January 15, 2025

Partnering with Axios expands OpenAI's work with the news industry

Publishers representing hundreds of newsrooms and content brands are using OpenAI partnerships and grant programs to adopt AI tools and strengthen the news ecosystem, while ChatGPT users gain access to information from leading, reliable publications.

Over the past year, we set out to support a healthy news ecosystem by working with news organizations, listening to their feedback, and building solutions together. Our goal is to be a thoughtful partner—helping journalists with time-consuming tasks, improving ChatGPT's understanding of sources of current news events, and offering new ways for publishers to reach readers through ChatGPT. We're a young company putting significant investment into this work, which advances our mission by finding novel ways for news and tech to work together and benefit each other as well as our users.

Today, we are announcing a new content partnership with Axios, and funding to help expand its local news coverage by building newsrooms enabled by our technology in four new cities—Pittsburgh, Pa.; Kansas City, Mo.; Boulder, Colo.; and Huntsville, Ala.

OpenAI   ○

bold goal of bringing local news to communities across the

country. OpenAI's investment allows us to continue our expansion and aid us in bringing essential local news to deserving audiences."

Jim VandeHei, Axios co-founder and CEO

We've now partnered with nearly 20 media organizations*, bringing our technology to more than 160 news outlets and hundreds of content brands in more than 20 languages across topics and continents.

The partnerships with publishers like News Corp, The Atlantic, Vox Media, Prisa Media, Condé Nast, Hearst, and Dotdash Meredith enable ChatGPT search to now feature select summaries and excerpts from trusted media outlets with clear citations and direct links to original sources. This helps to strengthen both the news ecosystem and our product, and makes it easier for our over 300 million weekly active users across over 150 countries to discover and engage with original news content, including from any publication that chooses to participate in our search ecosystem.

"Technology is one of the best tools we have to reach new readers and deepen our relationship with existing ones. By working with OpenAI, we're figuring out ways to make discovering and sharing our journalism more intuitive. We want to use the tools of the future to help people discover our best reporting on the moment we're in," said Nicholas Thompson, CEO of The Atlantic.

"Provenance and principle are culture cornerstones, which is why the partnership with Sam Altman and his trusty team has been profoundly important, not only for our thousands of journalists around the world, but for insight, for integrity and for actual intelligence. We live in an age permeated, poisoned by the faux and the fallacious, so OpenAI's clear commitment to objective journalism, to genuinely trustworthy sources is

OpenAI   ○

Enhancing newsrooms, business operations and user experiences

In the next phase of our work, including our latest partnership with Axios, we're focusing on helping publishers more effectively integrate our tools to benefit their missions and their businesses.

Publishers are sparking new innovation in the AI era, and they are only getting started.

- **The Associated Press** is leveraging OpenAI technology to streamline news production and increase capabilities, with AP journalists playing a key role throughout the process. For example, AP's AI-driven tools have increased Spanish language translations by 40% and doubled Portuguese translations. The technology also generates search-optimized headlines and suggests related articles to engage audiences more effectively. Additionally, AP is using AI tools to save hundreds of hours on data mining, as well as to provide tips from hundreds of federal agencies to local newsrooms.

- **The Atlantic** is experimenting with OpenAI technology for Atlantic Labs, a research and development site—independent from its journalism—where its product team is incubating new ideas in a push to understand how the publisher can benefit from emerging tech. Two current experiments on the site that use OpenAI tech are Atlantic Companion, a chatbot with access to The Atlantic's 167-year archive; and Atlantic Explorer, a guided journey through thematic articles.

- **Axel Springer** developed 'Hey_,' a user-friendly generative AI news assistant that makes Axel Springer's journalism more interactive and personalized. Leveraging OpenAI technology, the tool allows readers to converse with the assistant casually—as simply as saying, "Hey_, what's up?" or "Hey_, how can I eat healthily?"—on a wide range of topics to access personalized content. Since its launch in September 2023, 'Hey_' has answered more than 100 million questions on Europe's largest news brand BILD, and is also integrated into WELT's consumer experience. In October 2024, Business Insider introduced an AI-powered search feature powered by BI's journalism

OpenAI   ○

results in addition to contextual background information fueled by BI's library of content.

- **Dotdash Meredith**'s D/Cipher is a first-of-its-kind tool targeting ads based on what people are interested in—not using cookies or personal data. D/Cipher is now powered by OpenAI and it helps quickly analyze millions of connections across DDM content for smarter ad targeting. It's now even better at understanding intent and helping target ads more accurately across the web.

- **Financial Times** uses ChatGPT Enterprise across nearly two-thirds of their global workforce, with 1,400 people using it every week. They are experimenting with AI to automate time-consuming, manual tasks and improve their audience's experience, such as by using a custom GPT model to help identify proposed advertisements that don't meet UK advertising industry standards. *The proof of concept is yielding promising results,* the FT said, *and—if implemented—could give our legal team a helpful first flag when an ad may not meet ASA standards.*

- **Hearst** is unlocking new ways to engage and inspire audiences with OpenAI's technology. DevHub, a team of Hearst Newspapers' editorial engineers, is personalizing local dining with smart recommendation engines for the San Antonio Express-News and the San Francisco Chronicle. Good Housekeeping made holiday shopping effortless with an AI-powered gift guide that pairs trusted advice with smart suggestions. And behind the scenes, both Hearst Newspapers and Television are transforming sales processes with custom GPTs to work faster and smarter.

- **Le Monde** leverages OpenAI technologies to streamline its workflows, such as improving the efficiency of processing news dispatches and enriching articles with highly relevant content. By automating these tasks, the newsroom can dedicate more time to creating innovative formats and exploring new ways for audiences to consume news—such as podcasts, videos, newsletters, and Q&A segments—a key strategic priority of Le Monde to engage new audiences beyond its core readership.

- **Prisa Media** equipped El País, one of Spain's most influential newspapers and the most widely circulated Spanish-language newspaper in the world, with an AI assistant. This assistant, currently rolled out to a selected customer base and available at scale by March, provides users with real time access to curated information from their own content.

OpenAI   ○

interactive chat box that responds to a user's question prompt, and seamless language translation powered by OpenAI.

- **Vox Media** leverages OpenAI technology for its internal and external tools. Gift Scout —a tool from The Strategist—allows users to enter highly specific queries and receive tailored gift recommendations from their catalog of recommended products. Internally, Vox Media employees use an AI-powered bot to gain query-based insights, such as page view and customer loyalty trends. Additionally, the sales team utilizes Sponsor Scout, an internal tool that connects editorial initiatives with relevant advertisers, helping align upcoming content with brand and audience opportunities.

Grants to support AI innovation in newsrooms and operations

Starting in 2023, we doubled down on efforts to ensure news organizations of all sizes and resources can leverage AI effectively. Our partnerships with the American Journalism Project, the Lenfest Institute for Journalism and the World Association of News Publishers (WAN-IFRA), help support both local and global newsrooms through grant programs, API credits, AI education, and AI integration support.

American Journalism Project

OpenAI funded the launch of the American Journalism Project's Product & AI Studio to support experimentation with AI across their portfolio of 50 local news organizations in 35 states. The Studio has provided direct funding to local news outlets—including Open Campus, Spotlight PA, and Centro de Periodismo Investigativo—as they explore and utilize AI to transcribe and analyze civic meeting notes, translate articles while preserving cultural nuances, equip readers with fast and accurate information to election information, and streamline workflows in resource-constrained newsrooms.

OpenAI   ◯

generative AI bring both opportunities and risks to the field. The American Journalism Project's Product & AI Studio is focused on helping the outstanding news outlets in our

portfolio explore how AI might address tough problems, such as boosting revenue and analyzing civic data, while emphasizing scalable knowledge sharing. Our goal is to make sure these efforts strengthen trusted local news, an essential part of creating informed and connected communities," said Sarabeth Berman, CEO of American Journalism Project.

Lenfest Institute for Journalism Fellowships

Through OpenAI-sponsored fellowships at member organizations like the Minneapolis Star Tribune, Philadelphia Inquirer, Chicago Public Media, Long Island Newsday, and The Seattle Times, news organizations gain access to OpenAI expertise and API credits to experiment with innovative applications of AI. These fellows are driving projects that reimagine newsroom operations and audience engagement.

"Just over a year ago, OpenAI and the Lenfest Institute for Journalism challenged ourselves to create a new development platform for major metropolitan news organizations to work together to leverage the opportunity for AI to improve the business of local news," said Jim Friedlich, CEO of The Lenfest Institute. "This program—including embedded engineering support in key cities, and the sharing of insights, code, and learning industrywide—is a key step in leveraging emerging AI technologies to strengthen trusted local news and ensure that its critical role in serving communities endures."

WAN-IFRA's Newsroom AI Catalyst Program

In partnership with WAN-IFRA, OpenAI is set to support 128 newsrooms across Europe, Asia Pacific, Latin America, and South Asia. The current cohort includes over 30 newsrooms such as Norway's Adresseavisen—one of the country's oldest newspapers, established in 1767—and Cambodia's Koh Santepheap Media Group, publisher of a daily

OpenAI   ○

needs. Early cohorts in Europe and APAC are already exploring how AI can enhance newsroom productivity and storytelling.

"The Newsroom AI Catalyst is a fantastic opportunity for experimentation and testing and a chance to discover and benchmark frameworks and practices through sharing insights with other participants that can radically change how AI is integrated into newsrooms," said Vincent Peyrègne, CEO of WAN-IFRA.

We are excited to continue working closely with publishers, editors, journalists, and the news industry to explore how media organizations can best leverage AI to inform and engage with their audiences while we deliver their trusted, timely journalism to ChatGPT users.

Announcements   Company

Authors

OpenAI

Footnote

*Our news publisher partners:

The Associated Press, Axel Springer, Axios, Condé Nast, Dotdash Meredith, Financial Times, Future, GEDI, Hearst Le Monde, News Corp, Prisa Media, Reuters, The Atlantic, TIME, Vox Media

OpenAI   ○

Our research

Overview

Index

Latest advancements

OpenAI o1

OpenAI o1-mini

GPT-4

GPT-4o mini

DALL·E 3

Sora

ChatGPT

For Everyone

For Teams

For Enterprises

ChatGPT login ↗

Download

API

Platform overview

Pricing

Documentation ↗

API login ↗

OpenAI ○

OpenAI for Business

Stories

Safety overview

Safety overview

Company

About us

News

Our Charter

Security

Residency

Careers

Terms & policies

Terms of use

Privacy policy

Brand guidelines

Other policies

文A　English (US)

𝕏　　▶　　in　　◯　　◎　　♪　　💬

OpenAI © 2015–2025