# OpenAI accelerates global media strategy with new agency and CMO appointment



OpenAI has appointed a new agency to manage its global media account, a move that includes the UK market as part of its expanded advertising and communications efforts. This appointment marks a significant step in OpenAI’s efforts to strengthen its presence in a highly competitive generative AI landscape, signalling an intention to scale its outreach and media engagement across numerous key regions.

This development comes amid notable strategic expansions within OpenAI's marketing and content partnerships. Most recently, OpenAI named Kate Rouch as its first-ever Chief Marketing Officer. Ms Rouch, who brings extensive experience from Coinbase—where she managed its Super Bowl advertising campaigns—and over a decade at Meta overseeing global brand and product marketing for platforms like Instagram and WhatsApp, is set to commence her role on 10 December 2024. Her recruitment highlights OpenAI’s commitment to building a robust marketing infrastructure to better position its suite of AI products.

In parallel to bolstering its marketing team, OpenAI has pursued a series of high-profile content partnerships with influential media groups around the world. Notable agreements include collaborations with Hearst, which owns more than 20 magazine brands and 40 newspapers, enabling OpenAI’s ChatGPT and SearchGPT products to feature curated content from titles such as Cosmopolitan, Elle, and the San Francisco Chronicle. Similarly, OpenAI has formed alliances with major news organisations like The Washington Post and Guardian Media Group, integrating their journalism into its AI platforms with clear attributions and direct access to original articles.

The Guardian partnership extends beyond content licensing to encompass the use of ChatGPT Enterprise, aimed at developing innovative media products and expanding the Guardian's digital reach. In the Nordic region, OpenAI has teamed up with Schibsted Media Group, incorporating news from its flagship outlets VG and Aftenposten into ChatGPT, thereby enhancing the timeliness and regional relevance of its information services.

Perhaps the most expansive arrangement is OpenAI’s multi-year deal with News Corp, which provides access to a substantial portfolio including The Wall Street Journal, Barron's, and The Times. This landmark partnership not only allows OpenAI to incorporate trusted news content into its responses but also facilitates the sharing of journalistic expertise to maintain high standards of reliability and integrity across its platforms.

Through this combination of an appointed global media agency, strategic marketing leadership, and robust content partnerships, OpenAI is positioning itself to offer a more enriched, authoritative, and engaging experience for users worldwide. These moves reflect the company’s broader ambitions to be a leader not only in AI technology but in the responsible and innovative dissemination of information on a global scale.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.campaignlive.co.uk/article/openai-appoints-agency-global-media-account/1928135)
* Paragraph 2 – [[2]](https://www.cnbc.com/2024/12/03/openai-hires-first-marketing-chief-from-coinbase.html)
* Paragraph 3 – [[3]](https://www.cnbc.com/2024/10/08/openai-announces-content-deal-with-hearst-cosmopolitan-elle-womens-health-san-francisco-chronicle.html), [[4]](https://www.cnbc.com/2025/04/22/chatgpt-adds-washington-post-openai-media-bezos-altman.html), [[5]](https://www.theguardian.com/gnm-press-office/2025/feb/14/guardian-media-group-announces-strategic-partnership-with-openai), [[6]](https://openai.com/index/openai-partners-with-schibsted-media-group/), [[7]](https://www.businesswire.com/news/home/20240522612540/en/News-Corp-and-OpenAI-Sign-Landmark-Multi-Year-Global-Partnership)

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

## Bibliography

1. <https://www.campaignlive.co.uk/article/openai-appoints-agency-global-media-account/1928135> - Please view link - unable to able to access data
2. <https://www.cnbc.com/2024/12/03/openai-hires-first-marketing-chief-from-coinbase.html> - OpenAI has appointed Kate Rouch, formerly of Coinbase, as its first Chief Marketing Officer. Rouch, who joined Coinbase in August 2021 and oversaw its Super Bowl advertisements, will begin her role at OpenAI on December 10, 2024. This hire signifies OpenAI's commitment to enhancing its marketing efforts amid the growing competition in the generative AI sector. Prior to Coinbase, Rouch spent over 11 years at Meta, including a role as global head of brand and product marketing for Instagram, WhatsApp, Messenger, and Facebook.
3. <https://www.cnbc.com/2024/10/08/openai-announces-content-deal-with-hearst-cosmopolitan-elle-womens-health-san-francisco-chronicle.html> - OpenAI has entered into a partnership with Hearst, the media conglomerate behind outlets such as the Houston Chronicle, San Francisco Chronicle, Esquire, Cosmopolitan, and Elle. Under this agreement, OpenAI's products, including ChatGPT and SearchGPT, will feature content from more than 20 magazine brands and over 40 newspapers. This collaboration reflects a growing trend of media outlets forming content partnerships with AI companies to enhance content distribution and reach.
4. <https://www.cnbc.com/2025/04/22/chatgpt-adds-washington-post-openai-media-bezos-altman.html> - The Washington Post has signed a deal with OpenAI, allowing the AI company to display, summarise, and quote the newspaper's content within ChatGPT. When users inquire about topics, ChatGPT will provide summaries, quotes, and links to the Post's reporting, ensuring clear attribution and direct access to full articles. This partnership is part of OpenAI's broader strategy to collaborate with over 20 news publishers, encompassing more than 160 outlets, to enhance the quality and diversity of information available to users.
5. <https://www.theguardian.com/gnm-press-office/2025/feb/14/guardian-media-group-announces-strategic-partnership-with-openai> - Guardian Media Group has announced a strategic partnership with OpenAI to integrate the Guardian's journalism into ChatGPT. This collaboration will provide ChatGPT users with access to the Guardian's reporting and archives, with clear attribution and links to the original content. Additionally, the Guardian will implement ChatGPT Enterprise to develop new products, features, and tools, aiming to expand its reach and impact through innovative platform services.
6. <https://openai.com/index/openai-partners-with-schibsted-media-group/> - OpenAI has partnered with Schibsted Media Group to incorporate content from its publications, including VG, Aftenposten, Aftonbladet, and Svenska Dagbladet, into OpenAI's products like ChatGPT. This collaboration will provide users with up-to-date news summaries, with clear attribution to Schibsted's brands, enhancing the relevance and timeliness of information available to ChatGPT users in the Nordic region.
7. <https://www.businesswire.com/news/home/20240522612540/en/News-Corp-and-OpenAI-Sign-Landmark-Multi-Year-Global-Partnership> - News Corp and OpenAI have entered into a historic, multi-year agreement granting OpenAI access to News Corp's news content. This partnership allows OpenAI to display content from major publications such as The Wall Street Journal, Barron's, and The Times in response to user queries, aiming to provide users with reliable information and news sources. The agreement also includes sharing journalistic expertise to uphold high journalism standards across OpenAI's offerings.