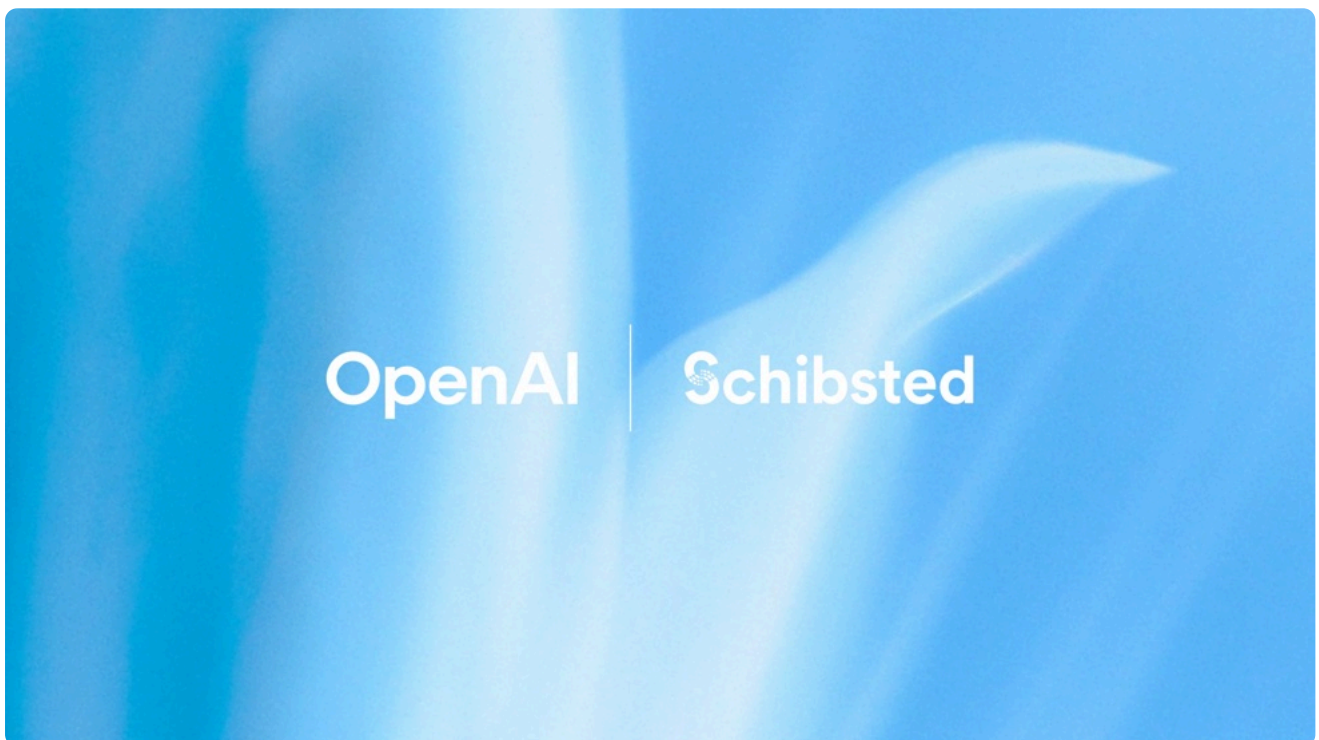


February 10, 2025 Company

OpenAI partners with Schibsted Media Group

ChatGPT users will now be able to access content from Schibsted's multiple media brands.



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Schibsted Media Group today announces a new partnership with OpenAI to integrate content from a selection of its published titles, such as national newspapers VG, Aftenposten, Aftonbladet, and Svenska Dagbladet, into OpenAI's products, including

OpenAI

The partnership will bring Schibsted Media's content to new audiences while enabling ChatGPT to better respond to enquiries from its 300m users with up to date, relevant information from across the Nordics.

Schibsted Media has already been incorporating AI both inside its business and to provide more engaging experiences for its readers, listeners, and viewers. These include Aftenbladet's AI chatbot, which answered over 600,000 reader questions about the US presidential election and a tool which provides personalised summaries of the week's news to help readers stay up to date. The company has also used AI-driven text-to-speech technology to convert news articles into audio, and text-to-video solutions to turn articles into engaging multimedia content—enhancing the accessibility and reach of its content.

Siv Juvik Tveitnes, CEO of Schibsted Media Group said "This partnership is part of Schibsted Media's broader efforts to integrate AI in ways that support and strengthen journalism. By combining our editorial expertise with OpenAI's technology and insight, we continue adapting to ensure that journalism evolves alongside technological advancements."

"As AI-powered platforms increasingly influence how people search for and interact with information, this partnership allows us to explore new commercial opportunities in the evolving digital ecosystem. By engaging early, we position ourselves to better understand and help shape how high-quality journalism can be distributed, monetized, and sustained in AI-driven environments", she added.

Varun Shetty, Head of Media Partnerships, at OpenAI said "Our partnership with Schibsted Media furthers our goal of supporting quality journalism around the world and enhancing the ChatGPT experience so people can access relevant and timely news content. It's part of our overall strategy to empower publishers and their audiences to benefit from advanced AI technology."

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