Impacts of Generative AI on the Newspaper Industry

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Some things stay the same.
Some things don’t.
The Basic Terms

- Artificial Intelligence
- Machine Learning
- Large Language Models
- Generative AI
  - Automation->Augmentation->Generation
- ChatGPT
AI in the News Industry

- Automation: Automation of data-driven news stories
- Augmentation: Using ML and NLP to analyze large data sets and look for trends
- Generative AI: Generates new content from existing data.
Types of Generative AI

• Text Generation
• Video Generation
• Music Generation
• Image Generation
• Multi-Modal Generation
The Basics of ChatGPT

• Ingests huge amounts of text and predicts words based on prompts/prior words
• Not a search engine
• It is always fluent. It is not always right
• 1M users between Nov 30 and Dec 5
Potential Uses for Generative AI

• Content Generation
• Headline Generation
• Article Summary
• Transcription
• Audience Engagement
• Sentiment Analysis
Cautions

• Hallucinations/Errors
• Confidentiality Concerns
• Bad Actors
Pending Cases


- DOE 1 et al v. GitHub Inc. et al, No. 3:22-cv-06823 (N.D. Cal.) – Nov. 2022
Copyright

- Unauthorized use of copyrighted data to train the AI model.
- Does the output violate copyright laws?
Confidentiality and Data Ownership

- Confidentiality of input prompts
- Data ownership/authorship of the prompt and the output
Other

- Bias in Output
- Factual Inaccuracies in Output
- Algorithmic Disgorgement
- Indemnification of the Model
- Right of publicity violations for outputs “in the style” of specific individuals
- Unlawful-Competition
Regulatory Issues

• U.S.: State, Federal, Municipal

• EU: AI Act, categorizing AI tools based on risk levels.

• China: Proposal requiring security assessments for AI models before their public release

• Other Countries
Summary

• Opportunities and challenges for businesses.

• Balancing increased productivity vs. the potential unreliability

• Legal and revenue-related issues.

• Competitive advantages

• Ethical considerations
questions?
thank you.