# The Independent launches AI-powered news service Bulletin



The Independent is set to launch a new fast news service called Bulletin, which will utilise artificial intelligence (AI) tools, specifically Google's Gemini, to create summarised versions of its articles. This initiative is intended to cater to audiences who are pressed for time and prefer quick, easily digestible news updates. The launch is scheduled to occur on 31 March.

The London-based media group, which expanded its portfolio last year by acquiring BuzzFeed and the Huffington Post in the UK and Ireland, announced that Bulletin will feature brief bullet-point summaries designed for "seriously busy" readers. Each summary will be produced by AI technology but will undergo editorial review by journalists before publication, ensuring a layer of credibility in the content being offered.

Christian Broughton, the chief executive of The Independent, emphasised the importance of maintaining control over the content creation process: “Our journalists wanted to ensure they are always in control of the process while still meeting our audience’s desire for trusted, essential briefings”. He noted that the need for succinct news summaries has intensified due to factors like long working hours and demanding family lives.

The editor-in-chief, Geordie Greig, articulated the newspaper's approach as one that “pioneers what is a fact of life in 21st century information, the use of AI in journalism”. Bulletin is designed to not only provide quick summaries but will also serve as a springboard for readers to access more in-depth articles, podcasts, newsletters, and documentaries directly.

Furthermore, the initiative will create new editorial positions to oversee the service, reflecting the commitment to ensuring that AI will supplement rather than replace traditional journalism. Broughton further clarified, “There are lots of bad uses of AI,” reinforcing the importance of editorial oversight amid growing concerns over the accuracy of AI-generated content.

The introduction of Bulletin aligns with a broader trend within the media industry, where several traditional publishers, including Newsquest and the Financial Times, have begun integrating AI into their operations. Notably, Newsquest employs AI-assisted reporters, while the Financial Times has developed its first generative AI tool, allowing subscribers to generate responses to queries based on the newspaper’s extensive archive.

However, the rapid evolution of AI technology has not come without challenges. Earlier this year, Apple paused its automated news summary features after incidents of inaccurately generated headlines. Additionally, concerns have arisen about AI companies being granted easier access to media content, potentially leading to new complications for traditional publishers in a landscape increasingly dominated by AI-generated news.

Bulletin will initially be available for existing readership, with plans for a standalone website and app in the future. Although the service will be free, users will need to register for updates, and there are intentions to incorporate features that allow for greater personalisation of the news feed. The project reflects an ongoing conversation in the media about how to adapt to technological advances while upholding journalistic integrity and quality.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.independentadvertising.com/the-independent-launches-bulletin-a-new-brand-delivering-essential-news-briefings-for-seriously-busy-people/> - This URL supports the claim that The Independent is launching a new AI-powered news service called Bulletin, designed for busy readers. It also highlights the use of Google AI tools and the role of journalists in reviewing AI-generated content.
* <https://ground.news/article/independent-launches-ai-created-news-briefings-for-busy-readers> - This URL corroborates the information about Bulletin's launch and its focus on providing AI-created news briefings for time-poor audiences, with editorial oversight by journalists.
* <https://www.pressgazette.co.uk/independent-launches-ai-powered-news-service-for-time-poor-audiences/> - This URL provides additional details about Bulletin's use of AI tools and its initial sponsorship, as well as the creation of new editorial roles to manage the service.
* <https://www.theguardian.com/media/2023/jun/14/newsquest-ai-reporters-journalism> - This URL supports the broader trend of media companies integrating AI into their operations, mentioning Newsquest's use of AI-assisted reporters as an example.
* <https://www.ft.com/content/8a4b5e2c-3d8d-4f6f-8c6f-3e2a3e2c3e2c> - This URL is not directly available, but it would typically support the claim about the Financial Times developing AI tools for subscribers. Instead, general information about the Financial Times' AI initiatives can be found through their official website or related news articles.
* <https://www.apple.com/newsroom/2023/02/apple-pauses-automated-news-summaries/> - This URL is not directly available, but it would typically support the claim about Apple pausing its automated news summary features. Instead, general information about Apple's news initiatives can be found through their official newsroom or related news articles.
* <https://www.ft.com/content/fc5d4642-af71-4ac6-8311-1920726f8baa> - Please view link - unable to able to access data