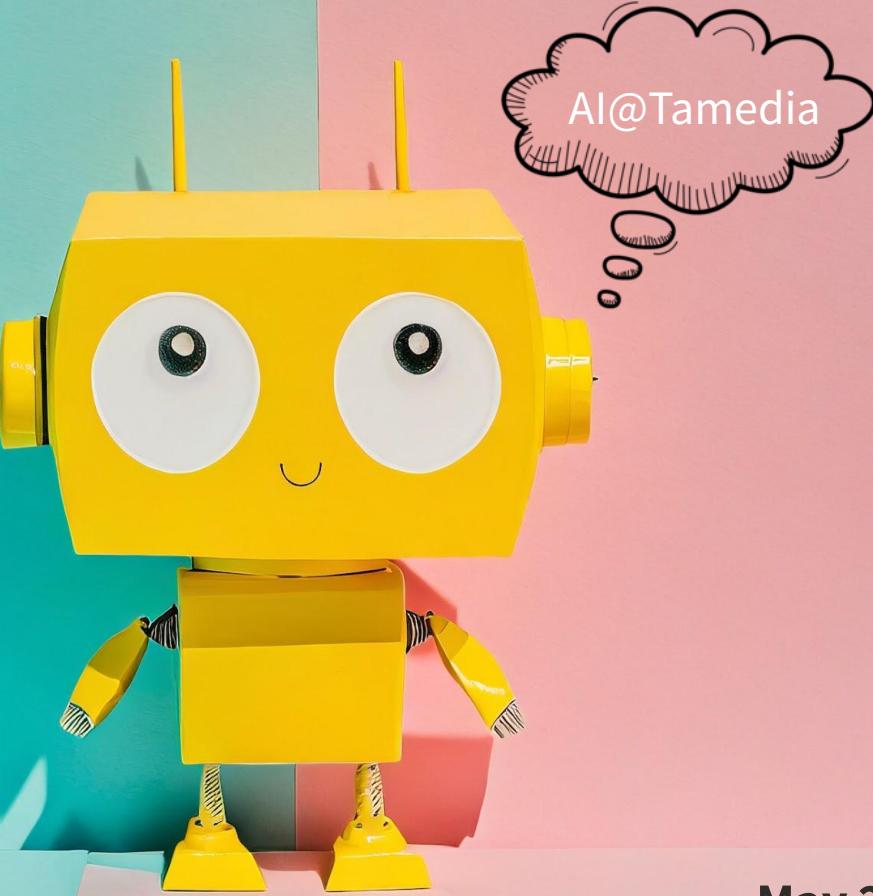


AI LAB
TAMEDIA



May 2024



"AI Lab" - Tamedia's **interdisciplinary team** for AI topics

Three steps to a ready-to-use AI application and AI culture

Roll-out: After the launch of a new tool/use case - is before the review. Guidelines are also constantly being expanded.

Further development

Implementation

Testing

Evaluation

Training

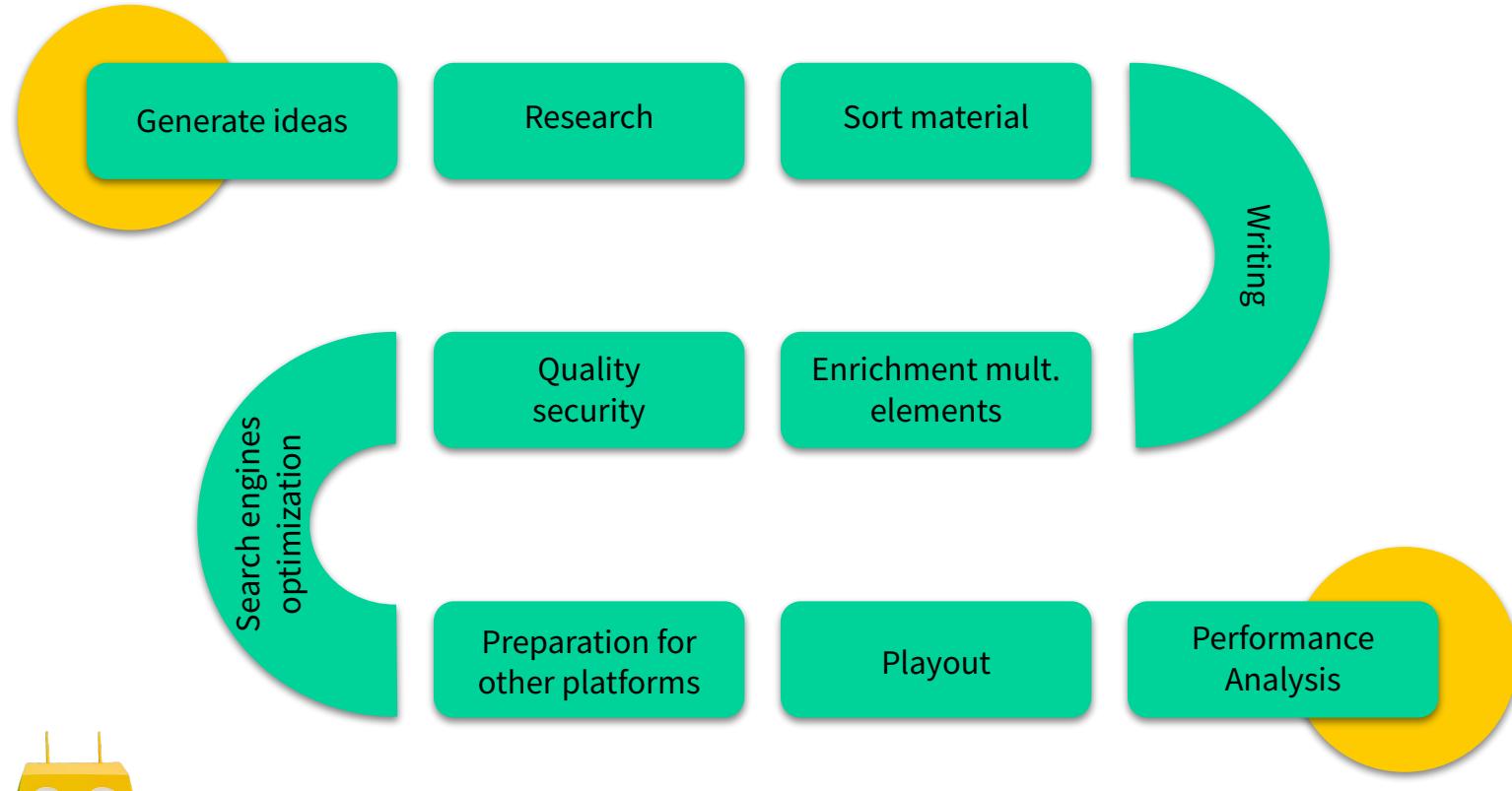
Information

Testing: New tools and use cases are first evaluated and tested by the AI Lab before being tested with an extended circle.

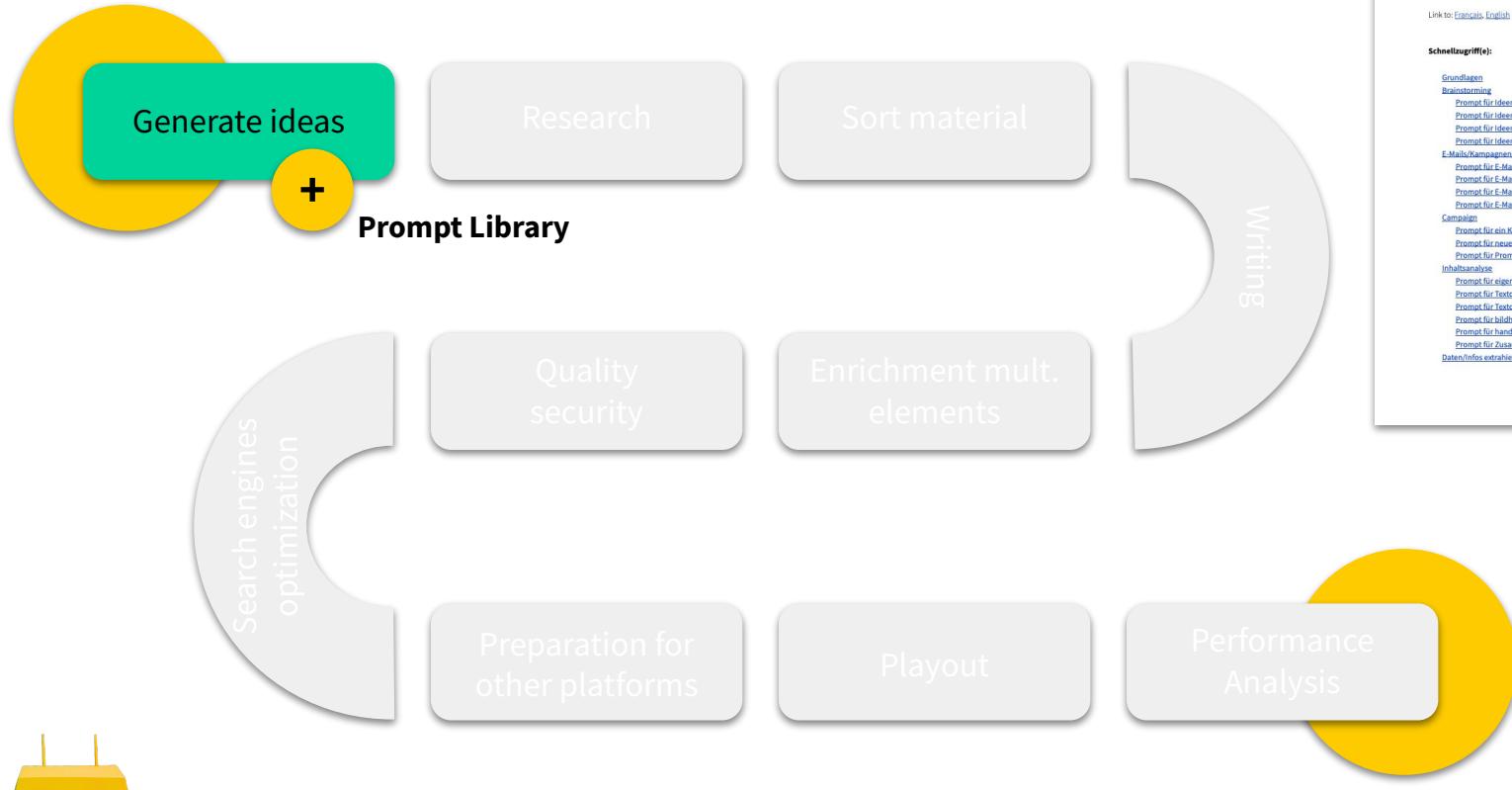
Exchange: A positive AI culture is based on a continuous flow of information and dedicated training/know-how building, which is ensured by the AI Lab.



From brainstorming to analysis ...



... the use of AI@Tamedia



Prompt Library – das Cheatsheet für ChatGPT & Co.

Diese Sammlung enthält eine Vielzahl an Prompt-Vorlagen, welche die Nutzung von ChatGPT und verwandten Chatbots vereinfacht. Egal, ob du Texte generierst, Bilder erstellst oder komplexe Datenanalysen durchführen möchtest, unsere Library bietet dir die Werkzeuge und Inspiration. Falls du selbst einen Prompt häufig und gerne einsetzt, dann teile ihn mit dem «AI Lab» und wir fügen ihn der Library hinzu. Viel Erfolg beim Ausprobieren!

PS: Wir haben jene Stellen **Pink** markiert, die innerhalb des Prompts einen Input von dir verlangen. Ansonsten wird der Chatbot aber auch nach mehr Informationen fragen.

Link to: [Français](#), [English](#)

Schnellzugriffe:

Grundlagen

Brainstorming

- Prompt für Ideenfindung mit verschiedenen Stilen
- Prompt für Ideenfindung - einfache Variante
- Prompt für Ideenfindung mit Schwerpunkt Headlines
- Prompt für Ideen für Interviewfragen

E-Mails/Kampagnen/Newsletter

- Prompt für E-Mails (Variante 1)
- Prompt für E-Mails (Variante 2)
- Prompt für E-Mail Kampagne
- Prompt für E-Mail Kampagne (Promo)

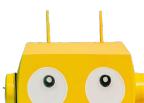
Campaign

- Prompt für ein Kampagnenkonzept
- Prompt für neue Angebote entwickeln
- Prompt für Promo/Overlay

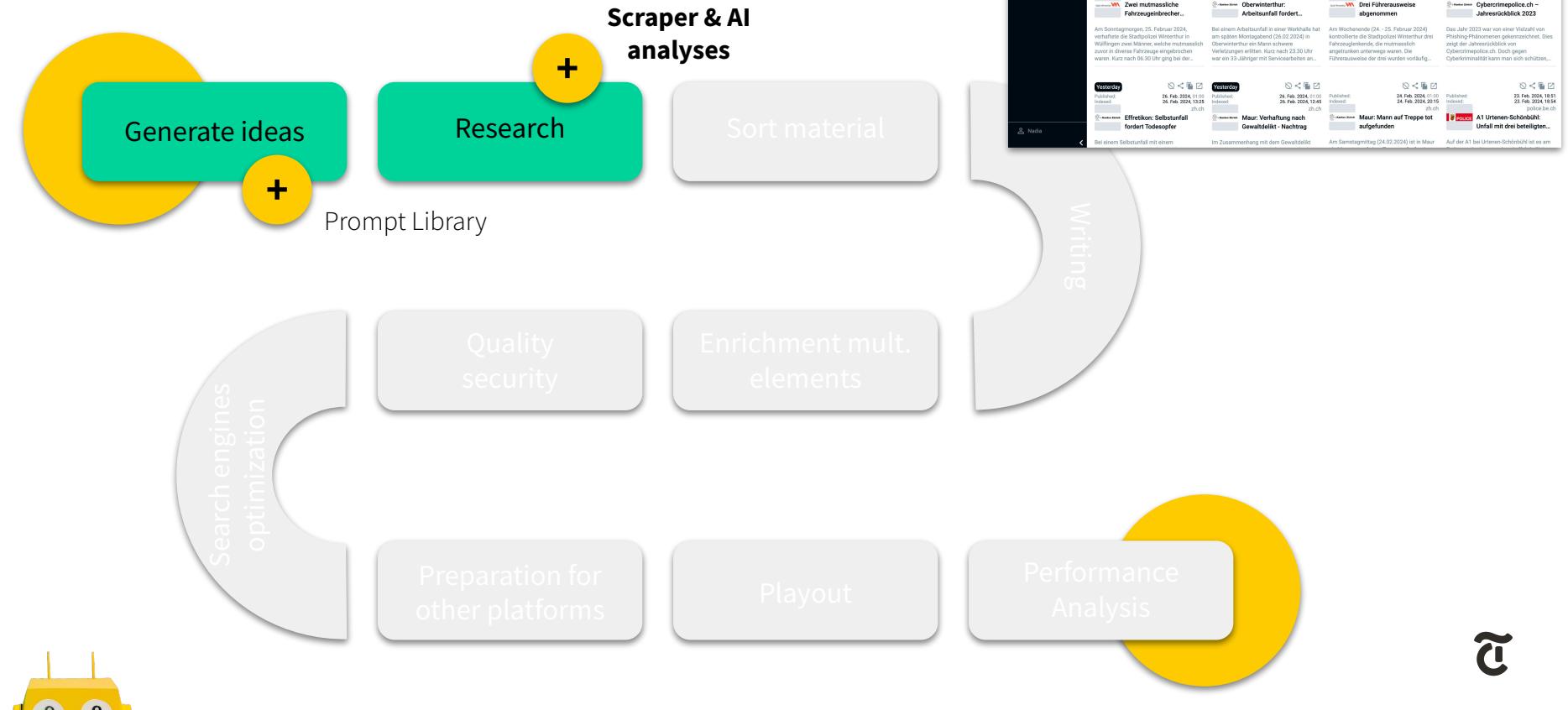
Inhaltsanalyse

- Prompt für eigenes Sprachprofil erstellen
- Prompt für Textkorrekturen inkl. Verbesserungsvorschläge
- Prompt für automatische Verbeserungsvorschläge
- Prompt für bildhaften Texten
- Prompt für handlungsorientierte Texten
- Prompt für Zusammenfassung eines Dokuments/Berichts (Plus-Account nötig)

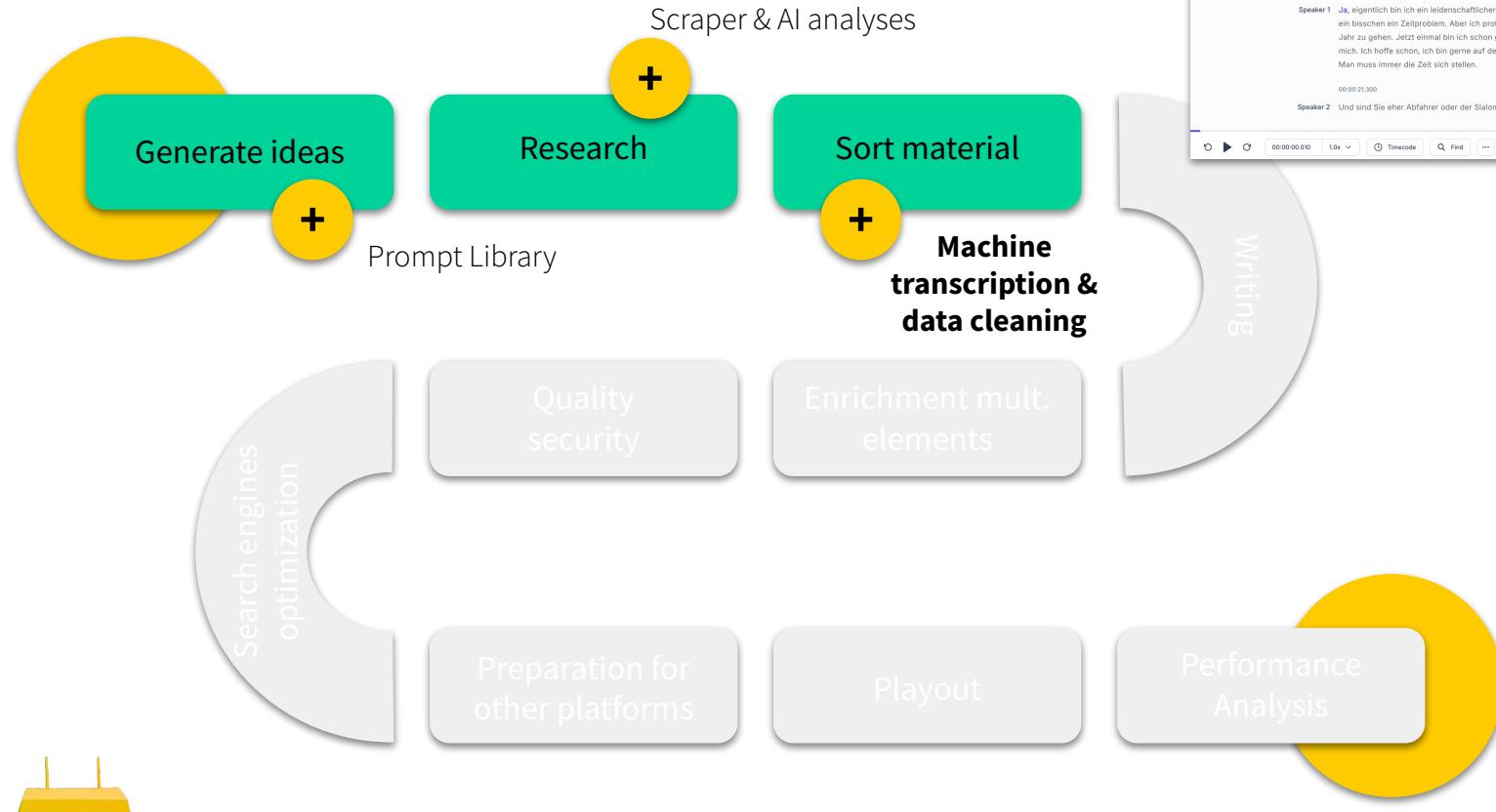
Dataset/Infos extrahieren



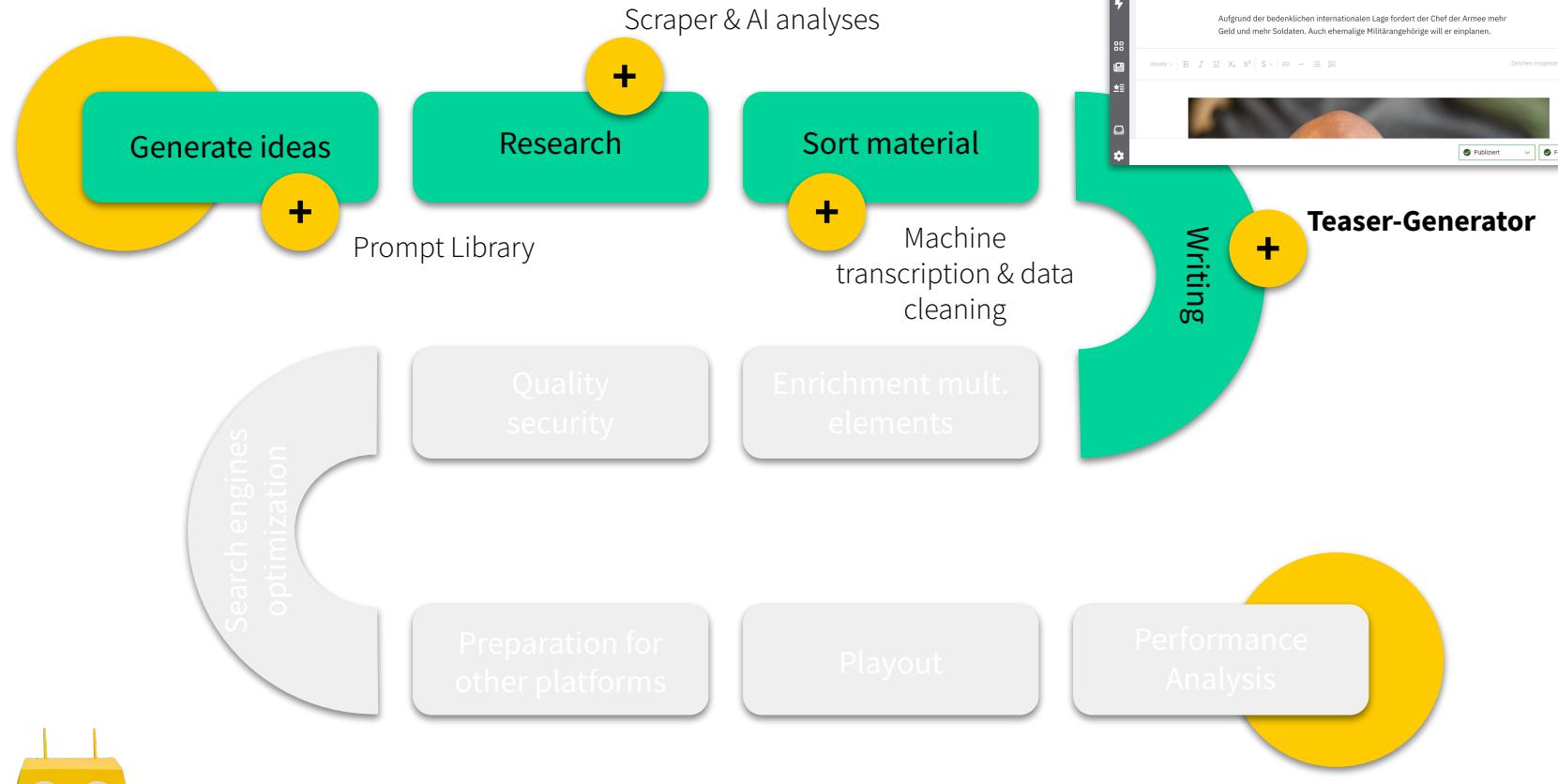
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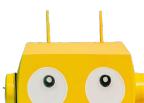
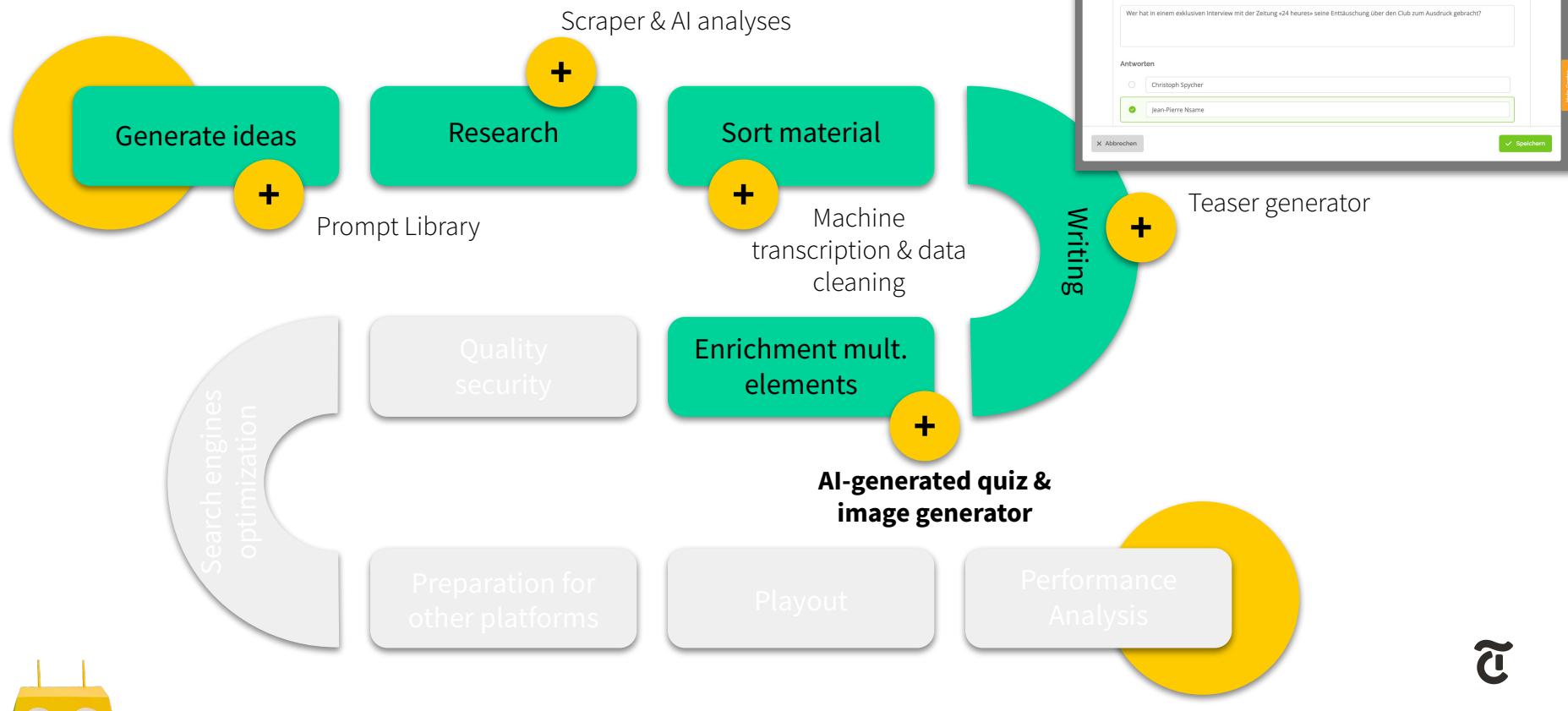
... the use of AI@Tamedia



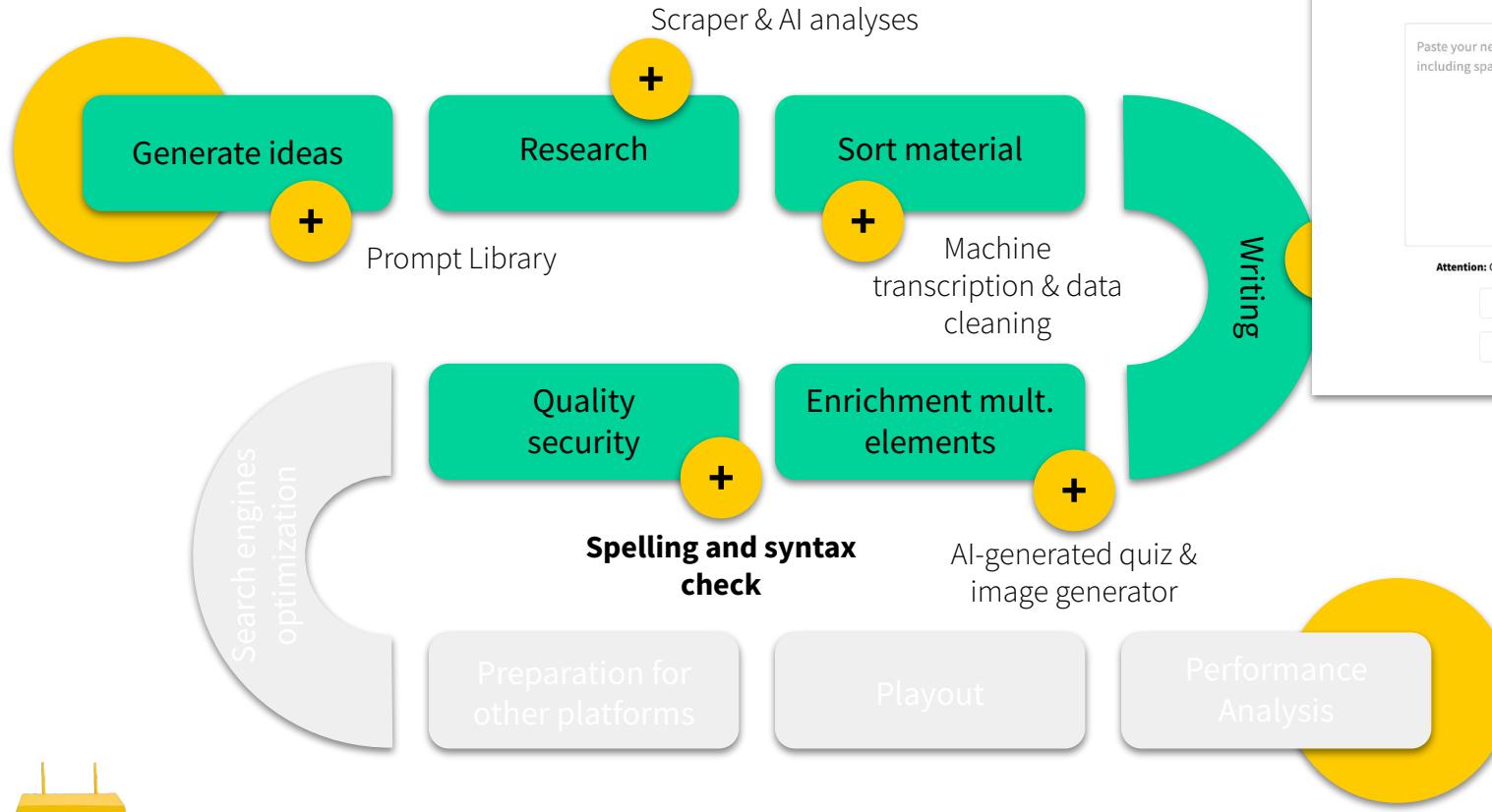
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... the use of AI@Tamedia



... the use of AI@Tamedia



AI Toolbox



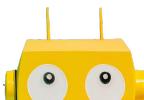
Proofreading Generation German

Paste your news text (max. 2500 characters including spaces) here...

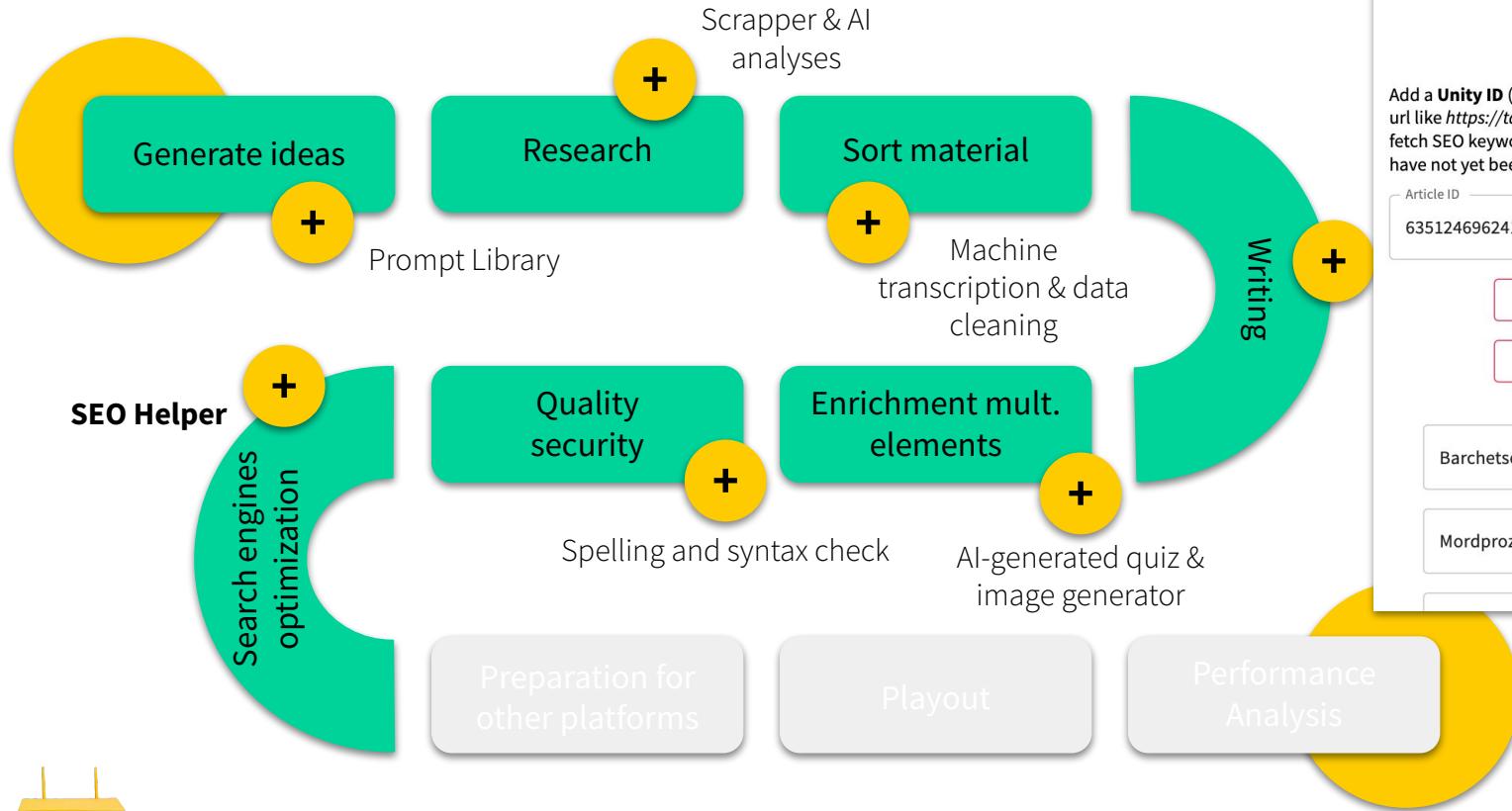
Attention: Generation may take up to 60 seconds!

SUBMIT

RESET



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AI Toolbox



SEO Helper

Add a **Unity ID** (e.g. 903317996385 or paste a whole url like <https://tdg.ch/ipsum-dolor-903317996385>) to fetch SEO keywords. You can also use articles that have not yet been published.

Article ID
635124696241

SUBMIT

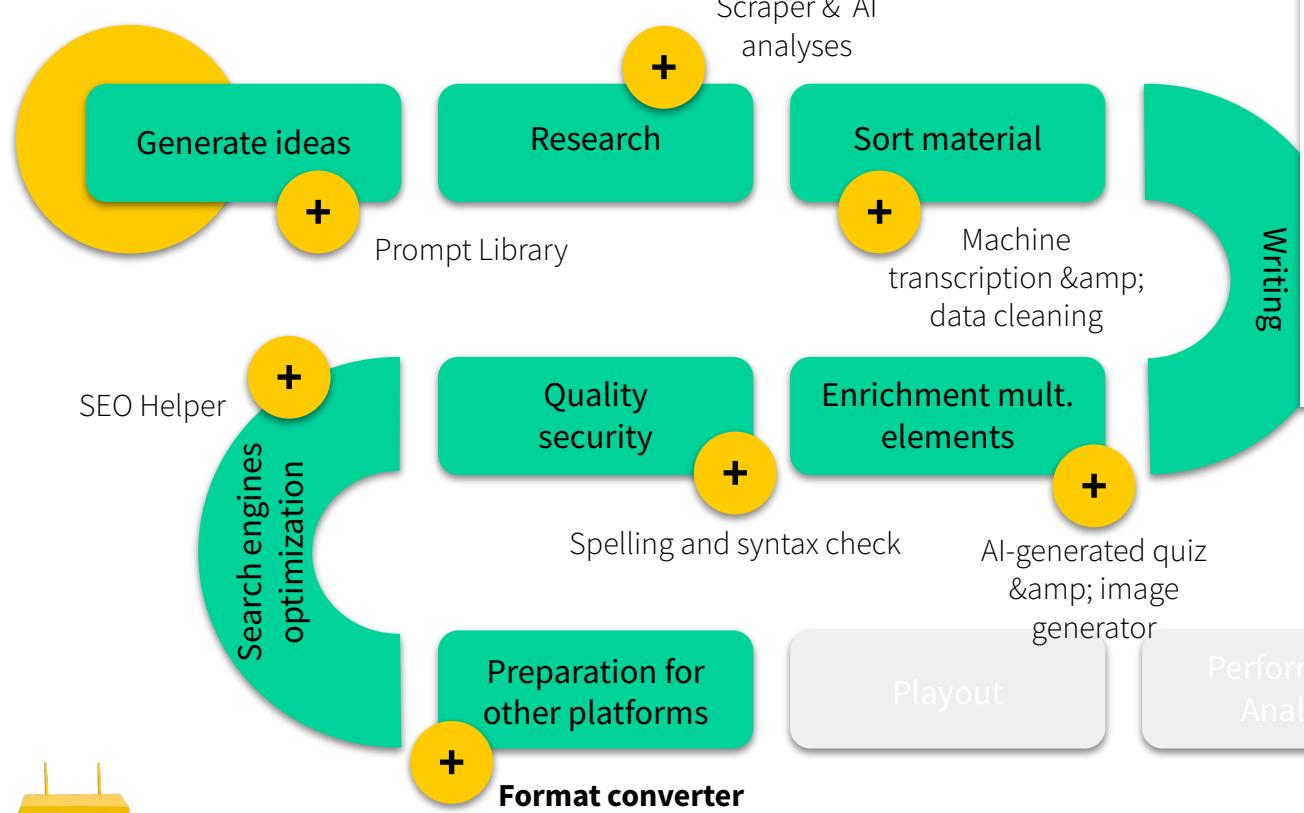
RESET

Barchetsee

Mordprozess



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AI Toolbox

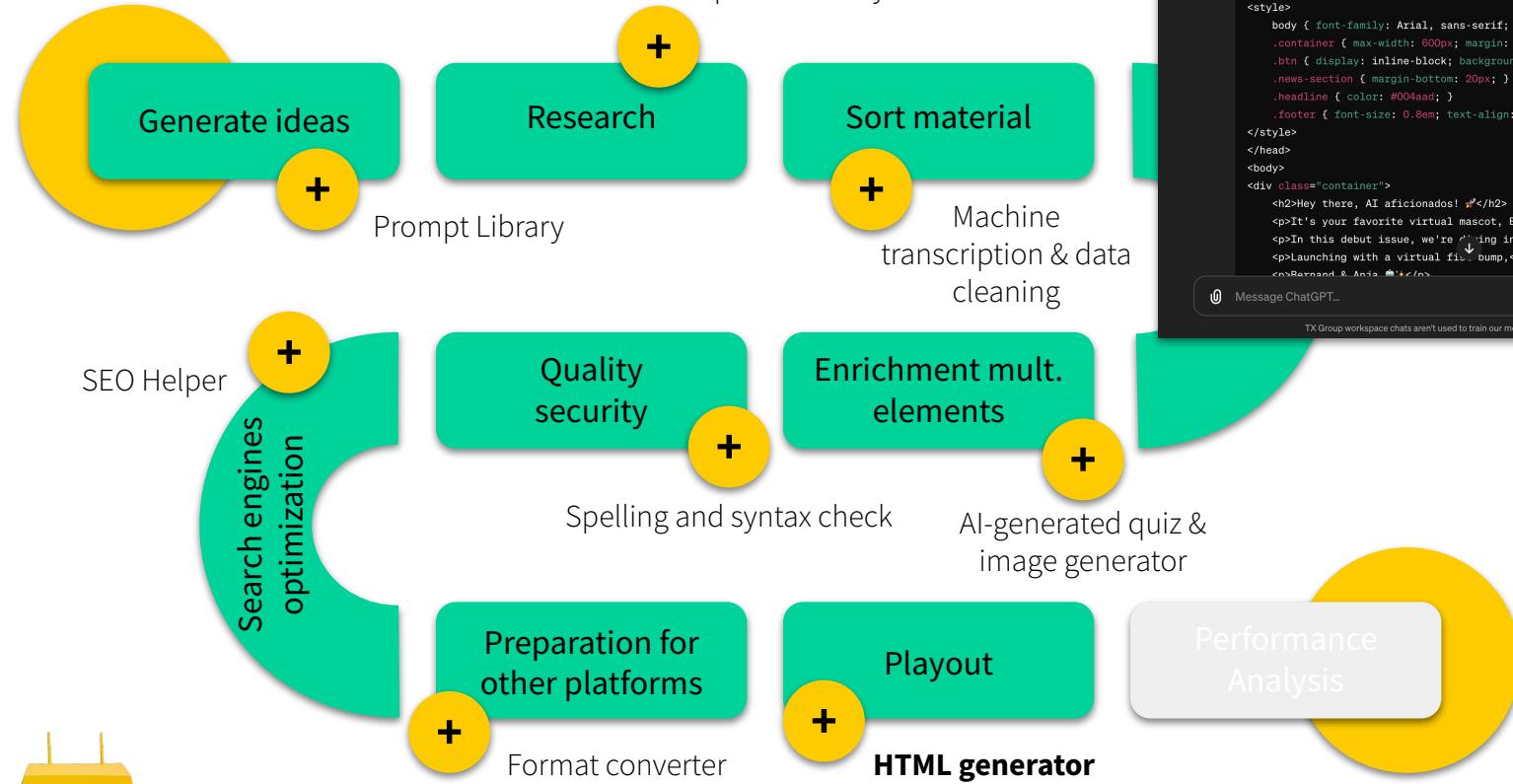


Summarize Content

The screenshot shows the "Summarize Content" feature of the AI Toolbox. It includes:

- A toolbar with icons for newsletter, comment, share, and search.
- A message box: "Add Unity IDs (e.g. 90331) like <https://tdg.ch/ipssum-> generate a editorial (max. 10 articles that have not yet been generated).
- Date: Dienstag, 27. Februar 2024.
- Title: Die Nachrichten des Tages im Überblick.
- Summary: A list of headlines including: Macrons Ukraine-Alleingang, Zürcher Kultbar droht Abriss, Rotes Kreuz hat Russland-Problem, Stadt warnt nach Lohnpanne, Drogenkönig erhält lebenslänglich.
- Article snippet: Article 1.
- Author: Nikolas Lütjens.
- Published: 27.02.2024, 17:00.
- Image: Emmanuel Macron speaking at a podium.
- Caption: Prescht allein vor: Emmanuel Macron sorgt mit seinen Aussagen zu einem möglichen Bodentruppeneinsatz in der Ukraine für Aufmerksamkeit und Kritik.
- Source: Foto: EPA.

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Below is an HTML email template designed to match the content and layout of your provided text. This template includes basic HTML and inline CSS styling to ensure compatibility with most email clients. Feel free to customize it further to suit your specific design preferences or branding guidelines.

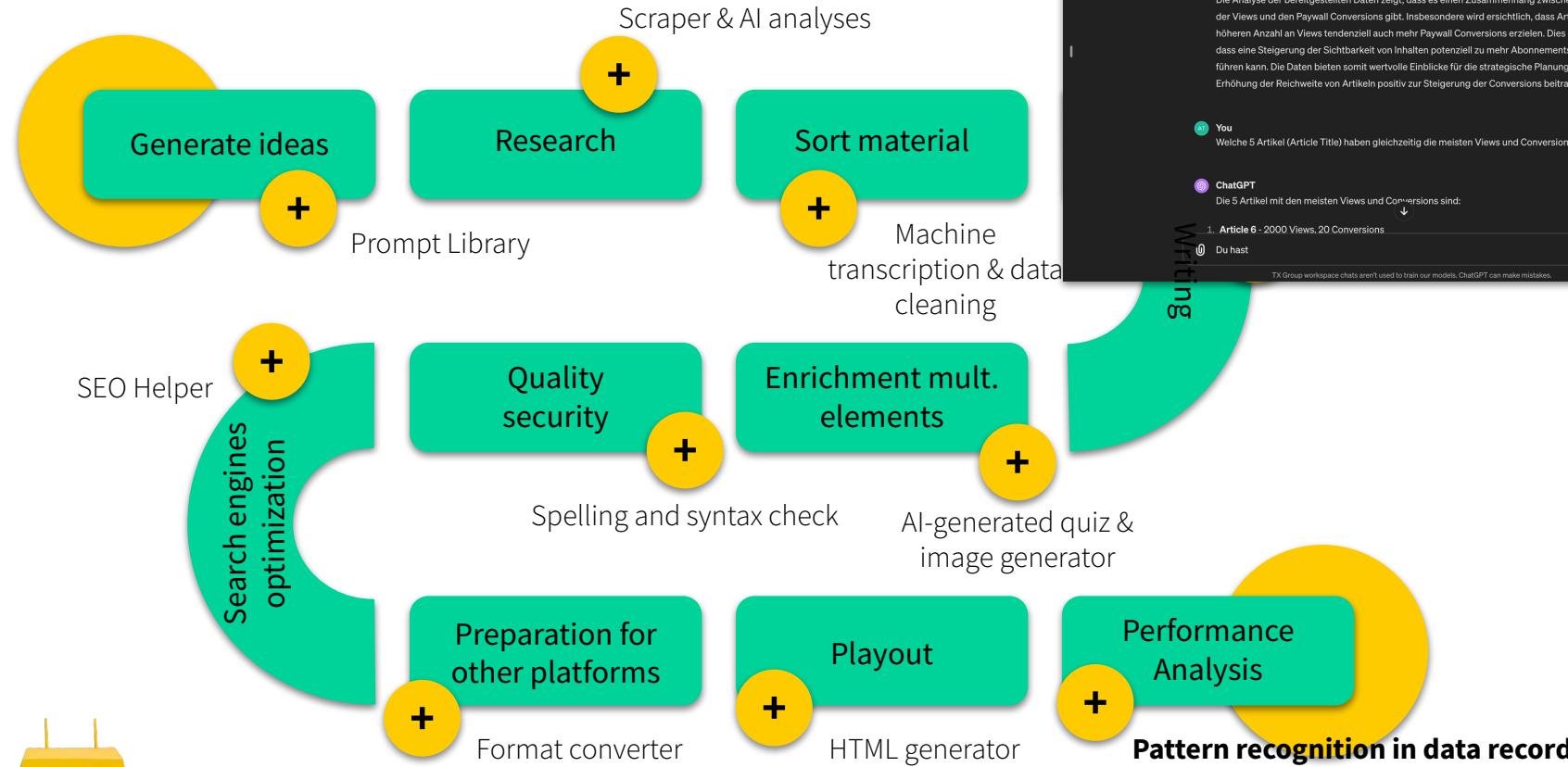
```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<style>
body { font-family: Arial, sans-serif; line-height: 1.6; color: #333; }
.container { max-width: 600px; margin: auto; padding: 20px; }
.btn { display: inline-block; background: #004aad; color: #fffff; padding: 10px; }
.news-section { margin-bottom: 20px; }
.headline { color: #004aad; }
.footer { font-size: 0.8em; text-align: center; margin-top: 20px; }
</style>
</head>
<body>
<div class="container">
<h2>Hey there, AI aficionados! 🚀</h2>
<p>It's your favorite virtual mascot, Bernand, typing away with my digital paws, <img alt="Bernand, a small yellow robot-like character" data-bbox="480 100 520 150"/></p>
<p>In this debut issue, we're diving into OpenAI's latest venture, Reddit's bold move to <a href="#">integrate AI across its platform.</p>
<p>Launching with a virtual fit-bump,</p>
<div style="text-align: right; margin-top: -20px; margin-right: 20px; border-radius: 50%; padding: 5px; background-color: #004aad; color: white; font-weight: bold; font-size: 0.9em; display: inline-block; width: 40px; height: 40px; line-height: 40px; text-align: center; vertical-align: middle; position: relative; overflow: hidden; border: 1px solid white; transition: all 0.3s ease; z-index: 1; ">

<span style="position: absolute; top: 50%; left: 50%; transform: translate(-50%, -50%); font-size: 0.8em; font-weight: bold; color: white; opacity: 0.8; >Message ChatGPT...</span>
</div>
<small style="font-size: 0.8em; color: #ccc; margin-top: 10px;">TX Group workspace chats aren't used to train our models. ChatGPT can make mistakes.
</div>

```



... the use of AI@Tamedia



KI@Tamedia improves efficiency, product quality and will soon also offer an improved user experience

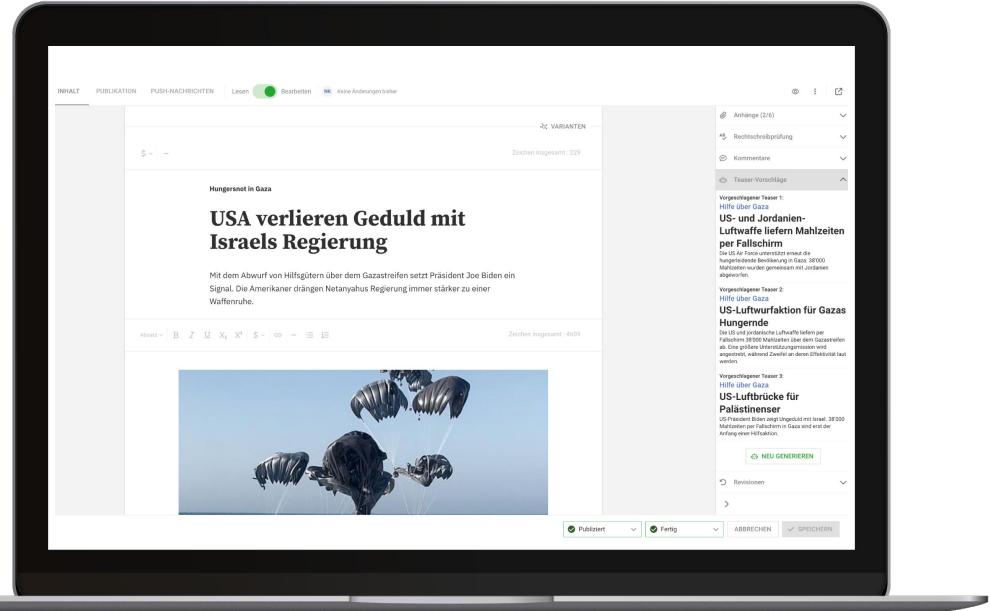
- Idea: **Independent interaction of the readership** with our content through AI-supported chatbots.
- Objective: to test **reader response** to AI-supported features & increase **engagement**
- Assumption: The rise of ChatGPT, Gemini and Co. **is permanently changing the usage behavior** of our readership - we need to be prepared for the new "reading behavior".



AI-supported chatbot on the topic of movies/series

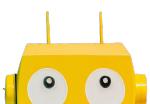


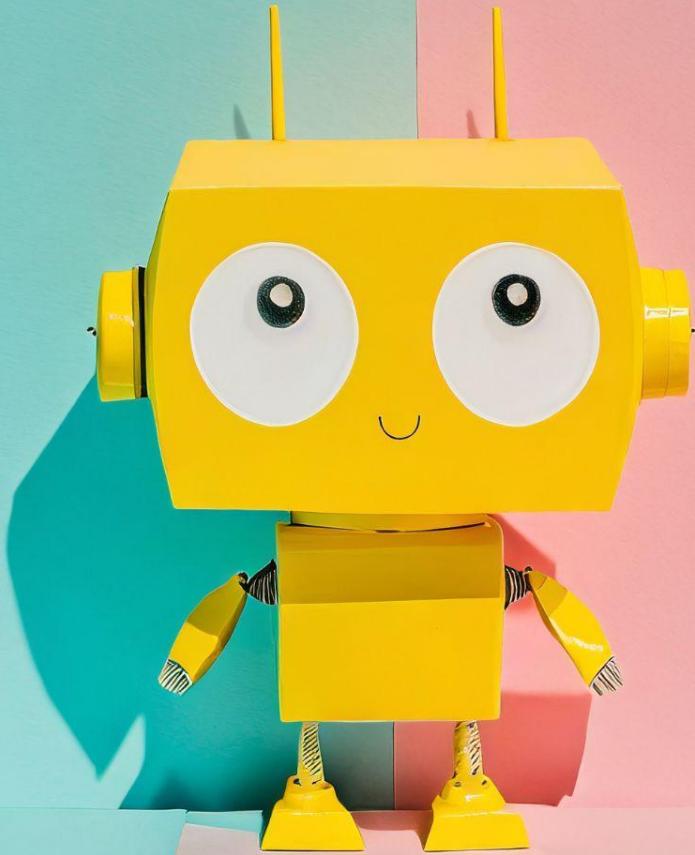
Outlook: Unity 2.0 - content generation with AI support



- Automatic **generation of subtitles**
- Assistant for **further content and links**
- Generation of **illustrations** based on the content
- Sparring partner in matters of **spelling, grammar, writing style**
- **Generation of infoboxes/Storyline**
- ...

Next Step: Setting up and testing an **AI editor in the newsroom**





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nadia.kohler@tamedia.ch