

Creating Personalized News Experiences

AI & JOURNALISTIEK - March 2022

FROOMLE



NICE TO E-MEET YOU!

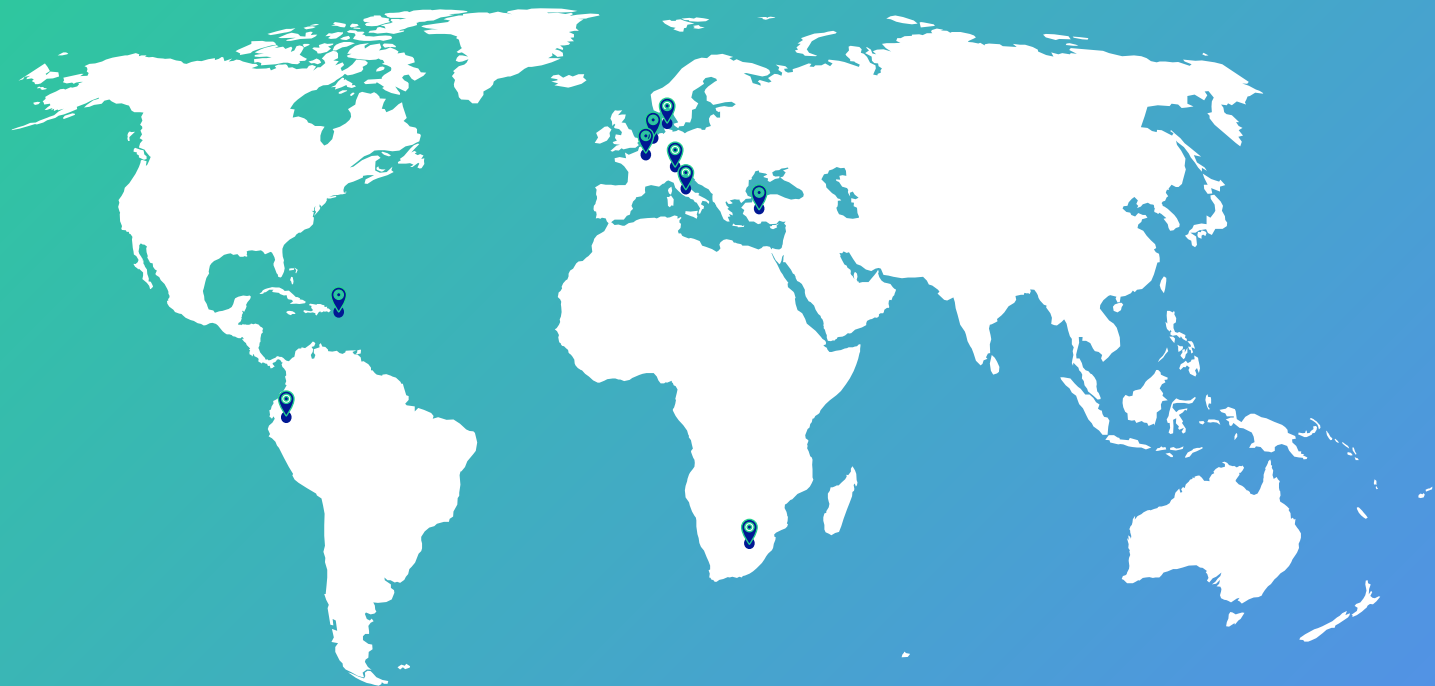


Thomas Steisel

Head Of Sales

thomas.steisel@froomle.com

FROOMLE



+100M

RECOMMENDATIONS
PER DAY

4

CONTINENTS

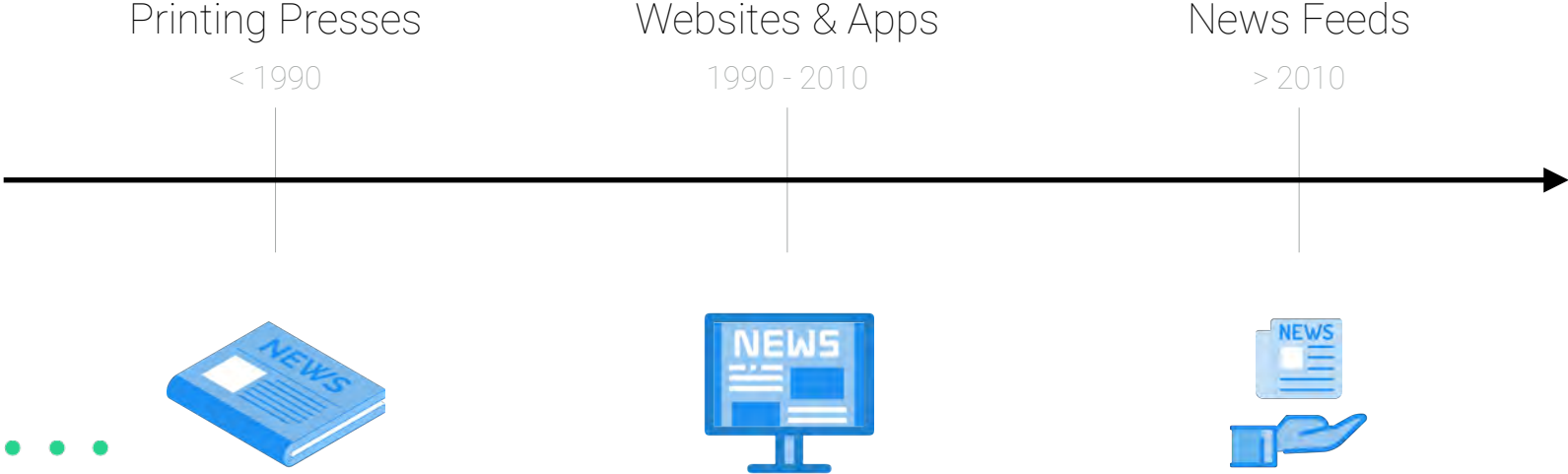
20

EMPLOYEES

> 20

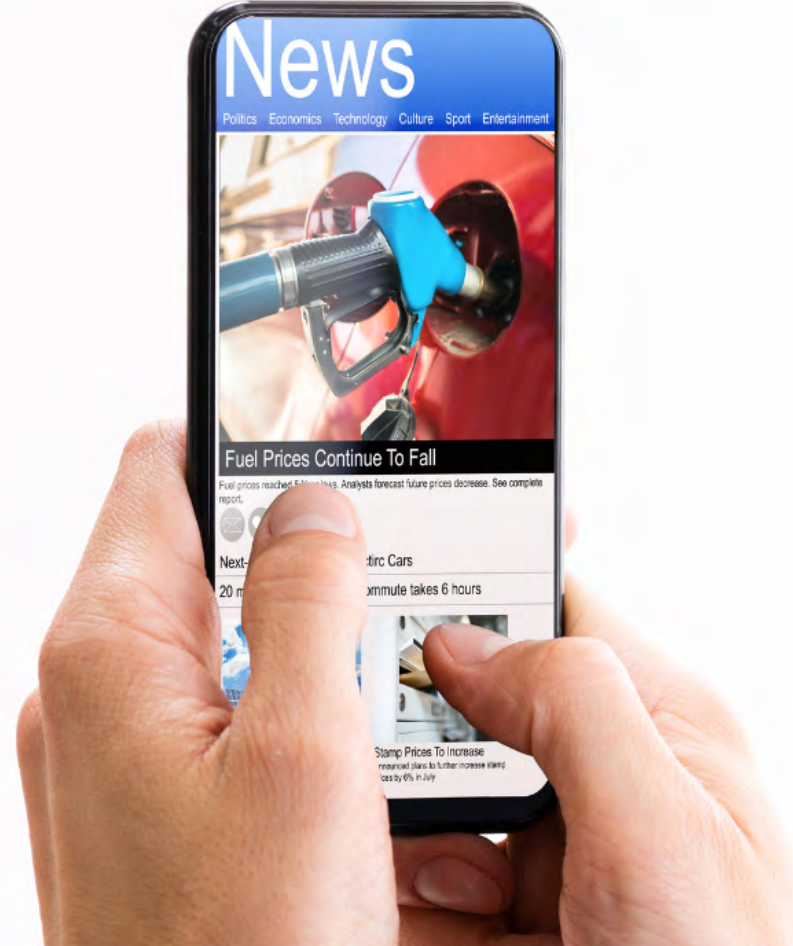
RECOMMENDATION
MODULES

SUPPORTING THE DIGITAL TRANSFORMATION OF NEWS PUBLISHERS



Quality Journalism + Quality Experience

PROBLEMS FROM A DIGITAL WORLD WE SOLVE



PROBLEM #1

CONTENT DISCOVERABILITY



#1: CONTENT DISCOVERABILITY

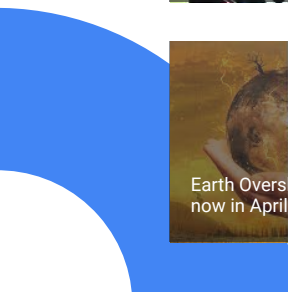
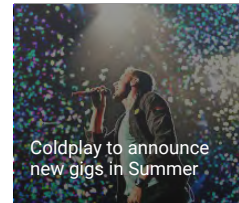
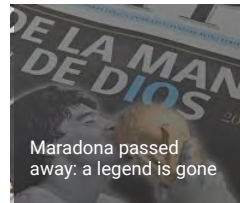
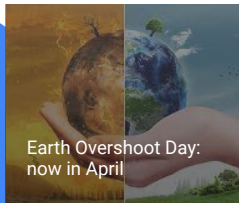
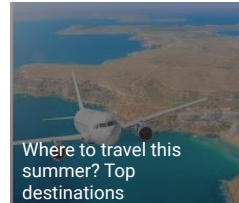
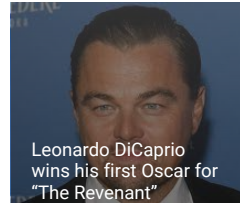
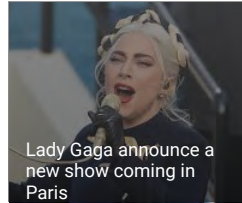
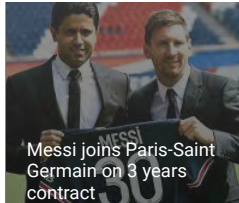
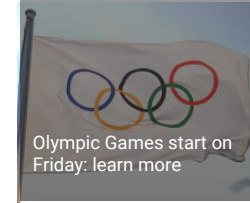
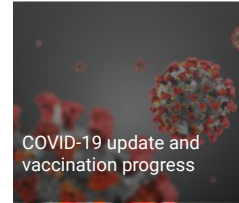
Oswald



Number of visits: 150

Reading history: Trump, Soccer, Afghanistan, Science

Currently reading about France's elections



#1: CONTENT DISCOVERABILITY

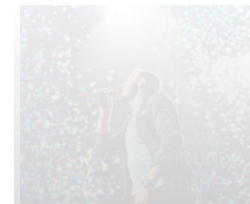
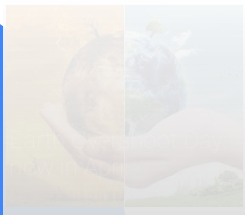
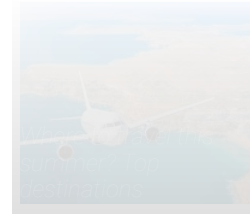
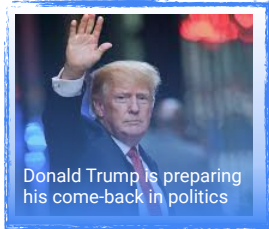
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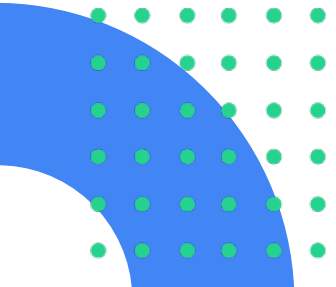
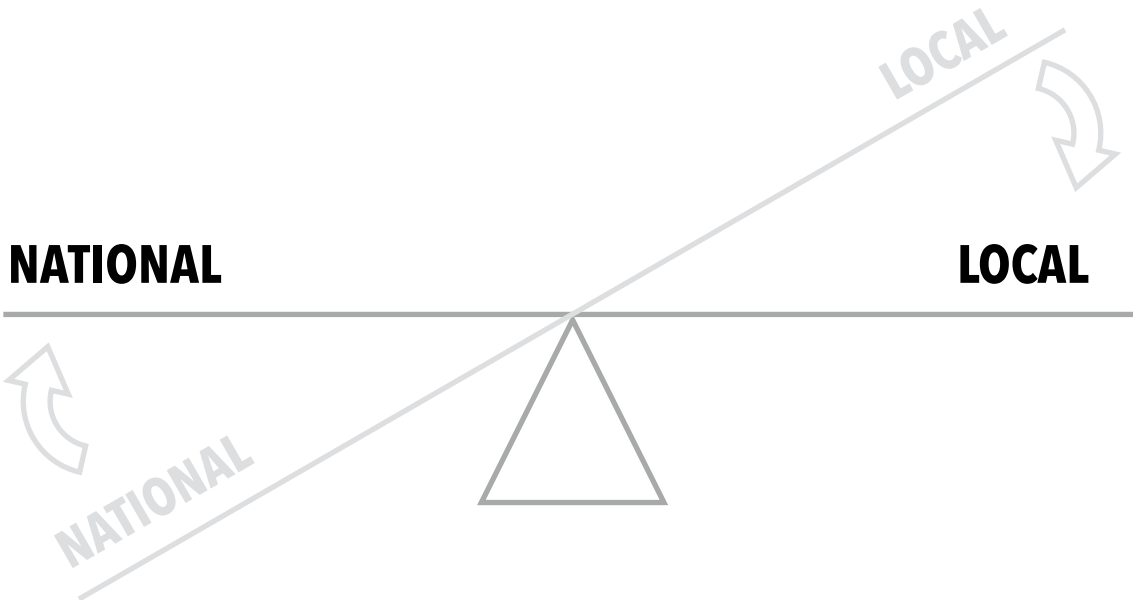


PROBLEM #2

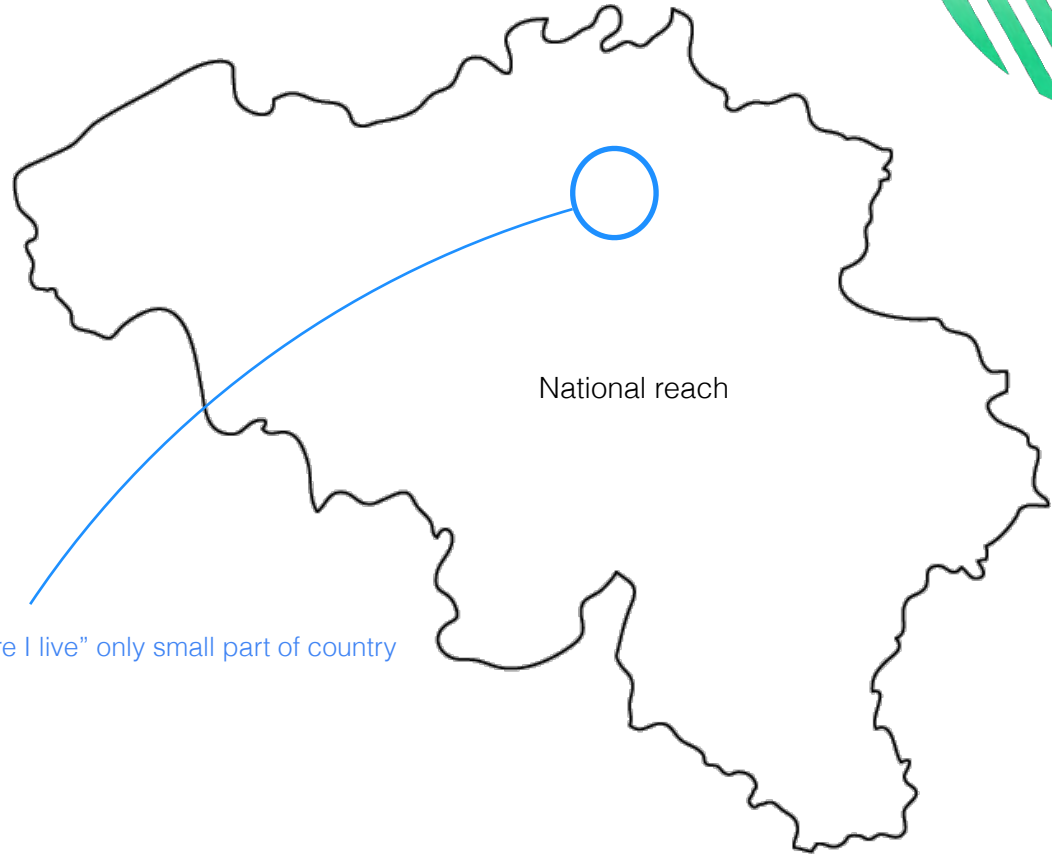
SURFACING
REGIONAL CONTENT



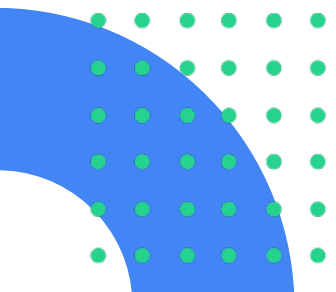
#2 SURFACING REGIONAL CONTENT



#2 SURFACING REGIONAL CONTENT

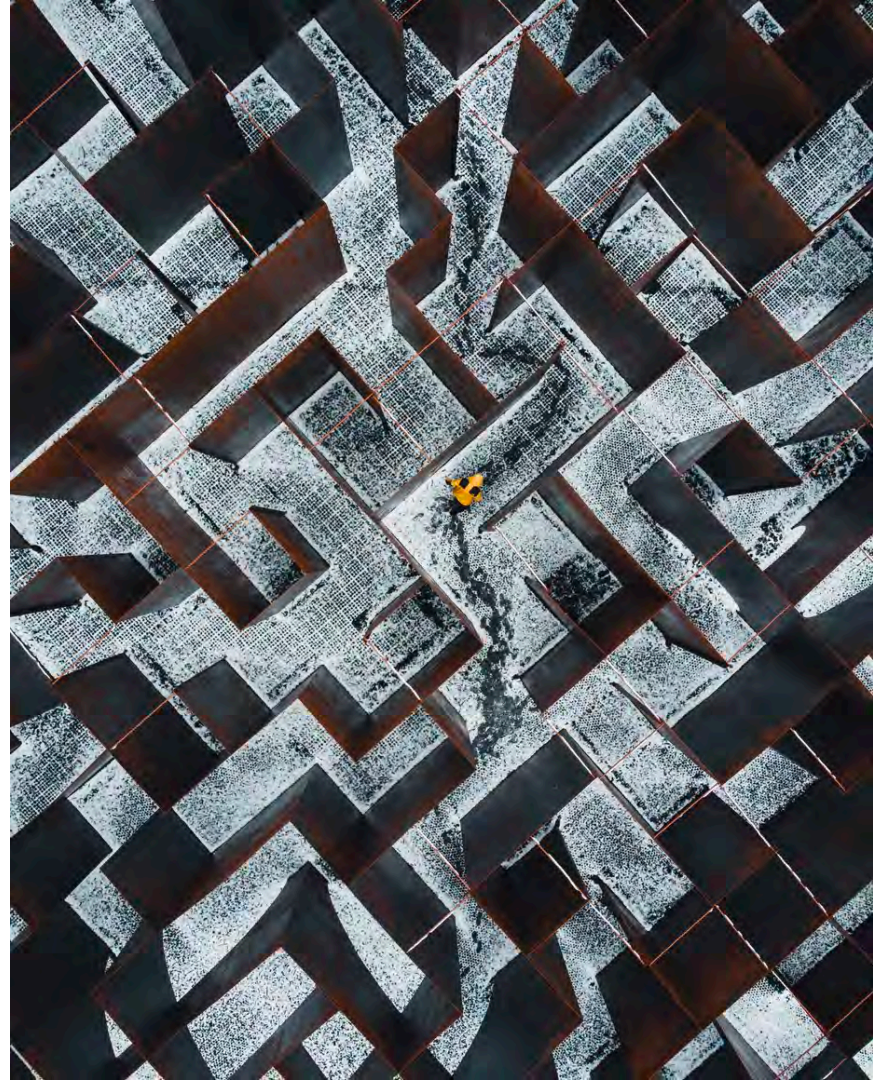


Typical radius of "Where I live" only small part of country



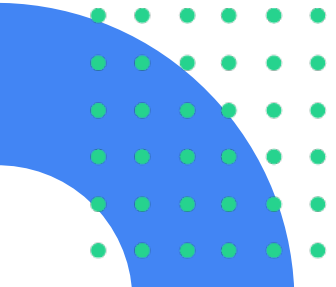
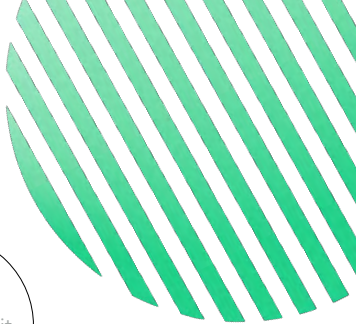
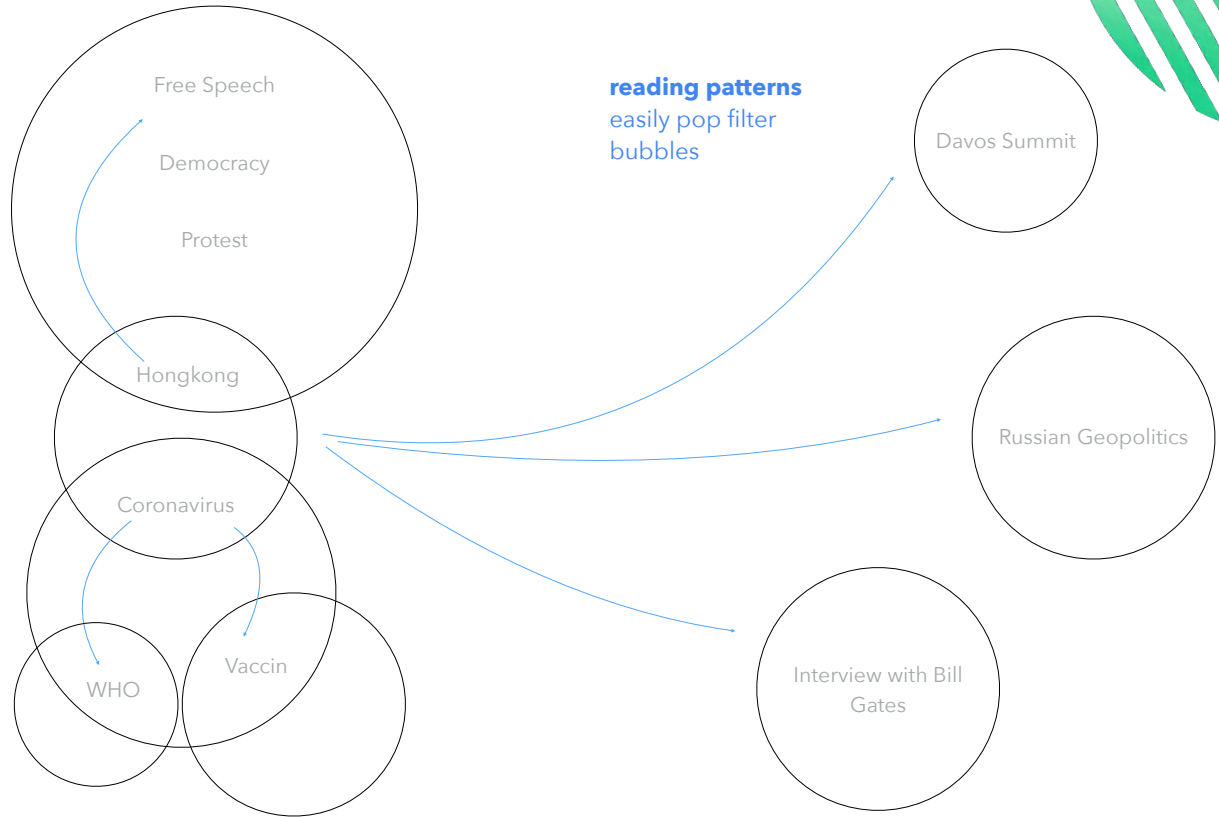
PROBLEM #3

FILTER BUBBLES



#3 FILTER BUBBLES

content analysis can only guide the reader to adjacent bubbles

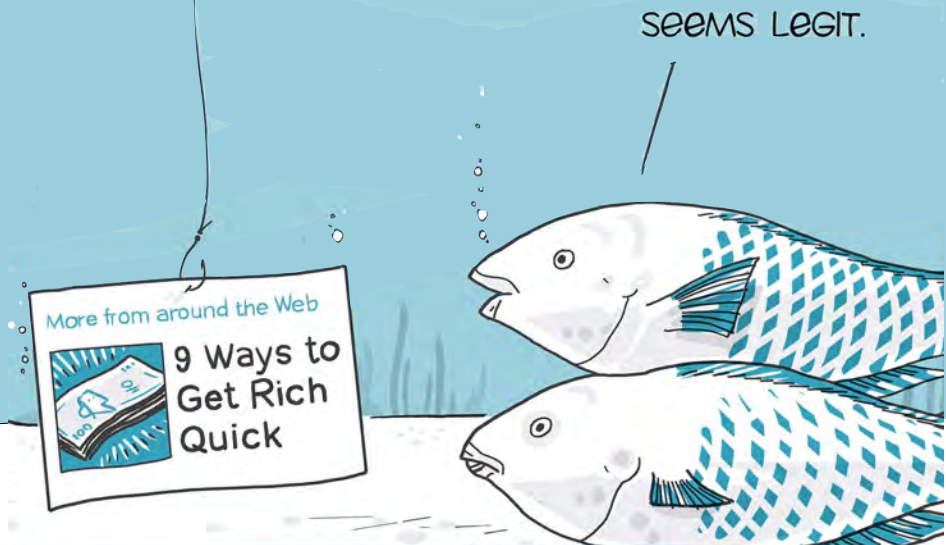


PROBLEM #4

POPULARITY DICTATORSHIP



WE FIRST THOUGHT IT WAS EASY



#4 POPULARITY DICTATORSHIP

What your **users** want to read

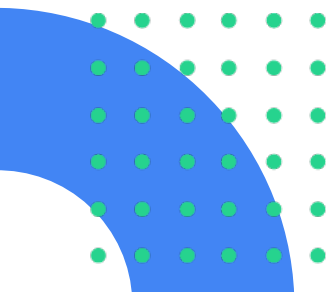
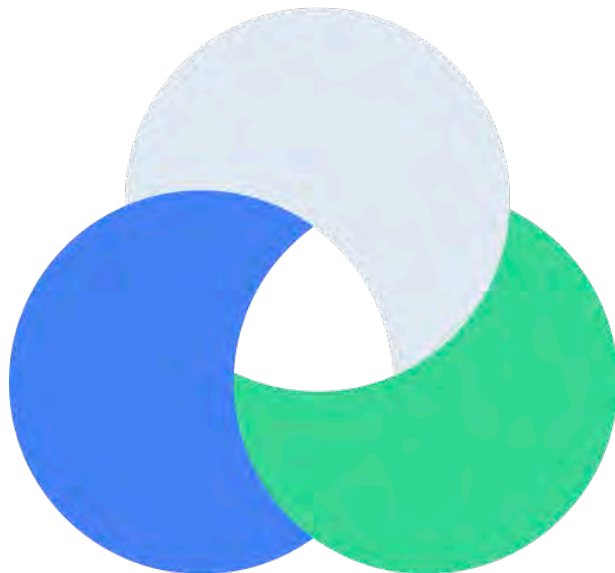
Looking at what readers like them have done

What generate more **sales**

Looking at which content performed well

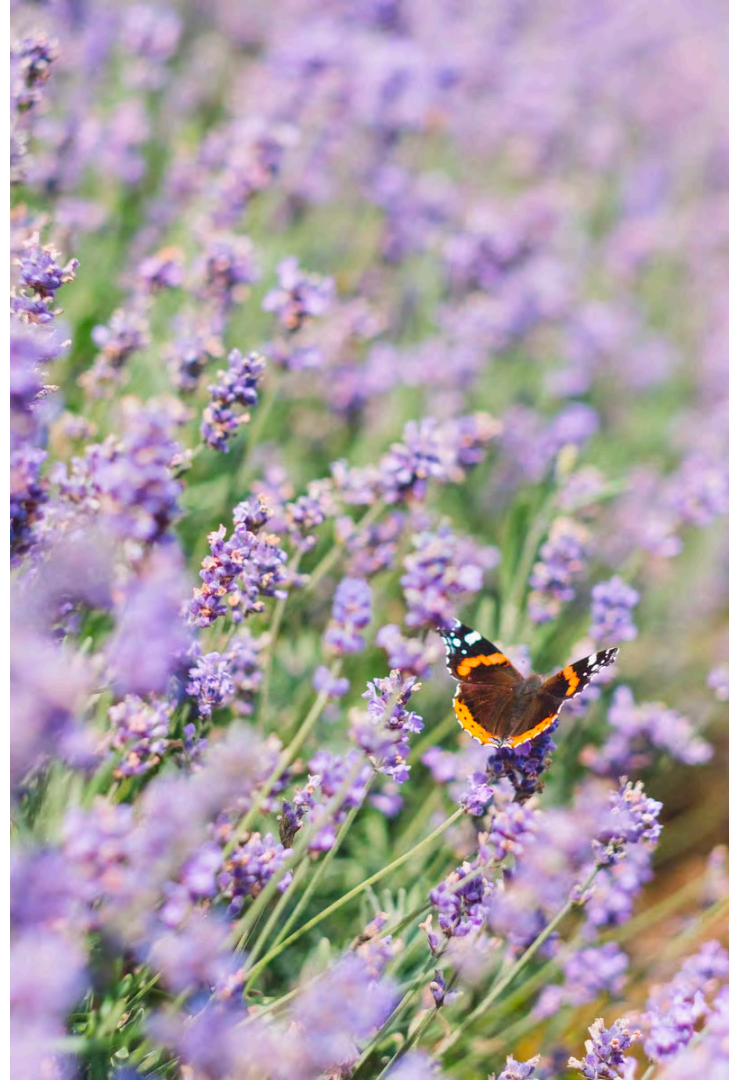
What your **editors** want to promote

Looking at content highlighted by the newsroom



PROBLEM #5

FLY BY'S



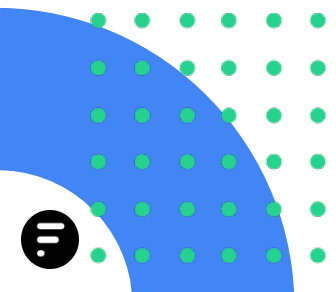
#5 FLY BY's

RECOMMENDATIONS

CURATION



EASE OF USE



#5 FLY BY's

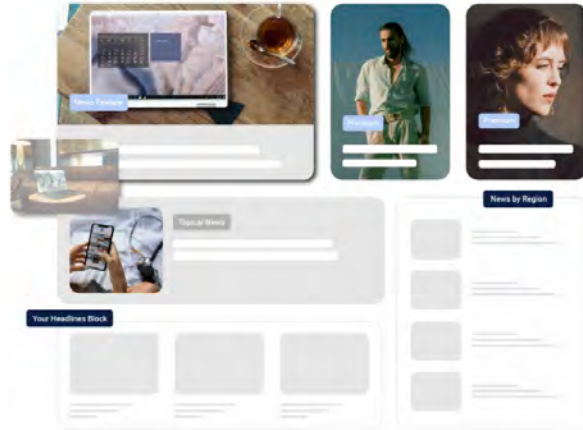
RECOMMENDED
FOR YOU

SIMILAR
VIDEOS

EDITOR'S
PICK

FROM YOUR
REGION

POPULAR VIDEOS



YOU MIGHT HAVE
MISSED

CONTINUE
WATCHING

BEST FROM
PREMIUM

TOPIC RANKING

EXIT POP-UP

AI IS HERE TO REPLACE HELP YOU !



NEWSROOM

Work on creating qualitative content, defining content strategy

Work on curating the content distribution for every reader



PRODUCT TEAM

Work on delivering the best front- and backend experience for every customer



PERSONALIZATION TEAM



FROOMLE

Thank you!



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De Telegraaf



MEDIAHUIS

la Repubblica

La Opinión

LA STAMPA

axel springer_