



- BREAKING NEWS -

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→INTRODUCTION
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I. The Challenges



- ❖ The traditional press lacks the capacity to cover routine financial stories
 - AP could only produce 300 such stories per quarter – that left thousands of potential company earnings stories unwritten
- ❖ Routine stories waste reporters talent and energy
 - “The quarterly bane of the existence of many business reporters.”
--USA Today’s Roger Yu

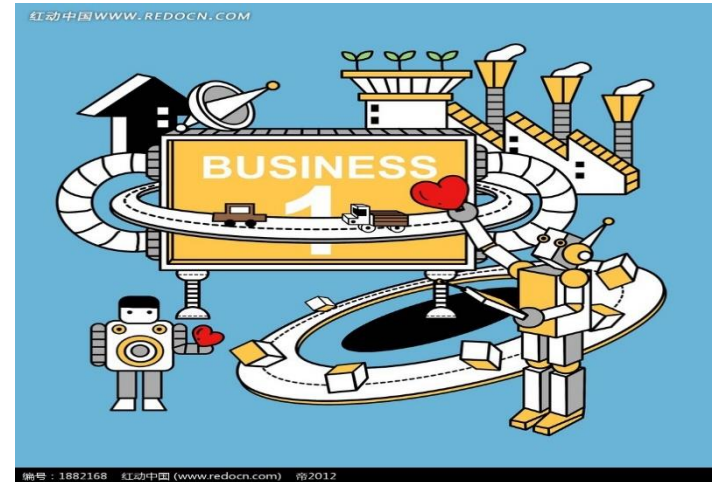


I. The Challenges – the Existing Solution



❖ The Automatic Report Generator

- The automation of natural language generation to turn data into a written, plain-language narrative. In Associated Press's case, an innovative solution provider, Wordsmith, transforms earnings data from Zacks Investment Research into a publishable AP story in a fraction of a second.



II. OTHER OPPORTUNITIES



I ASK YOU: ARE YOU MY AUDIENCE?

❖ To content providers:

- Enormous increase in automatic contents means revenue surge.
- Through continuous improvement, captivating stories created automatically are expected.

❖ To professional audience:

- Numeric data could be a more realistic choice.

❖ To current active investors and prospects:

- Articles from templates seem unenthusiastic.

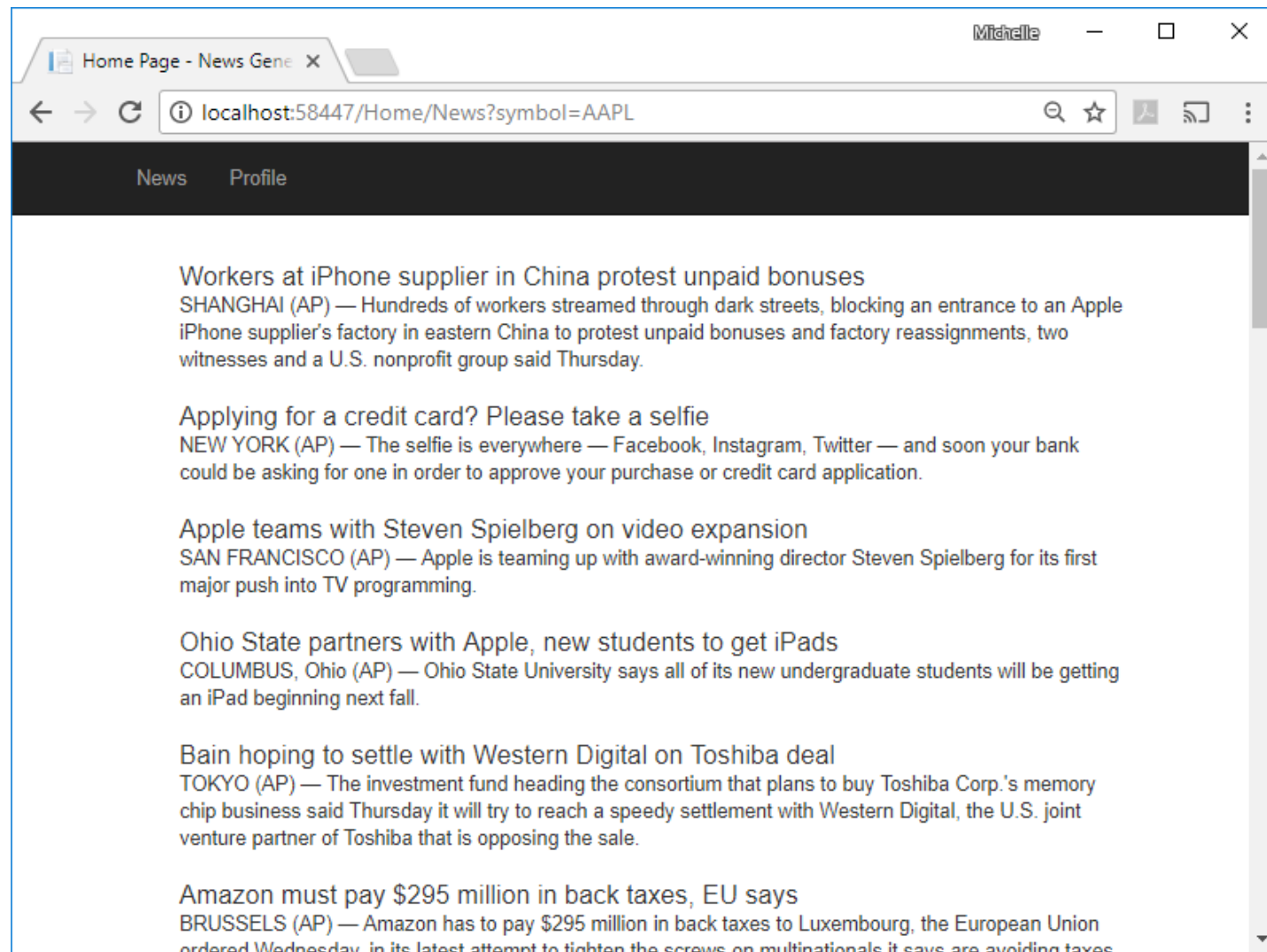
III. THE ALTERNATIVES



- ❖ Active investors and prospects focused.
 - Links and current performance of related stocks
 - Financial summary at the bottom of stories
 - Company profiles with relevant numbers



III. THE ALTERNATIVES – Demo



I. THE ALTERNATIVES —Demo



News Generator

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News Profile

Google buys HTC's Pixel team in \$1.1B bet on devices

Symbol	Net Change	% Change
AAPL	-0.08 ▼	-0.05% ▼
GOOGL	-19.53 ▼	-1.94% ▼
MSFT	0.02 ▲	0.03% ▲
IBM	-2.52 ▼	-1.55% ▼

SAN FRANCISCO (AP) — Google is biting off a big piece of device manufacturer HTC for \$1.1 billion to expand its efforts to build phones, speakers and other gadgets equipped with its arsenal of digital services.

It's buying the HTC engineering team that built the Pixel smartphone for Google in a cash deal, the companies said in a joint statement Thursday. Google is also getting a non-exclusive license for Taiwan-based HTC's intellectual property to help support Pixel phones.

The deal underscores how serious Google is becoming about designing its own family of devices to compete against Apple and Amazon in a high-stakes battle to become the technological hub of people's lives.

"We think this is a very important step for Google in our hardware efforts," Rick Osterloh, Google's senior vice president of hardware, said at a press conference in Taipei. "We've been focusing on building our core capabilities. But with this agreement, we're taking a very large leap forward."

I. THE ALTERNATIVES —Demo



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- News Generator

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market-leading smartphone business as consumers potentially turned off by high priced Galaxy devices defect to the Pixel, which is slightly cheaper and has Google's newest software.

Associated Press video journalist Johnson Lai in Taipei and Business Writers Kelvin Chan in Hong Kong and Youkyung Lee in Seoul, South Korea, contributed to this report.

About Alphabet Class A

- GOOGL closed at \$985.54, a -1.94% change from last trading day close of \$1005.07.
- GOOGL had a volume of 1639200, 0% above the year-to day volume of 1631594. The average volume over the last five days (1450360) is down 0.11% compared to the average.
- GOOGL has increased 193.09% since the start of the year.
- GOOGL earnings of 12.01 is 0.43% higher than 8.39 as estimated.

Related stories:

G7 backs internet industry effort to detect, blunt extremism
ISCHIA, Italy (AP) — The Group of Seven industrialized nations threw their support behind a new technology industry alliance aimed at detecting and blunting online propaganda, saying Friday it had a "major role" to play in combatting extremism on the internet.

Google parent leads \$1B Lyft investment, deepening Uber rift
SAN FRANCISCO (AP) — Google's parent company is throwing its financial support behind ride-hailing service Lyft, deepening its rift with market leader Uber.

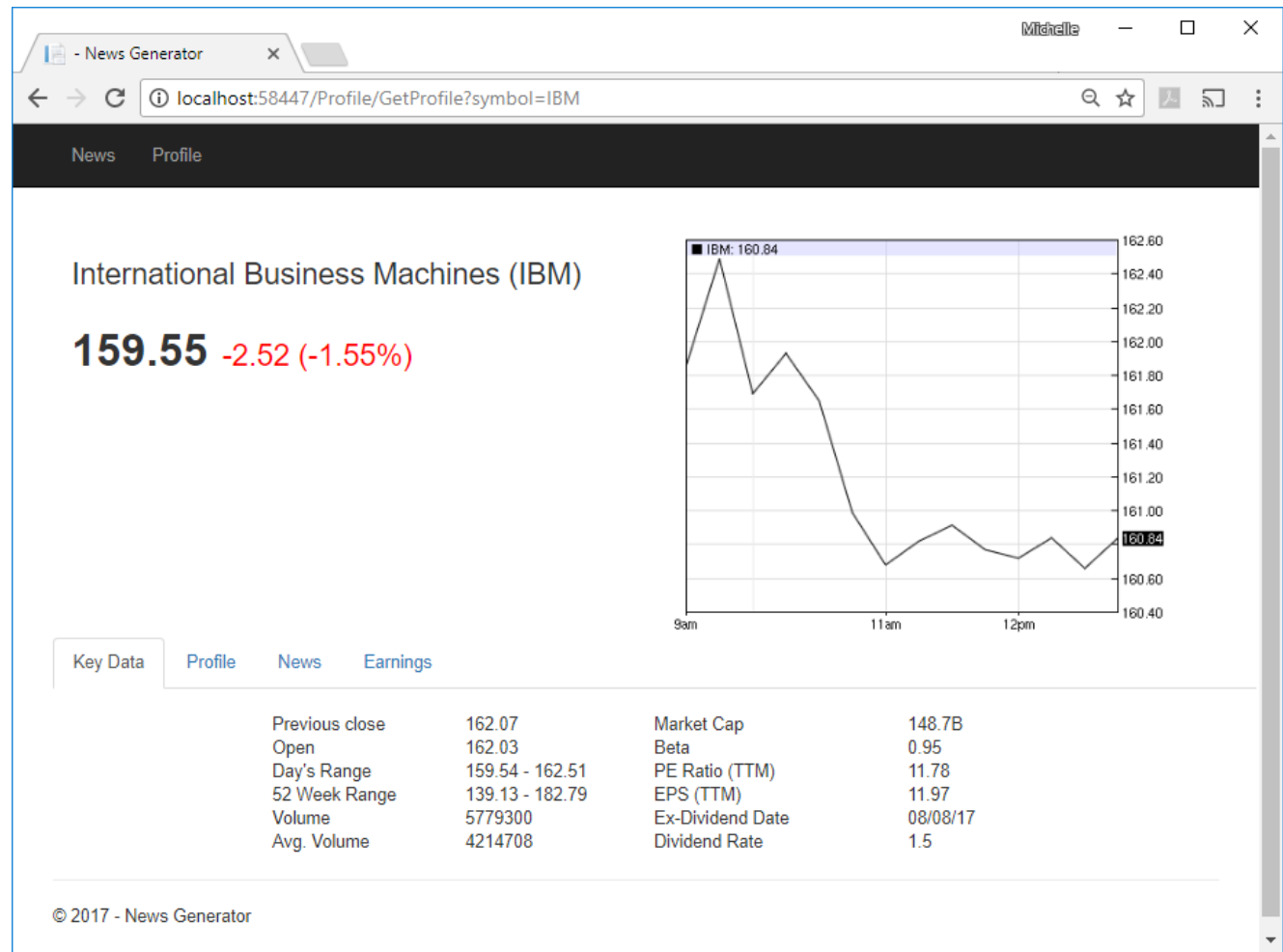
House, Senate intel committees receive briefing from Google
WASHINGTON (AP) — Google has briefed the House and Senate intelligence committees ahead of two Nov. 1 hearings that will examine Russian efforts to influence U.S. elections through social media.

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I. THE ALTERNATIVES —Demo



- Price
- Key data
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- Earnings



The Alternative :
Time for your next move

