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How are communication companies adopting AI

Cómo están adoptando la IA las empresas de comunicación

Como as empresas de comunicação estão adotando a IA

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Artificial intelligence (AI) is reshaping the media landscape, influencing news production, consumption, and dissemination. AI algorithms support content generation, trend tracking, and fact-checking. This study examines 108 companies using AI through a documentary review and expert survey. Text generation is the most common function, while experts consider fact-checking the most useful. A geographic disparity exists, with the United States leading in AI adoption, while other regions lag. AI holds great potential for media transformation, but its inclusion remains uneven across countries.
KEYWORDS: Artificial intelligence, technology, journalism, automation, communication.

La inteligencia artificial (IA) está transformando el panorama mediático, influyendo en la producción, el consumo y la difusión de noticias. Los algoritmos de IA apoyan la generación de contenido, el seguimiento de tendencias y la verificación de hechos. Este estudio analiza 108 empresas que utilizan IA mediante una revisión documental y una encuesta a expertos. La generación de texto es la función más común, mientras que los expertos consideran la verificación de hechos la más útil. Existe una disparidad geográfica, con Estados Unidos a la cabeza en adopción de IA, mientras otras regiones se rezagan. La IA tiene un gran potencial para transformar los medios, pero su inclusión sigue siendo desigual entre países.
PALABRAS CLAVE: Inteligencia artificial, tecnología, periodismo, automatización, comunicación.

A Inteligência Artificial (IA) está a transformar o panorama dos meios de comunicação social, influenciando a produção, o consumo e a divulgação de notícias. Os algoritmos de IA apoiam a geração de conteúdos, o acompanhamento de tendências e a verificação de factos. Este estudo analisa 108 empresas que utilizam a IA através de uma análise documental e de um inquérito a peritos. A geração de texto é a função mais comum, enquanto os peritos consideram a verificação de factos a mais útil. Existe uma disparidade geográfica, com os EUA a liderarem a adoção da IA, enquanto outras regiões ficam para trás. A IA tem um grande potencial para transformar os meios de comunicação social, mas a sua adoção continua a ser desigual entre os países.
PALAVRAS-CHAVE: Inteligência artificial, tecnologia, periodismo, automatização, comunicação.

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Introduction

Artificial intelligence, or AI, is the term *du jour* (Broussard et al., 2019). In its broader meaning it can be defined as "the ability of a machine to imitate intelligent human behavior" (Prasad & Choudhary, 2021), and its impressive advancements can be assessed both in terms of the number of resources devoted to it and also in terms of its outputs that have the potential to revolutionize many business sectors (Furman & Seamans, 2019). However, as Steensen (2011) pointed out more than a decade ago, whenever a new technology emerges researchers and practitioners alike prophesize "the end of history, the end of geography, and the end of politics" (Mosco, 2004, p. 13).

The field of journalism is no exception. Although recognizing that, without any doubt, the integration of artificial intelligence is transforming journalism, undercutting business models (López-García & Vizoso, 2021; Ufarte-Ruiz et al., 2021) and impacting both professional routines and journalistic products (Túñez-López et al., 2021), following Gutiérrez-Caneda et al. (2023), we understand that the best way to assess AI's impact on journalism is to deepen our knowledge of new tools, analyzing their possible applications.

Within this framework, this work, which presents part of the results of the I+D+I project "IVERES: Identification, Verification and Response. The democratic state in the face of the challenge of disinterested disinformation",[4] aims to identify how media and communication apply artificial intelligence in work routines. For this, an exploratory research and qualitative design has been chosen to understand the media landscape. This research combines a documentary compilation through a systematic literature review with a survey to journalism experts.

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4 "IVERES: Identification, Verification and Response. The democratic state in the face of the challenge of disinterested disinformation" is a project financed by the Ministry of Science and Innovation belonging to the 2021 call, I+D+I projects in strategic lines, in public-private collaboration, of the State program of I+D+I oriented to the challenges of society within the framework of the State Plan for Scientific and Technical Research and Innovation 2017-2020.

Literature review

Journalism has always been deeply influenced by technological changes. Accordingly, the implications of AI for this sector should be considered within the larger context of the digitization of media (Peña-Fernández et al., 2023; Zelizer, 2019). To put in Broussard's (2019) words, "AI technologies, regardless of how transformative they yet prove to be in the short, medium, or long term, may be understood as part of a broader story of journalism's reconfiguration in relation to computation" (p. 673).

According to some authors (Caswell & Dörr, 2018), the beginning of the alliance between journalism and computation dates back to 1952, when a computer was used to predict the election outcome of the U.S. presidential elections; others place the birth of this practice in American newsrooms in the late 1960s (Linden, 2017), specifically when journalist Philip Meyer profiled the demonstrators of the Detroit riots in 1967 thanks to a survey conducted with the help of a computer (Weber & Napoli, 2018).

By the mid-2000s, journalists and specialists in information technology began to collaborate by applying computational methods to the search, filtering, composition, presentation, and distribution of news (Danzon-Chambaud, 2021; De-Lara et al., 2022).

All these practices form what is defined as *computational journalism* (Vállez & Codina, 2018), a term used both in practice and academic language. Computer journalism incorporates both the practices in which "machines" help journalists in different moments of their routine, and those, most recent, in which AI automatically produces news products (De-Lima-Santos & Ceron, 2022). Some authors in these cases talk about *automated journalism* (Ali & Hassoun, 2019), others about *algorithmic journalism* (Canavilhas, 2022; Linden, 2017), *robot journalism* (Salazar-García, 2018), or *eso-journalism* (Tejedor & Vila, 2021).

In this case, artificial intelligence is used to interpret, organize, and present news in forms that are readable by humans, thanks to algorithms that process vast amounts of data (García-Orosa et al., 2023). In other words, data is turned into news stories almost autonomously (Ali

& Hassoun, 2019) or with minimal to no human intervention (Linden, 2017).

Although automated journalism is on the rise, recent studies stress that journalism remains a "deeply human endeavor" (Broussard et al., 2019), that is to say that AI is and will be crucial to help journalists in different tasks without substituting them. In order to discuss this topic, the study identifies the companies, media and communication agencies that apply artificial intelligence in their work.

Materials and methods

As mentioned, the main objective of this research is to identify the companies, media and communication agencies that apply artificial intelligence in their work. To achieve this objective, the study employs a descriptive, explanatory, and exploratory approach, carrying out an analysis of the scientific literature through case study mapping. Yin (1989) argues that the case study method is appropriate for topics that are considered to be practically new due to the distinctive features of the research, which examines the phenomenon in its real environment and when the boundaries between it and its context are not clearly evident. This methodology offers researchers a variety of tools, such as interviews, participant observation, questionnaires, or bibliographic documents, allowing sufficient contextualization of the studied phenomena (Ufarte-Ruiz et al., 2021). Furthermore, the case study approach facilitates the examination of phenomena from multiple perspectives rather than through the lens of a single variable (Martínez Carazo, 2006).

First, we consulted the international mapping of media that uses automation in the production of information developed by the I+D+I project "IVERES: Identification, Verification and Response. The democratic state in the face of the challenge of disinterested disinformation", and Tejedor (2023), to develop our own mapping from May 2023 to January 2024.

Adopting a purposive sampling technique (Sandelowski, 1995), allowed us to "deliberately look for information-rich cases that capture analytically important variations in the target phenomenon" (p. 81).

The variables analyzed include country of origin, type of media, AI used and function, in order to analyze and provide dimensions and indicators around journalism and AI.

Additionally, and as a complement to the case study, a survey has been designed with a ranking and hierarchization type selection question to acquire greater precision on the dimensions and indicators derived from the mapping carried out (Cervi, 2019). The selection criteria for the subjects respond to their responsibility in the fields of journalism, research and innovation (Ufarte-Ruiz et al., 2018), responding to criteria of suitability and relevance of the profile. In the survey, 11 subjects confirmed their participation and issued their informed consent electronically.

The survey was carried out with the aim of extracting impressions and reaching conclusions that allow the analysis and understanding of the reality in relation to the media and artificial intelligence. It was designed in Google Forms and was distributed online during the month of May 2024. Participants were asked about the use of AI in the newsroom and the capabilities the technology should have. Although the question was asked with the purpose of ranking the different options provided, participants had a section to add any other characteristic that they considered important and that was not included in the options on the initial form. The question was the following:

TABLE 1
SURVEY CREATED FOR EXPERTS IN COMMUNICATION AND JOURNALISM

Question	Type of response
Which of the following AI functionalities do you consider to be most useful for a media company? Order from 1 to 7, with 1 being the most important	Ranking
Fact-checking	
Content edition	
Search in documentary sources	
Trend monitoring	
Analytics of access and use by users	
Other	

Source: The authors.

Results

Based on the case analysis technique through bibliographic review, a total of 108 media outlets that use or have used some type of artificial intelligence were identified. Out of the total sample, 72 of the media that use these technologies are newspapers, followed by 14 television media, 14 news agencies, five radio media and three multi-platform media (newspaper, television and radio).

In terms of geographic distribution, the United States leads the use of artificial intelligence with 22 media outlets that use these tools. For its part, Spain occupies the second place with 14 media companies, followed by the United Kingdom with nine. Other countries such as France, Mexico, Sweden, Germany, Argentina and China have a few media companies resorting to AI for different purposes. Meanwhile, countries such as Japan, Russia, Honduras, South Africa, Colombia, Portugal and Norway still do not use AI in most of their media, as only one or two in each country have chosen to introduce these technologies into their day-to-day practice.

To categorize the different uses of AI, seven functions were established to identify the purposes of the incursion of different tools into the media. The functions were: text generation, video generation, audio generation, image generation, trend monitoring, verification, and others. The results show that text generation is the main use that media outlets make of AI technologies, with 46 media companies using different tools of this type.

For their part, 29 media outlets use video generation tools, some for audiovisual purposes and web content, while others use it to create avatars. In addition, 16 use tools for trend monitoring purposes. Eleven companies take advantage of the technologies for verification processes, meanwhile only two for image generation and one for audio generation. It is noticeable that some media companies use AI for more than one function. This, for example, is the case of companies like Bloomberg, in the United States, which uses trend monitoring, text and video generation tools, or Mediaset, in Spain, that uses AI for text, video, audio and image generation.

TABLE 2
COMMUNICATION COMPANIES THAT USE AI

Name	Outlet	Country	Function	Program or technology applied	Developed own AI?
Black Entertainment Television	Television	United States	Video generation	Wibbitz	No
Bloomberg	Television	United States	Trend monitoring, video and text generation	Cyborg, Wibbitz	Yes
Forbes	Newspaper	United States	Video and text generation	Quill, Wibbitz	No
CNN	Newspaper	United States	Video generation	InVideo	No
Deportes Fox	Television	United States	Video generation	Wibbitz	No
Las Vegas Review	Newspaper	United States	Video generation	Wibbitz	No
Los Angeles Times	Newspaper	United States	Video and text generation. Other: Data collection	Quakebot Wibbitz, Data Desk	Yes
Radio Pública Nacional (NPR)	Radio	United States	Trend monitoring	NPR ONE	Yes
Quartz	Newspaper	United States	Video generation	Conversational robots	No
Revolt TV	Television	United States	Video generation	Wibbitz	No

Name	Outlet	Country	Function	Program or technology applied	Developed own AI?
Sports Illustrated	Newspaper	United States	Text generation	Arkadium, Veritone, Digital Media Hub	No
Southeast Missourian	Newspaper	United States	Conversation moderation	Perspective API	No
The Associated Press	Agency	United States	Video and text generation. Other: News compilation	Wordsmith, Wibbitz	No
Boston Globe	Newspaper	United States	Trend monitoring	Pinpoint	No
HuffPost	Newspaper	United States	Trend monitoring	Croma AI	No
New York Times	Newspaper	United States	Text generation. Other: pattern monitoring	Blossom, Editor, Perspective API	No
Washington Post	Newspaper	United States	Trend monitoring, text generation	Virality, Oracle, Heliograf, Modbot	Yes
Local Now	Newspaper	United States	Video generation	Wibbitz	No
TMZ	Newspaper	United States	Video generation	Wibbitz, Snippet	No
Sports of USA Today	Newspaper	United States	Video generation	Wibbitz	No
Wall Street Journal	Newspaper	United States	Text generation, trend monitoring	Talk2020	No

Name	Outlet	Country	Function	Program or technology applied	Developed own AI?
FactStream	Newspaper	United States	Fact-checking	Automated testing nodes	Yes
Animal Político	Online media	Mexico	Other: database automation	Database automation technology	Yes
Grupo Fórmula	Television	Mexico	Video generation	Generative Pretrained Transformer (avatar)	Yes
El Financiero	Newspaper	Mexico	Text generation	Content automation	No
El Universal	Newspaper	Mexico	Trend monitoring	Machine learning	No
Verificado	Newspaper	Mexico	Fact-checking	PinPoint	No
Yonhap	Agency	South Korea	Text generation	Soccerbot	No
Maeil broadcast network	Television	South Korea	Other: Deepfakes	Deepfakes	No
Southern Metropolis Daily	Newspaper	China	Text generation	Xiao Nan	Yes
People's Daily Online	Newspaper	China	Video generation	Avatar	Yes
Toutiao	Newspaper	China	Trend monitoring	Machine learning	No
Xinhua news agency	Agency	China	Video and text generation	Content automation, avatar	Yes
Dragon Tv (media group from Shanghai)	Television	China	Text generation	Xiaoice	No
South China Morning Post	Newspaper	China	Trend monitoring	Data collection	No

Name	Outlet	Country	Function	Program or technology applied	Developed own AI?
Shinano Mainichi Shimbum	Television	Japan	Text generation	Content automation	No
Boom	Newspaper	India	Fact-checking	Check	No
NewsDogs	Newspaper	India	Trend monitoring	Not specified	No
Rossiya 24	Television	Russia	Video generation	Alex (avatar)	Yes
Interior Mongolia Newspaper	Newspaper	Mongolia	Video generation	Avatar	Yes
EFE	Newspaper	Spain	Text generation	Content automation	No
Deporte	Newspaper	Spain	Text generation	Gabriele	No
El Confidencial	Newspaper	Spain	Text generation	Gabriele	No
Heraldo	Newspaper	Spain	Text generation	Gabriele	No
El Periódico de Cataluña	Newspaper	Spain	Text generation	Gabriele	No
El País	Newspaper	Spain	Other: Comment management	Perspective API	No
Prodigioso Volcán	Agency	Spain	Other: Graphics generation	GrafIA	No
Mediaset	Television	Spain	Video, text, image, audio generation	Chat GPT, D-ID, Dall-E, Eb-Synth, Dreambooth	No
Público	Newspaper	Spain	Fact-checking	TJ Tool	Yes
RTVE	Television	Spain	Text generation, fact-checking	Dataminr, Gabriele, Mapi	No

Name	Outlet	Country	Function	Program or technology applied	Developed own AI?
Vocento	Newspaper	Spain	Text generation	Content automation	No
Radio 3	Radio	Spain	Video generation	Avatar	Yes
20 minutos	Newspaper	Spain	Text generation	Gabriele	No
Newtral	Newspaper	Spain	Fact-checking	Fact-checking	Yes
BBC	Multiplatform	United Kingdom	Video generation, fact-checking	Synthesia	No
Financial Times	Newspaper	United Kingdom	Other: Comment management	Perspective API	No
Full Fact	Newspaper	United Kingdom	Fact-checking	Fact-checking	No
The Guardian	Newspaper	United Kingdom	Text generation	Chatbot Guardian, ReporterMate	Yes
PA media	Agency	United Kingdom	Text generation	RADAR	Yes
Reuters	Agency	United Kingdom	Video and text generation	Synthesia	No
The Times, The Sunday Times	Newspaper	United Kingdom	Trend monitoring	James	Yes
Hereford Times	Newspaper	United Kingdom	Text generation	Content automation	No

Name	Outlet	Country	Function	Program or technology applied	Developed own AI?
Sky News	Television	United Kingdom	Content actualization	Data extraction	No
Mittmedia	Newspaper	Sweden	Text generation	Sports bot	No
Swedish Newspaper	Newspaper	Sweden	Text and image generation	Not specified	No
Radio sueca	Multiplatform	Sweden	Trend monitoring	News rating algorithm	Yes
TT News Agency	Agency	Sweden	Other: Monitoring figures	Widget that compares figures	Yes
Radio Yleis	Radio	Finland	Video generation, trend monitoring	Voitto	Yes
TTT	Agency	Finland	Text generation	Not specified	No
DR	Multiplaftorm	Denmark	Trend monitoring	Content personalization	No
Ritzau	Agency	Denmark	Text generation	Not specified	No
NTB	Agency	Norway	Text generation	Not specified	No
AFP	Agency	France	Text generation	Not specified	No
La Chaîne Info	Television	France	Video generation	Not specified	No
Le Monde	Newspaper	France	Text generation. Other: Comment management	Syllabs, Perspective API	No

Name	Outlet	Country	Function	Program or technology applied	Developed own AI?
Le Figaro	Newspaper	France	Video generation	Not specified	No
Le Parisien	Newspaper	France	Video generation	Wibbitz	No
Ouest France	Newspaper	France	Text generation	Syllabs	No
Voici	Newspaper	France	Video generation	Wibbitz	No
Radio France	Radio	France	Text generation	Syllabs	No
LUSA	Agency	Portugal	Text generation	Reports automation	No
Der Spiegel	Newspaper	Germany	Text generation	Content automation	No
Finanzen100	Newspaper	Germany	Text generation	Content automation	No
Fupa.net	Newspaper	Germany	Video and text generation	Not specified	No
Goekick	Newspaper	Germany	Text generation	Not specified	No
ANSA	Agency	Italy	Text generation	Gabriele	No
Le Temps	Newspaper	Switzerland	Trend monitoring	Zombie	Yes
Tamedia	Newspaper	Switzerland	Text generation	Tobi	No
ANP	Newspaper	Netherlands	Text generation	Not specified	No
NPO	Radio	Netherlands	Trend monitoring	Recommendation engine	Yes
Delfos	Newspaper	Lithuania	Video generation	Virtual assistant	No
Texty	Newspaper	Ukraine	Text generation	Machine learning	No
Chequeado	Newspaper	Argentina	Fact-checking	Fact-checking	No

Name	Outlet	Country	Function	Program or technology applied	Developed own AI?
Infobae	Newspaper	Argentina	Text generation	Gabriele	No
La Nación	Newspaper	Argentina	Others	Machine learning	No
Telefe	Television	Argentina	Trend monitoring	Machine learning	No
El Comercio	Newspaper	Peru	Other: Data automation	Data automation	Yes
Ojo Público	Newspaper	Peru	Other: Data analysis	Funes	Yes
AOS Fatos	Agency	Brazil	Fatc-checking	Misleading content detection	Yes
Globo	Newspaper	Brazil	Video generation	Content automation	No
Cuestión Pública	Newspaper	Colombia	Other: Data generation	Automation	No
El Tiempo	Newspaper	Colombia	Trend monitoring	Content recommendation	Yes
Semana	Newspaper	Colombia	Other	Automation	No
En Cancha	Newspaper	Chile	Text generation	Gabriele	No
La Tercera	Newspaper	Chile	Other: Data management	Machine learning	No
Inkyfada	Newspaper	Tunisia	Other	Natural Language Processing	No

Name	Outlet	Country	Function	Program or technology applied	Developed own AI?
Africa Check	Newspaper	South Africa, Nigeria, Senegal, Kenia	Fact-checking	Fact-checking	No
Proceso digital	Newspaper	Honduras	Video generation	Avatar	Yes

*Mapping date: January 2024.

Source: The authors.

FIGURE 1
GEOGRAPHIC DISTRIBUTION OF MEDIA ADOPTING AI

Media companies in each country using AI

22: United States	4: Sweden, Germany, Argentina
14: Spain	3: Colombia
9: United Kingdom	2: South Korea, India, Finland, Denmark, Switzerland, the Netherlands, Peru, Brazil, Chile
8: France	
6: China	1: Japan, Russia, Mongolia, Norway, Portugal, Italy, Lithuania, Ukraine, Tunisia, South Africa, Nigeria, Senegal, Kenya, Honduras
5: Mexico	

Mapping date: January 2024.
Source: The authors.

The different functions of AI respond to the number of tools available for the media to use. Even though some companies do not mention which specific tool they use, the study was able to identify the main ones in each area that most companies rely on for their work. For text generation, the tools that were identified were Quill, Quakebot, Arkadium, Wordsmith, Heliograf, Talk2020, Soccerbot, Gabriele, ChatGPT, RADAR, Syllabs and Tobi. For video generation, media companies

use tools such as Wibbitz, Synthesia, InVideo, Alex, D-ID, EB-Synth and other tools that create avatars. For the other hand, Stable Diffusion, Dall-E and Dreambooth were identified as the most common tools for image generation. The bibliographic review did not identify tools for audio generation.

For verification purposes, Check and TJ Tool stand out. As for trend monitoring, NPR One, CromaAi, Pinpoint, Blossom, Virality Oracle and Zombie are the ones used by the communication companies. As mentioned above, there are other uses and services that AI provides, and tools such as Data Desk, for data monitoring, and Perspective API, for comment management, result essential in the field.

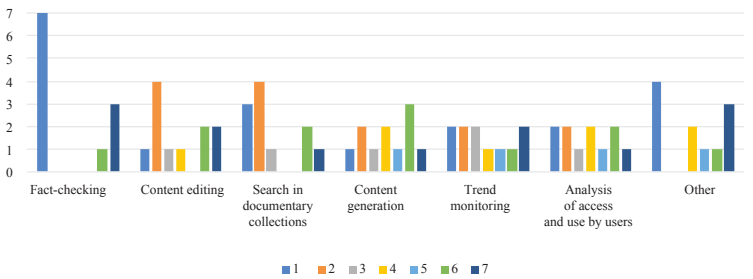
It is noticeable how 27 communication companies have chosen to develop their own AI technology. For example, AOS Fatos, a news agency in Brazil dedicated to fact-checking, developed Radar AOS Fatos, an AI tool for detecting potentially misleading content circulating on social media. Another case is *The Times*, which has developed James, a machine learning software that analyzes readers' habits, interests and preferences to predict content they are likely to be interested in and then email it to them, in their preferred format, at a time when they are most likely to read it.

In the case of the survey that was carried out with experts in the areas of communication, journalism and technology, it is noticeable that some of the participants selected more than one functionality with the same value. For example, seven of the eleven participants consider that fact-checking is the primary and most useful functionality for a media company, while three believe that it is the search in documentary collections, two consider it to be trend monitoring, two analysis of access and use by users, one voted for content editing and one of content generation.

For the second most useful functionality, there was a variation in the responses. Four media believe that it is the content edition, for two it is the search in documentary collections, two selected content generation, two trend monitoring and other two voted for analysis of access and use. On the other hand, two participants believe trend monitoring is the third most useful functionality of AI for journalists. Meanwhile,

one chose content edition, one search in documentary collections, one content generation and one analysis of access and use by users.

FIGURE 2
AI FUNCTIONALITIES CONSIDERED TO BE MOST USEFUL FOR AN ONLINE MEDIA



Source: The authors.

In the fourth position, content generation and analysis of access and use by users stand out with two votes each, while content generation, content edition and trend monitoring have one vote each. The fifth position only received one vote each in content generation, trend monitoring and analysis of access and use by users.

Three participants selected content generation as the sixth most useful, while content edition, search in documentary collections and analysis of access and use by users received two votes each. Fact-checking and trend monitoring had one vote each. Finally, three participants believe fact-checking to be the least important utility in AI for media, two chose trend monitoring, other two content edition, one search in documentary collections, one content generation and one analysis of access and use by users.

The participants were able to add other functionalities that they considered important and that were not mentioned in the previous options. Among them stand out promotion of critical thinking, text translation, chatbot with quick response to users, organization and predictive analysis of the impact of the information, analyzing the web

traffic that has had related news in its own media and in other media in the country.

Conclusions

The technology imposed by AI is changing the media towards new models focused less on reach and more on interaction, through more personalized content (Tejedor, 2023). Based on a comprehensive review, this analysis reveals a significant variation across different types of media and geographic regions that had implemented the use of these technologies. Among the identified companies, newspapers are predominant users of AI, with 65.7%. This is followed by television (13.9%), news agencies (13.0%), radio (4.6%) and multiplatform media (2.8%). This indicates a higher inclination towards these technologies in newspapers in comparison to other forms of media such as television or radio. This result goes hand in hand with the fact that the most used functionality is text generation, mostly in newspapers, which shows a significant demand for automated content creation to facilitate journalistic tasks and more media companies are opting for it.

The United States leads globally with the employment of AI, showcasing a strong trend of technological integration in the media sector, followed by Spain and the United Kingdom. Interestingly, some countries exhibit minimal AI integration within their media sector. For example, only one medium in Africa uses AI, as well as countries like Mongolia, Russia, Honduras and Tunisia. The disparities in AI adoption across different media and countries showcase the uneven pace of technological advancement and integration within the global media industry. This suggests that, while some regions are at the forefront of AI use, others are still in the early stages or are lagging the adoption of this technology. Future research should study the factors driving AI adoption in leading countries and media types and investigate the barriers in regions and media forms with lower adoption rates. This will help to understand the technology landscape and formulate strategies according to reality.

Some companies use AI for multiple functions, demonstrating the versatility and comprehensive capabilities of the tools and illustrating

the potential AI significantly has to help different roles inside media operations. The growing emergence of AI and automated technology has changed the routines and knowledge required of journalists, transforming the way they capture, process, generate and distribute their work (García-Avilés, 2019). As stated above, text generation emerged as the most prevalent application, followed by video generation. Trend monitoring and verification tools are used by 16 and 11 media companies, respectively, to stay abreast of emerging topics and ensure content accuracy. Notably, image and audio generation are less commonly used. The findings highlight the critical role of AI in modern media, offering different tools that help with efficiency and personalization. Future research should investigate the direct impact of using these technologies on media consumption and the opportunities audio and image generation can have directly in the media.

Based on the comparison between the bibliographic review and the survey, while text generation is the tool that most media companies use, the experts believe fact-checking is the most useful utility. However, only 11 of the communication companies have a fact-checking tool. This underscores the critical importance placed on accuracy and reliability in media content by professionals in the field. Although experts do categorize content generation as important, it is not the priority of utilities they believe media outlets should use.

In summary, while fact-checking emerges as the most critical functionality for a media company according to the surveyed experts, there is also significant appreciation for functionalities related to information retrieval, trend monitoring, user analysis, and content management. This reflects the multifaceted nature of media operations and the diverse needs within the industry. Understanding the media not merely as an informational system but as a significant social actor with the ability to observe, participate in, and catalyze political processes highlights its profound impact on collective memory and social imaginaries. These imaginaries are increasingly shaped by information and communication technologies.

Given this context, it becomes crucial to anticipate the impact AI will have on content production. Therefore, establishing ethical and regulatory parameters that align with contemporary realities and local

contexts is one of the major challenges facing regional development (Apablaza-Campos & Wilches Tinjacá, 2024). This study provides a comprehensive overview of AI applications in media outlets, emphasizing the predominance of text and video generation, and the importance of adopting fact-checking tools according to experts. The results suggest a significant trend towards the adoption of AI in media, driven by the technology's ability to streamline different processes.

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