and publishing consultancy from the Financial Times. FT Strategies' deep expertise enables its clients to future-proof their business, empower their teams, and fulfil their goals with our proven data, digital and change consulting expertise.

### FT Strategies teams will:

- ★ Lead execution of programme
- ★ Advise on AI developments within the industry, drawing on our experience of working with 700+ publishers and our own in-house experience

To apply for the programme,  
please fill in the application  
form

Thank you