THE NEXT GENERATION NEWS STUDIO

How will the next generation news studio look like - how will it combine all the new great technologies?

Editorial the challenges are, that the newsroom is expected to support multiple different types of output: Linear flow tv, online stream, OTT pop up channels, audio as radio and podcast, online web content text-video-graphic, graphic content seamless shared between CMS and streaming

What's the purpose of a news studio in the future: is the host real, virtual or an avatar, do we need seats for guests or will it all be switching live signals, is it one linear output or will it support object based output, is it one-purpose-only or will it act as a production "hub" to support multiple different formats — live stream, podcast, 1:1, vertical or horizontal video, Dolby Atmos audio, HTML graphic integrated into CMS?
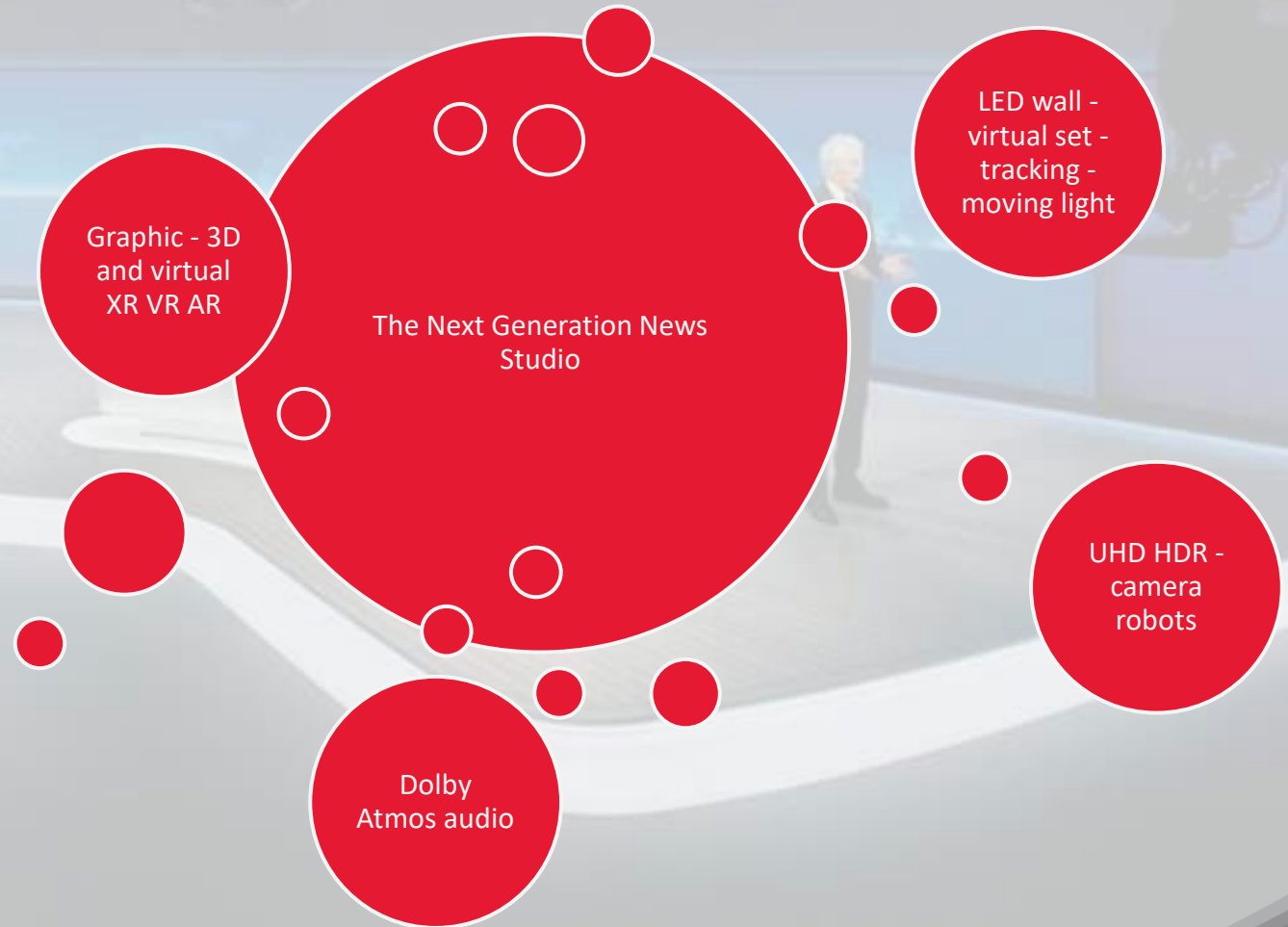
Challenge: Explore and define a futureproof concept for the News studio
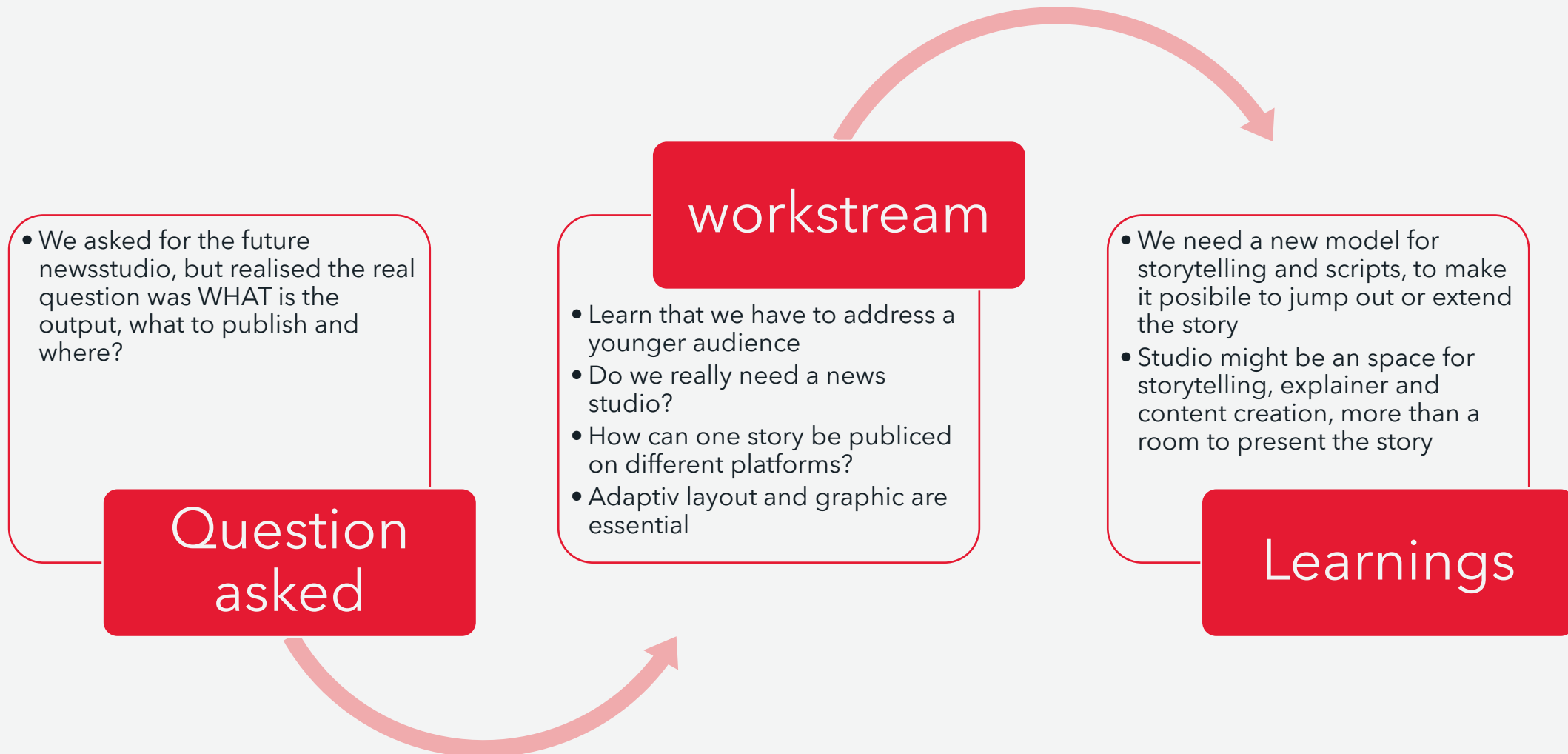
THE NEXT GENERATION NEWS STUDIO

Never had there been so many exiting technologies, that can be integrated in the news studio production:

- **AR / VR / XR 3D graphic**
- **Virtual set and LED wall**
- **Photorealistic graphic**
- **Moving light**
- **UHD HDR camera system – camera robots - trackless**
- **5G NPN wireless network**
- **ST2110 and NMOS**
- **AI, cloud services and automated workflow**
- **Dolby Atmos audio**
- **Object based production**
- **Story Management system and storycentric output**

Graphic - 3D and virtual XR VR AR

The Next Generation News Studio

LED wall - virtual set - tracking - moving light

UHD HDR - camera robots

Dolby Atmos audio

HOW DID WE END HERE?

Question asked

- We asked for the future newsstudio, but realised the real question was WHAT is the output, what to publish and where?

workstream

- Learn that we have to address a younger audience
- Do we really need a news studio?
- How can one story be publiced on different platforms?
- Adaptiv layout and graphic are essential

Learnings

- We need a new model for storytelling and scripts, to make it posibile to jump out or extend the story
- Studio might be an space for storytelling, explainer and content creation, more than a room to present the story

WHY THE NEWS STUDIO NEEDS TO EVOLVE

News is being consumed in a growing number of ways, not just linear TV.

INCREASINGLY YOUNG PEOPLE ARE GETTING THEIR NEWS FORM SOCIAL MEDIA PLATFORMS AS SHORT-FORM VIDEO CONTENT.

THIS NEW FORMAT DOES NOT SUIT EVERYONE WITH A CLASSIC TEXT-BASED ARTICLE STILL BE A MOBILE FRIENDLY WAY TO CONSUME NEWS.

CONTENT NEEDS TO MAINTAIN A RECOGNISABLE BRAND ACROSS PLATFORMS AND DEVICES WITH A VARIETY OF PRESENTATION STYLES.

Content must be adapted to suit the consumer's attention span

INCREASINGLY, CONTENT IS BECOMING SHORTER AS ATTENTION SPANS DECREASE AS THE VOLUME OF CONTENT AVAILABLE ON MOBILE DEVICES INCREASES

Rapid change in interests

WITH CONTENT MORE ACCESSIBLE THAN EVER, CONSUMERS CAN FOCUS FINDING ARTICLES TO SUIT THEIR SPECIFIC INTEREST IN THAT MOMENT.
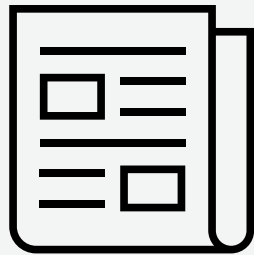
THE CHANGING USER EXPERIENCE

Current:

- Linear and Web news options common

- One story for all viewers

- Presenter guided narrative

Future:

- Consumer guided transformation of content

- Responsive to the consumer's interests

- Available in multiple formats and platforms

- Adaptive level of detail

OFCOM REPORT, AUGUST 2022

Fastest growing news source for UK adults

% of adults using each news source

2022   2020

TikTok
BBC News Channel
Google (search)

0   5   10   15   20   25

TikTok

TikTok is fastest growing news source for UK adults, Ofcom finds

App is used by 7% of adults f___ ___rly half turning to TikTokers rathe___ ___utlets for updates

Dan Milmo *Global te___*

Wed 20 Jul 2022 19.01 EDT

W__ch out Huw E___ ___ming. The soci__ growing news so___ survey, but nea___ current affairs ___ conventional ___

TikTok is use___ to the UK's c___ 1% in 2020. ___ young user___ 16 to 24.

AMP UP

TIK TOK NEWS

TV2 ECHO on Tik Tok

WE HAVE TO TELL NEWS IN A NEW WAY

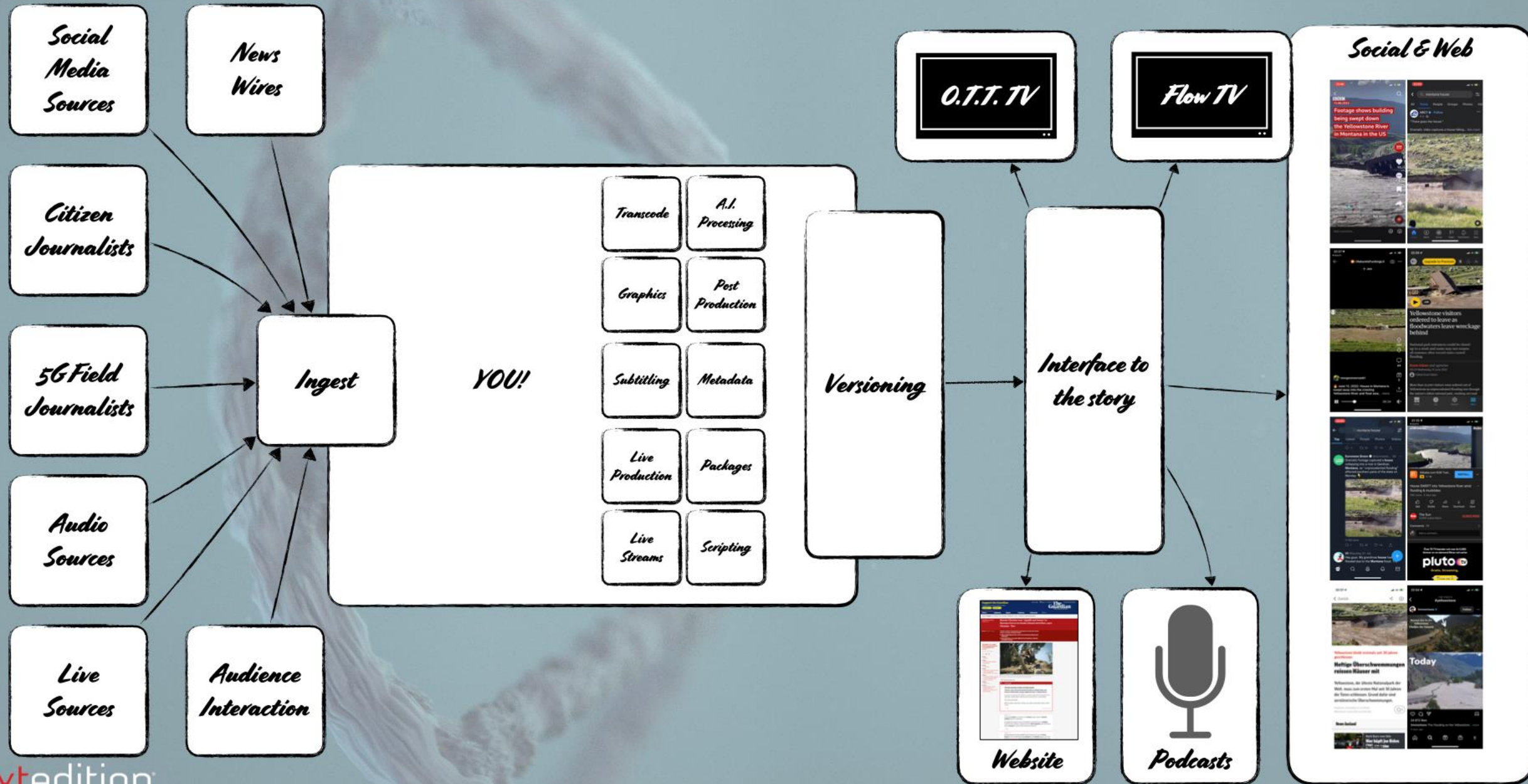One story – more versions

Andy + Krystal

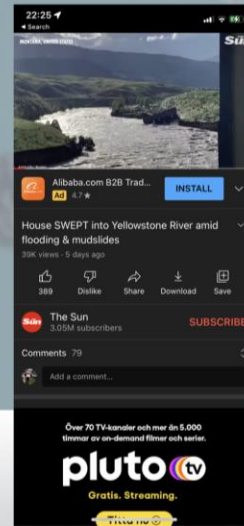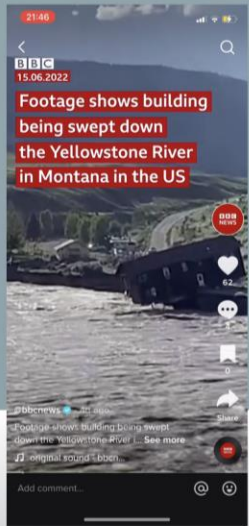Video from studio

Script – a special way of writhing, "jump out"

The interface to the story

**Don't start with a solution,
work backwards from the viewers experience**

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Social Media Sources

News Wires

Citizen Journalists

5G Field Journalists

Audio Sources

Live Sources

Audience Interaction

Ingest

YOU!

Transcode

A.I. Processing

Graphics

Post Production

Subtitling

Metadata

Live Production

Packages

Live Streams

Scripting

Versioning

Interface to the story

O.T.T. TV

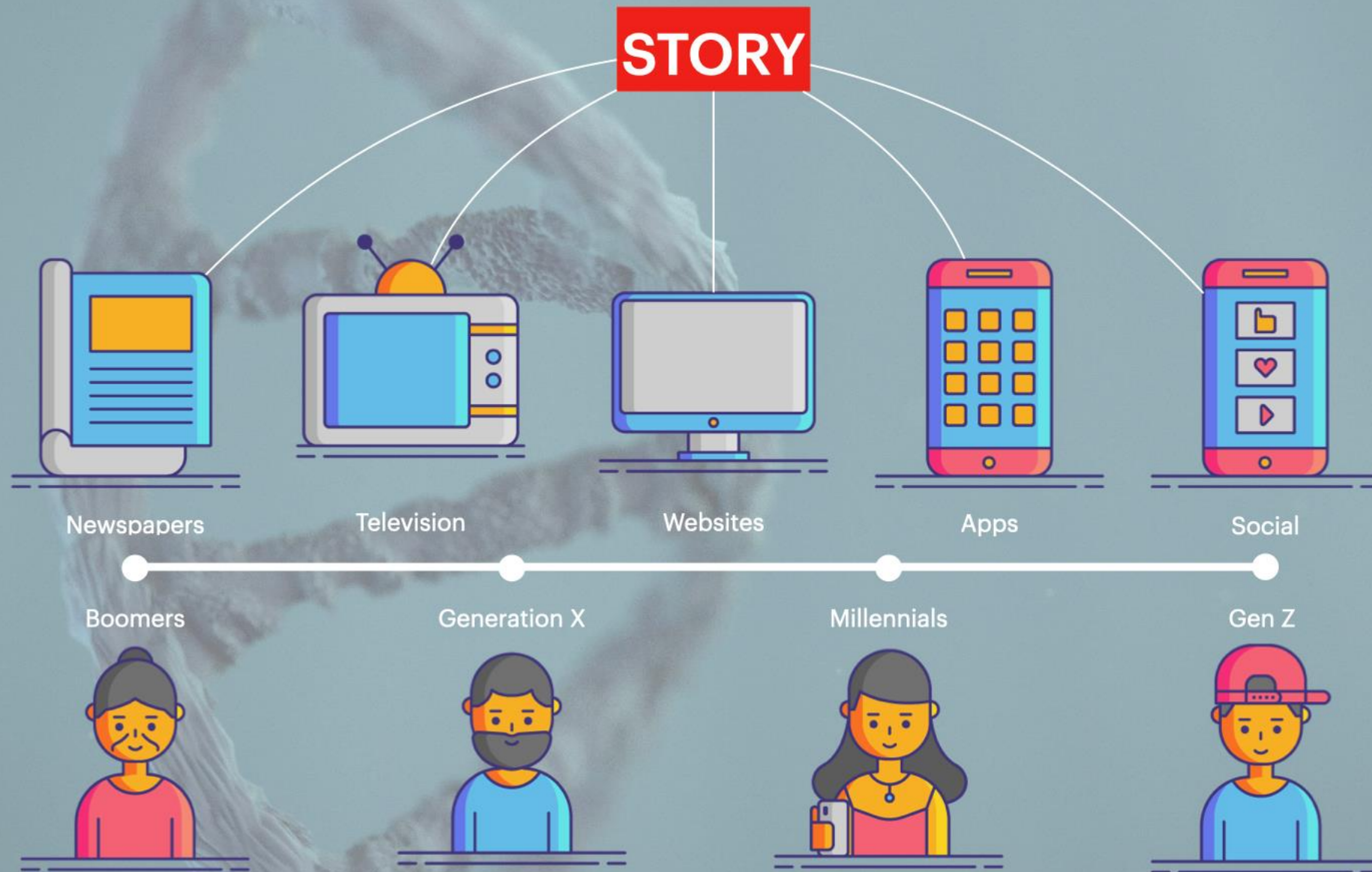Flow TV

Social & Web

Website

Podcasts

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The interface to the story is inconsistent

Agility in story versioning

Boomers & Gen X want the long form, Millennials & Gen Z just want the short version.

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modularjournalism.com

About
😊 User Needs
✳ Modules
👥 Personas
▦ Stories
⚙ Modular Articles
🗐 Project Updates
💜 Team

Modular Journalism

JournalismAI Collab Challenges 2021 / EMEA

An algebra for news modules to support a new kind of storytelling that is more focused on user needs

The brief for this project was:

> "How might we use modular journalism and AI to assemble new storytelling form[…] reach currently underserved audiences"

For us, this indicated that we needed to find ways to provide different kinds of co[…] different ways, to directly address the information needs of a variety of users - p[…] those that have been badly served by traditional media.

As a starting point, we broadly defined "modules" as discrete elements of a stor[…] [crea]ted independently and then combined and recombined with other mo[…] […]lling formats.

nxtedition

Our Team

clwstwr

Clwstwr
Cardiff, United Kingdom

Clwstwr is an ambitious programme for industry to create new screen and news related products, services and experiences. Clwstwr builds on South Wales' success in making creative content by putting research and development (R&D) at the core of production.

DW Deutsche Welle

Deutsche Welle
Bonn, Germany

Deutsche Welle (DW) is Germany's international broadcaster, an unbiased media organization. We provide our journalistic content to people worldwide, giving them the freedom to make up their own minds and the information required to form their own opinions. Our aim is to foster a peaceful, stable global community. Therefore, we focus on topics such as freedom and human rights, democracy and good governance, free trade and social justice, health education and environmental protection, technology and innovation.

Il Sole 24 ORE

Il Sole 24 Ore
Milan, Italy

Il Sole 24 Ore is the leading newspaper in business, financial and regulatory […]

مهارات news

Maharat Foundation
Beirut, Lebanon

Maharat News is hosted by the Maharat Foundation, which is concerned with […]

Breaking stories up into their DNA pieces

SUMMARY	HEADLINE	LEAD	SITUATION
BACKGROUND	MAIN EVENT	CONSEQUENCE	HISTORY
CONTEXT	COMMENT	VERBAL REACTION	CONCLUSION/ REALITY CHECK

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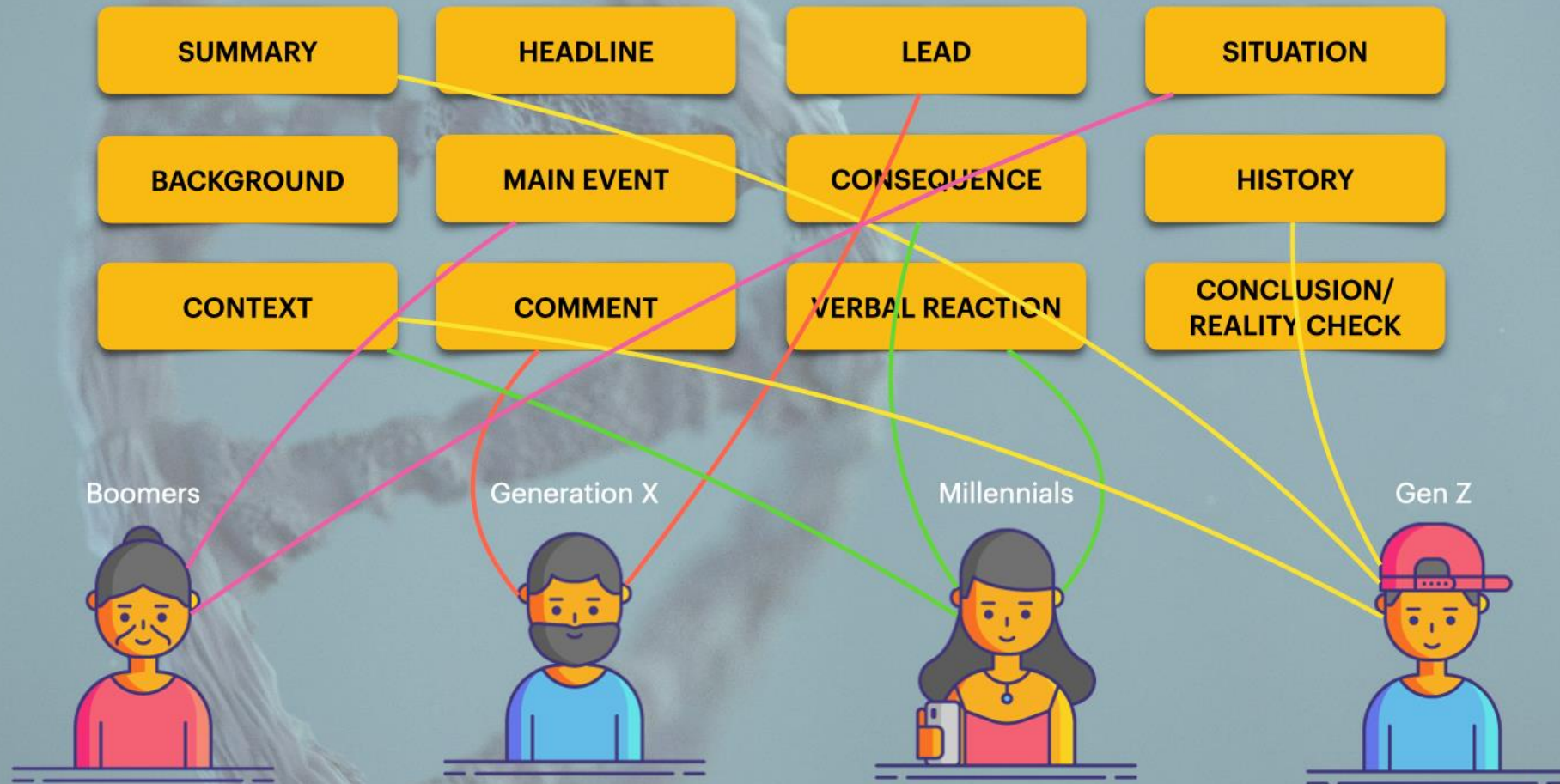
The future
Reactive storytelling comes from an agile foundation

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NEXT GENERATION NEWS STUDIO "EXPLAINER STUDIO"

Behind the camera

Program output
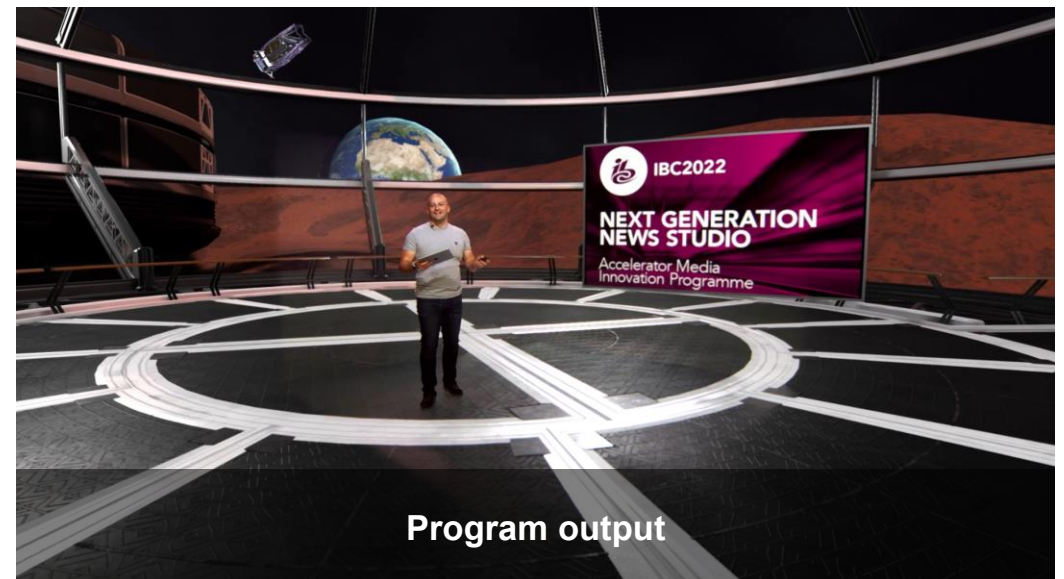
30s 60s 120s 180s

ONE STORY – AUTO CUT VERSIONS

Jump out of the story when you want to

EXPLAINER STUDIO

We live in a world with so many more forms of rich digital content available to us in realtime than we've ever had before. Creating a studio space which is able to immerse a presenter in this content and create dynamic output in the easiest and quickest way will help broadcasters create impactful, engaging stories which grab the audiences attention across the widest range of platforms.

Using XR technologies, tracking systems, intuitive user interfaces and integration with run-down systems like nxtedition we can imagine a studio space where anyone can walk in and instantly create content without the need or costs of a large operational team or footprint.

Writing scripts in a way that allows us to use that studio to create content simultaneously for different platforms and durations is game changing.

Real-time content engines are revolutionising the way we engage with content. We can now imagine a world where the studio becomes a gateway to the metaverse - placing presenters and consumers in a giant multi-player virtual version of the story. Broadcasters curate a short-form version of the story to share across platforms, whilst consumers can also free roam the story in the metaverse – deep diving into every interview, image and supporting article.

Andy Hook
Technical Solutions Director, d&b

TAKE AWAYS AND LEARNINGS

"Technology now allows us to perform complex traditional outputs faster and with less people than ever before.
However this is based on still producing linear style content across all platforms."

*The biggest conversation around all of this is **'How will the consumer interact?'** We now live in an age where technology would allow us to have a combined space where the audience become an interactive part of the conversation. The production team could interact from a single space with both the Audience and the content. The Journalist who is presenting could drive the production, the journalists could be in the same space. This would mean the Gallery, Studio and newsroom could all exist in the same space.*

Richard Leachman
BBC Output Operations