

**TIMES  
INTERNET**

# AI at Times Internet

Pioneering AI Integration in Digital Media

*INMA Mumbai Conference*

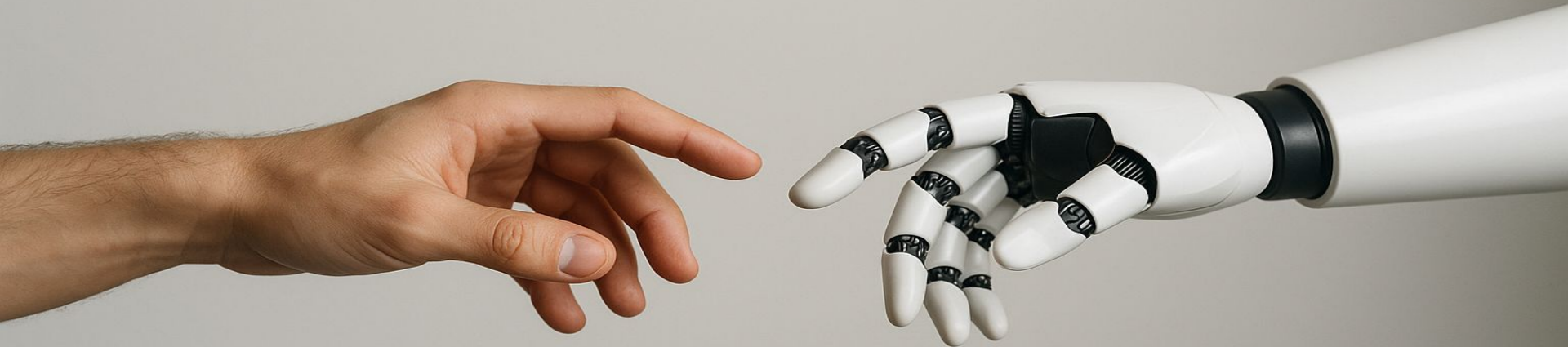
*9th July' 2025*

**Rohit Garg**

**Head of Product and Design - The Times of India (Digital)**

# Why AI Is the New Media Engine

AI is no longer optional — it's the competitive edge in a high-speed, high-stakes world.



## Diverse User Needs

Language, format, tone — demands that always existed, now mastered through AI

## Volume x Velocity

From 100s of stories to 1000s — AI turns output into impact

## Consistency at Scale

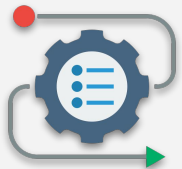
AI ensures quality doesn't crack under chaos

# How TIL Uses AI

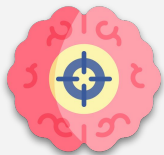
# **in** NEWSROOM

# Smart CMS : AI That Thinks With Editors

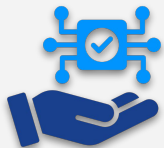
AI-first newsroom engine that speeds up, scales, and sharpens journalism



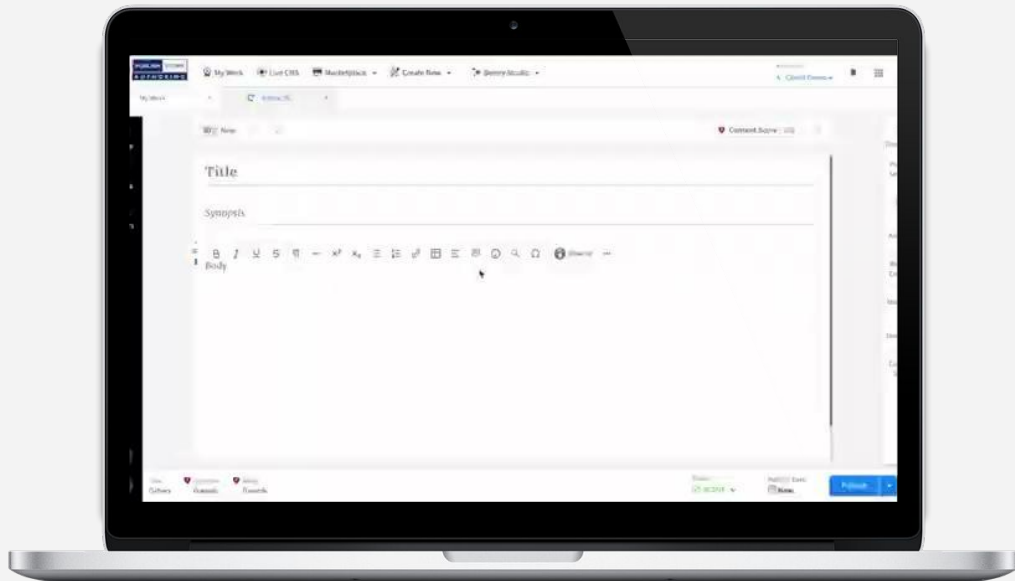
**Automated Workflows:**  
Drafting, tagging, scheduling —  
all streamlined by AI



**Editor-Centric Intelligence:**  
Suggests, not replaces —  
improves judgment



**Ethical + Scalable:**  
Built-in guardrails, real-time  
learnings, human-in-the-loop



Used across 20+ Times Internet brands

**in VIDEOS**

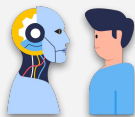
# News Evolution : Meet Our AI Anchor

**Real-time news, 80% faster — delivered by AI virtual anchors**



## **Scalable:**

**Easily deployed across multiple channels and languages.**



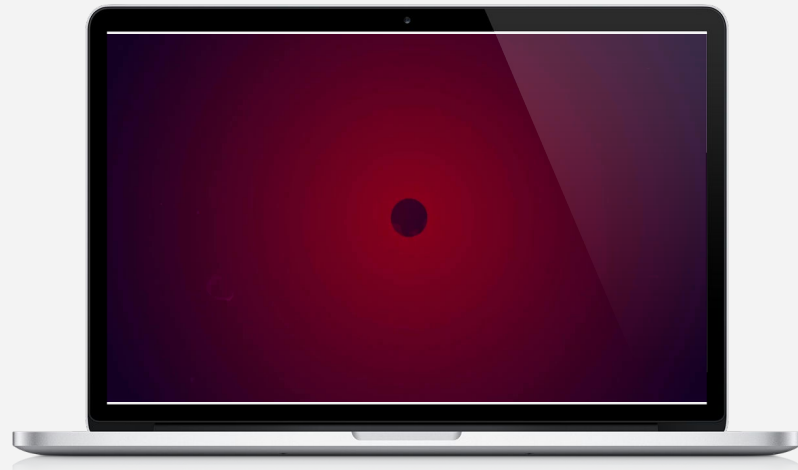
## **Human-Like Presence:**

**Lifelike expressions and speech for an engaging viewer experience**



## **Less Hustle:**

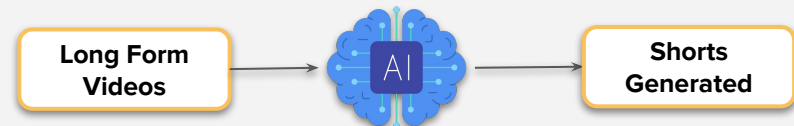
**Minimizes editorial workload and simplifies production workflows**



**Simple — Scalable — Always on**

# Innovative Templates : VODs → Shorts

Using ChopperAI to instantly convert long videos into Shorts, boosting inventory by 3x



## Automated Editing:

Auto-detects highlights and key moments without manual input.



## Time Efficiency:

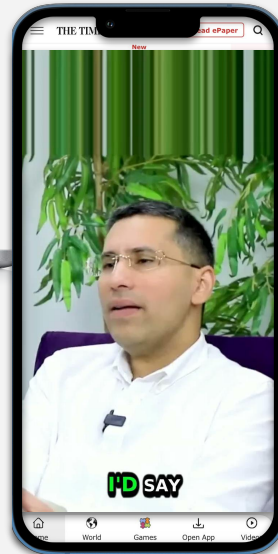
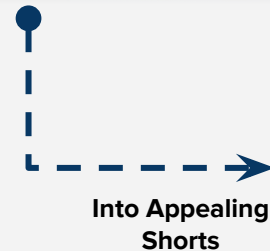
Cuts production time from hours to minutes.



## Content Multiplication:

Generates multiple short-form assets from a single long video

## Turning Podcasts





# in PERSONALIZATION

# AI Personalization: Feeds, Alerts,

Curated content that adapts to your taste, timing, and tone — at scale



## Dynamic Feed Logic

ML ranks stories by freshness, relevance, diversity & interest



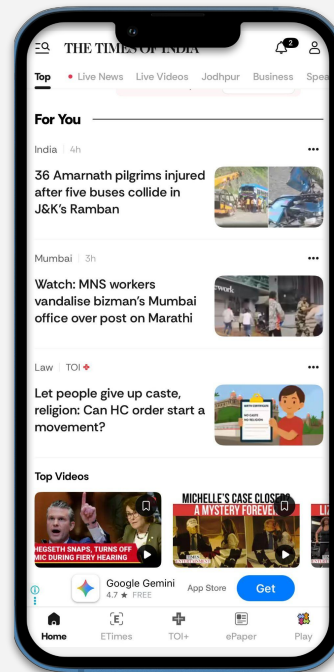
## Smart Alerts, Not Spam:

Pushes tuned to urgency, reading patterns, & click-worthiness



## Editorial Precision, Scaled:

Every headline rewritten to be clear, timely, and on-brand

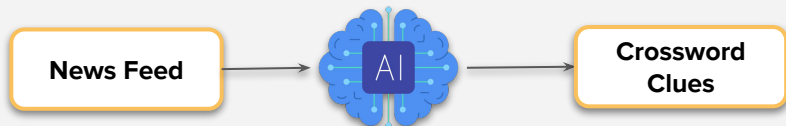


**Fresh. Timed. Relevant. Human.**

**for ENGAGEMENT**

# TOI Games : Puzzle. Repeat. Retain.

AI-curated puzzles that power habit and engagement



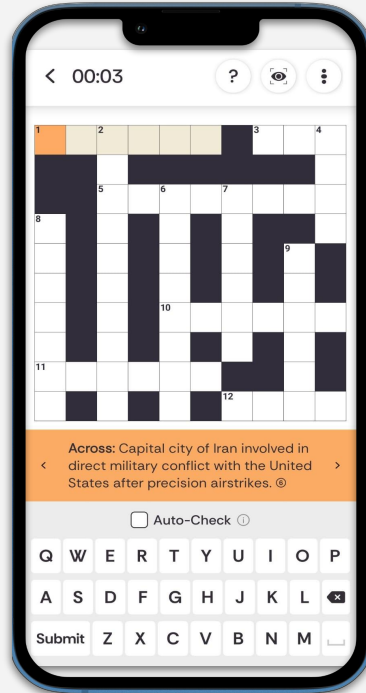
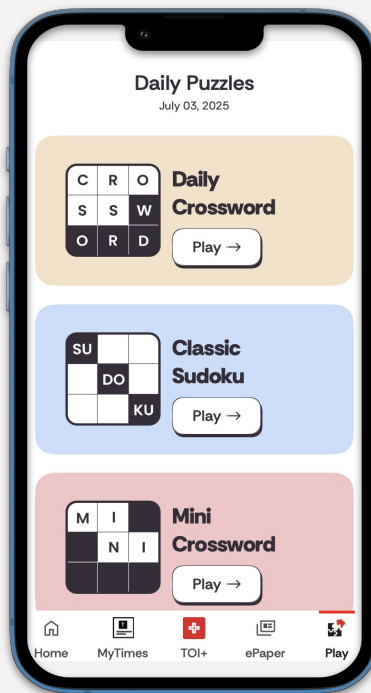
**AI Clue Engine:**  
Generates high-quality contextual clues automatically



**Editorial Time Saver:**  
Saves 7–8 hours daily for high-leverage work

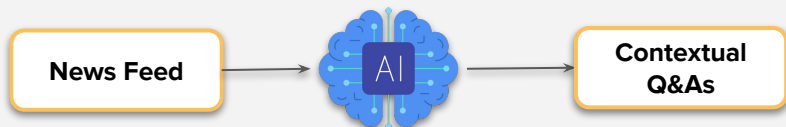


**Daily Delight:**  
Fresh puzzles, no manual effort



# TOI Answers : Ask. Branch. Engage.

AI-curated FAQs that power depth and engagement



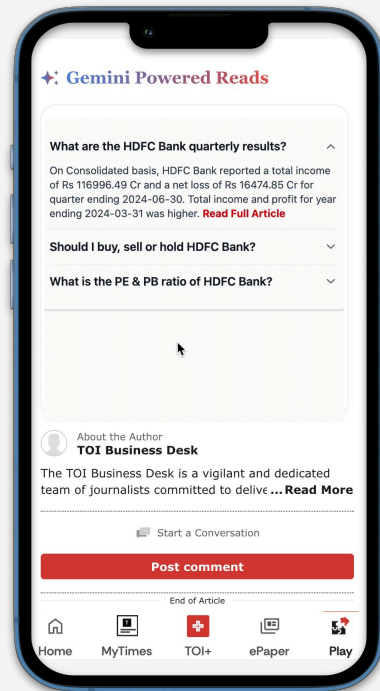
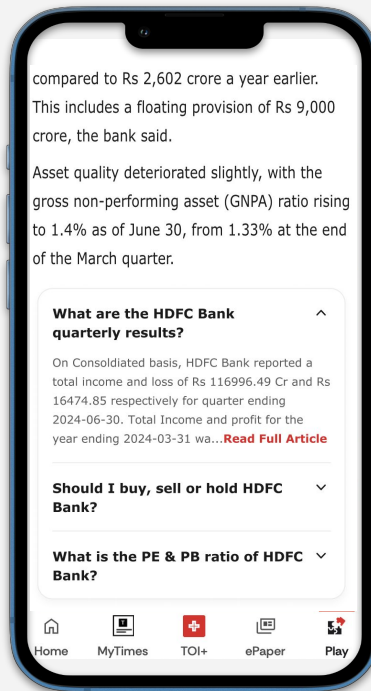
**Anticipate Curiosity:**  
**Predicting Questions before they're asked**



**Deeper Journeys:**  
**Deeper Reader Engagement with Every Interaction**



**Amplifying Engagement:**  
**Curiosity that multiplies reads**



# ReadersVoice : TOI Next-gen commenting feature

Unlocking the true potential of community feedback on Times of India.



## AI Comment Summary

Concise, human-like summaries  
filtering irrelevant comments.



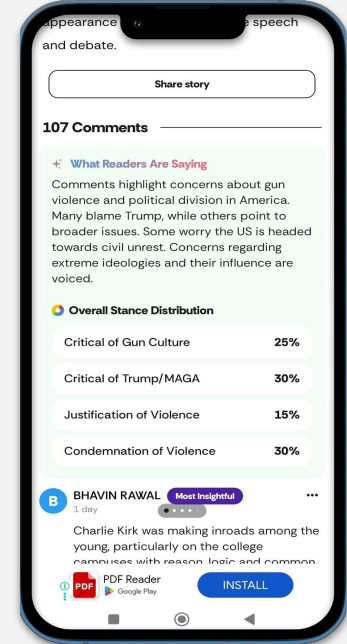
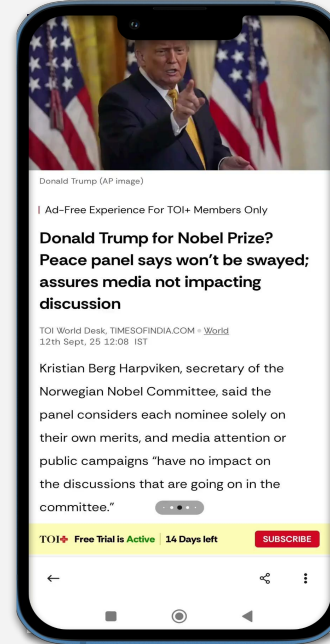
## Stance Summarization + Top Terms

Analyze sentiment spectrum, extract  
main reader focussed keywords.



## Most Insightful Comment

Highlights single, highly relevant  
comment to the discussion.



**Read. Reflect. Respond.**

# in **MONETIZATION**

# AdTalk : Turning Ads into Conversations

A generative AI chatbot format that engages, qualifies, and converts



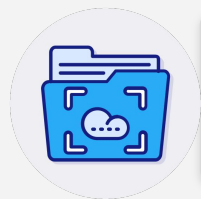
## Chat-First Engagement:

Users chat directly with ads on TIL sites, WhatsApp & overlays



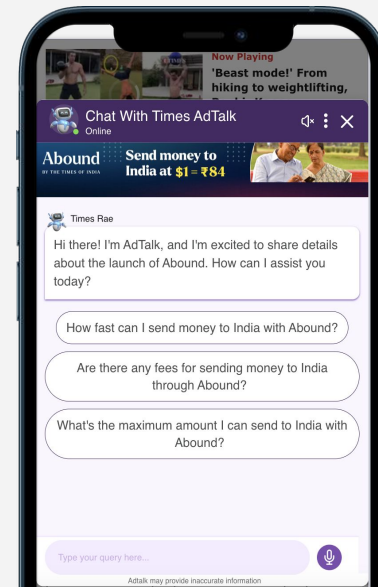
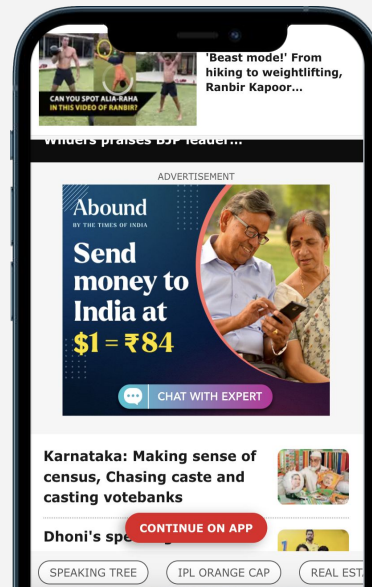
## No Redirects, No Drop-Offs:

Everything happens within the ad unit — fast, fluid, native



## Automated Lead Capture:

Queries, contact info, and user preferences captured instantly



Talk. Convert. Close — all in one unit.

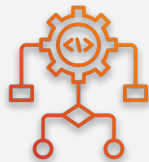


# AdTalk : Smart, Measurable, Made for Scale

More than a chatbot — a performance engine built into your creative



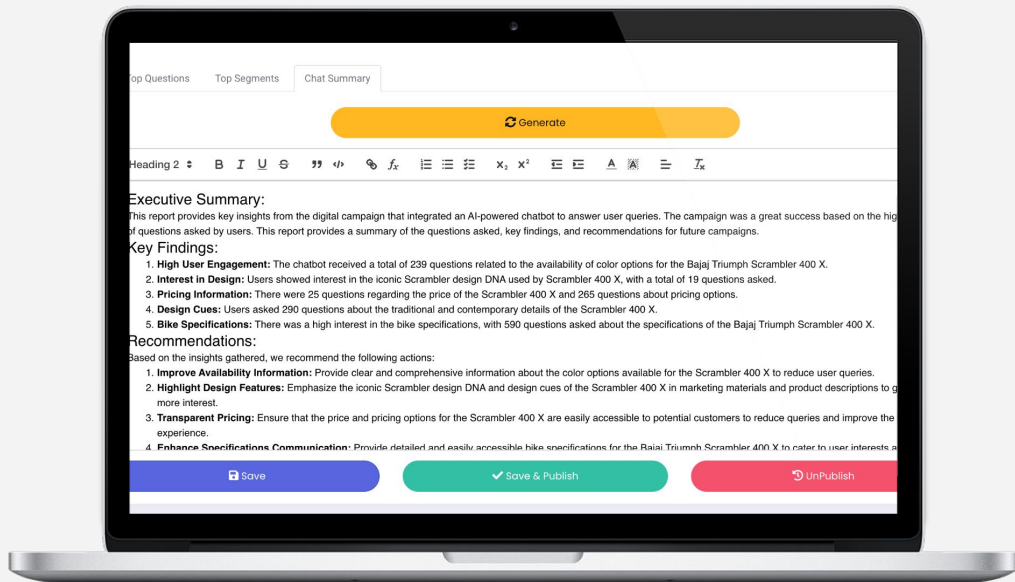
**Auto Insights from Conversations:**  
AdTalk summarizes top queries, intent signals, and drop-off points



**Adaptive Campaign Logic:**  
Learns what works — updates flows, copy, and nudges in real time



**Full-Funnel Performance:**  
From awareness to lead capture — no drop-offs, no redirects

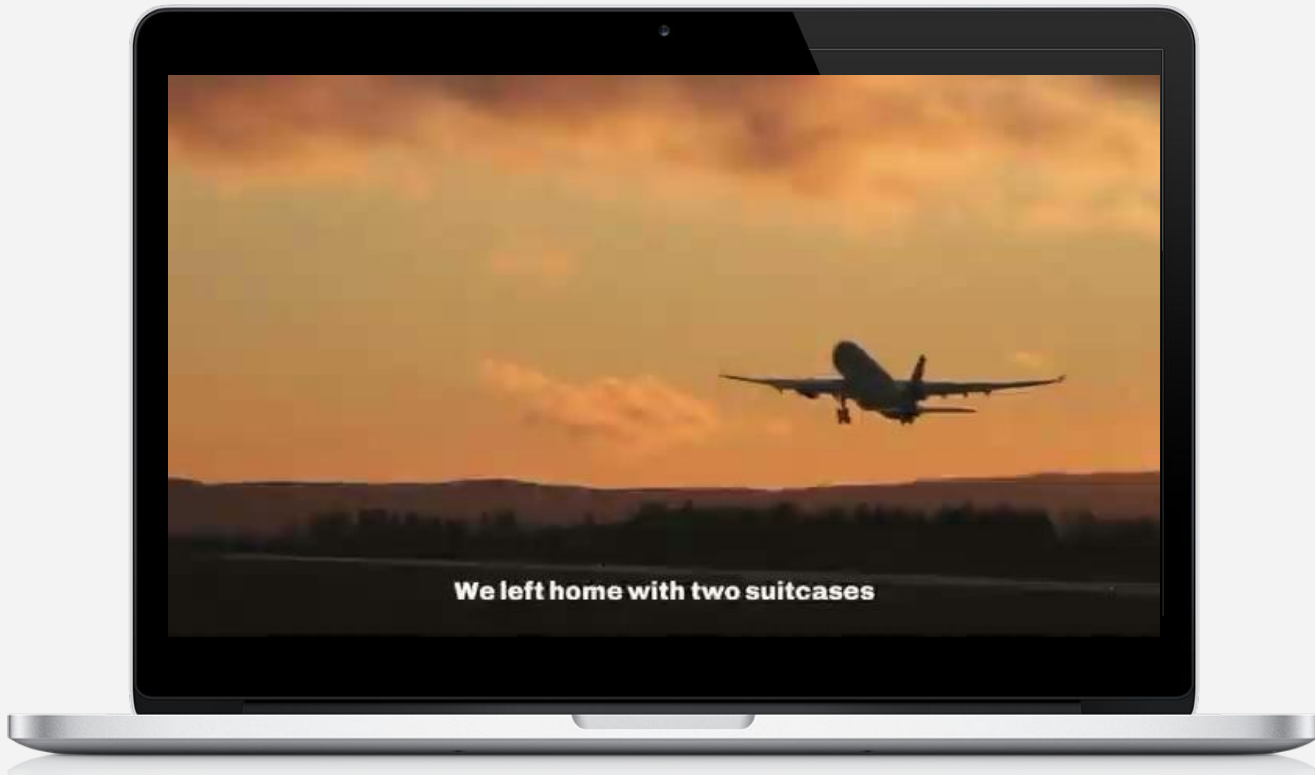


**Learn. Adapt. Convert.**

# our **EXPERIMENT** (s)

# AI Videos : The AI-Made Brand Film

A full-funnel brand ad for Abound — scripted, styled, and rendered using Veo 3

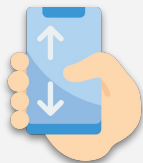


# LemonChilli.news : Satire Meets Scroll

An AI-led news format designed for Feels, Reddit, and relevance



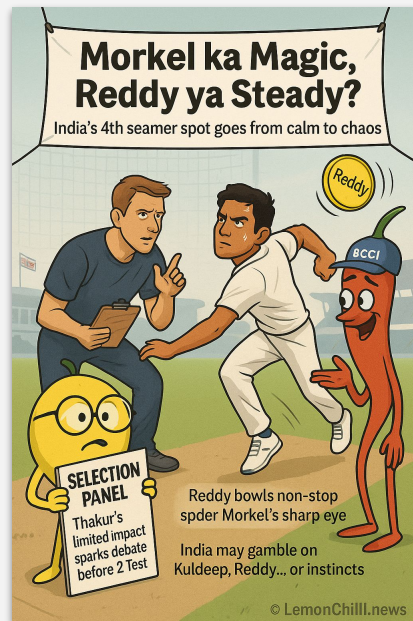
**Fully Automated AI Newsroom:**  
Built on an agent-based LLM pipeline  
— from source to satire



**Scroll-First Format:**  
Short, sharp, visual — tuned for  
Instagram, WhatsApp & Gen Z feeds



**Engagement with a Kick:**  
1.5M+ views in a month across 100+  
satirical posts



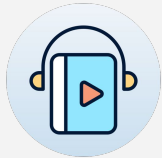
From headlines to ha-ha in seconds

# TOI Kids : News Reimagined for Young Minds

Personalized, simplified, and story-first news for children aged 8–11



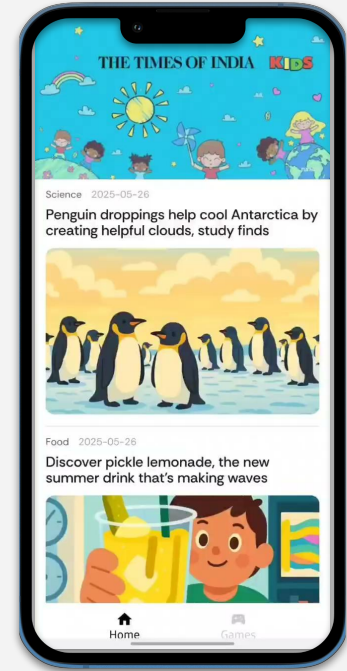
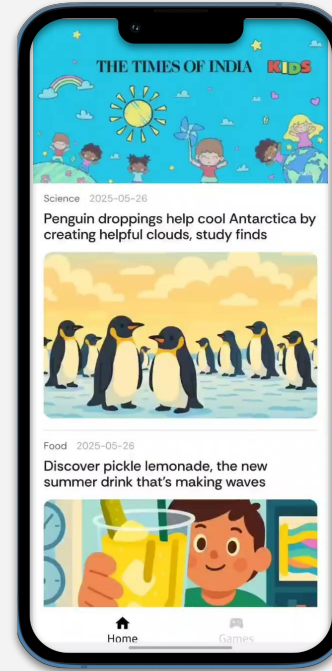
**Kid-First Rewrite Engine:**  
TOI stories simplified with trivia,  
analogies & friendly tone



**Visual + Audio Experience:**  
Word-by-word narration with  
illustrations for deeper recall



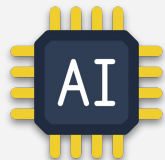
**Early Literacy, Powered by AI:**  
News as a tool to spark learning and  
critical thinking in kids



**Scroll. Learn. Smile.**

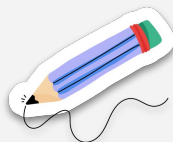
# AI Newsletters : Content That Writes Itself

Intelligent story selection, tone matching, and formatting at scale



## AI-Led Story Picks:

Stories ranked by freshness, relevance, and editorial priorities



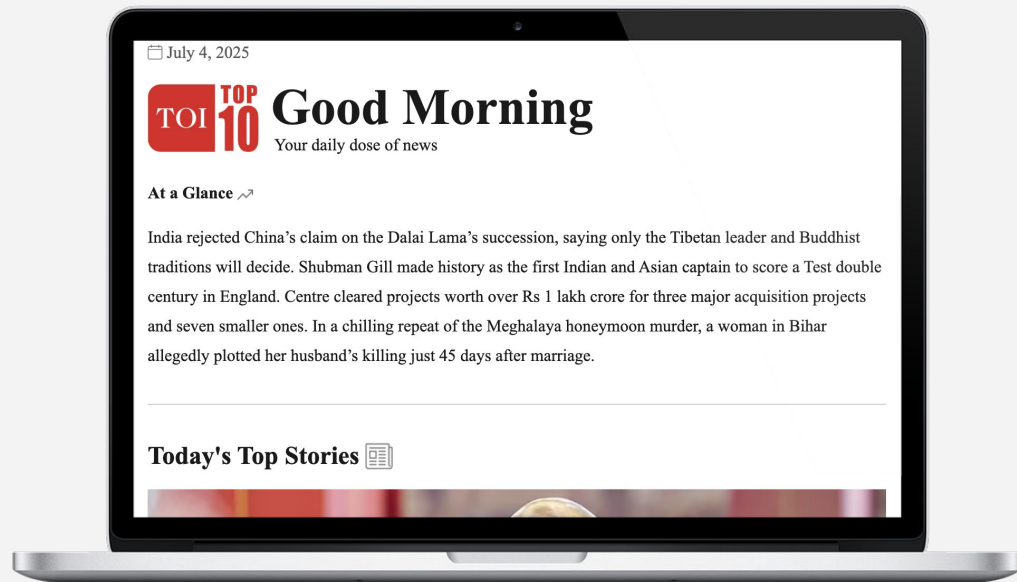
## Tone + Format Optimizer:

Original content rewritten for email tone, structure, and brand voice.



## Final Check by Editors:

AI suggests, humans approve



# THANK YOU