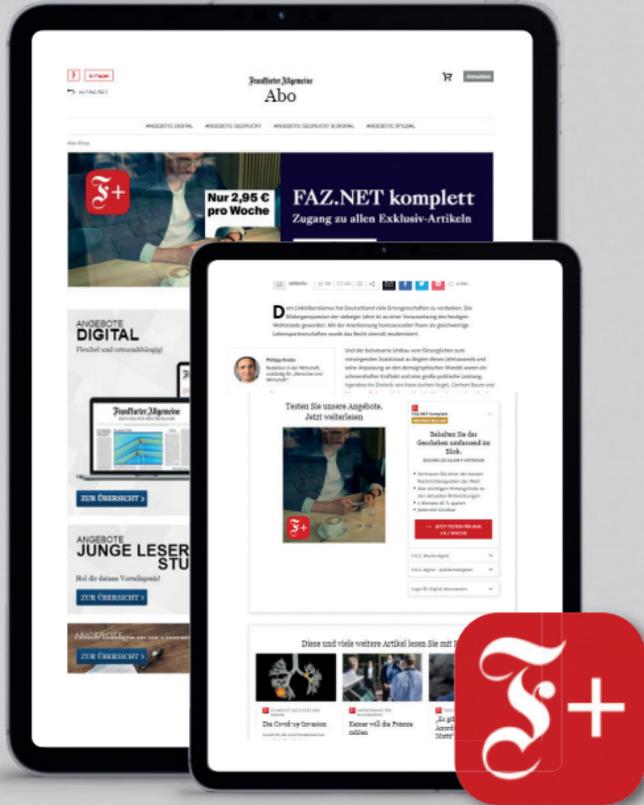


INNOVATION NO. 59

CLIENT: Frankfurter Allgemeine Zeitung

PROJECT: AI in the Newsroom: Machine Learning for the F.A.Z. paywall

- The aim of F.A.Z. was to obtain a data-based decision-making basis whether an article should rather be used for the paywall or as a free article for online advertising.
- jambit met the challenge with sophisticated natural language processing (NLP).
- jambit had to face a situation in which historical data was only available in a limited and unedited form. For further processing, jambit structured the data.
- Based on this historical data, jambit trained models using machine learning (ML).
- These models now predict different quality metrics, such as the number of subscriptions for new articles.
- An editor can now see from the recommendation in the CMS if the paywall for this article should be activated. It is calculated from the different quality metrics.
- Used AI methods: transfer learning, feature engineering and gradient boosting
- Used software technologies: BERT, PyTorch, scikit-learn, LightGBM, MLflow, Azure AutoML, Docker, Azure Functions



SUCCESS:

- The F.A.Z. won an AI solution that provides the editors with a data-based decision-making basis on paywall or free articles.
- The project achieved time and cost savings as well as quality due to an AI framework developed in-house by jambit <https://github.com/jambit/sensA>. F.A.Z. benefited from know-how transfer from other jambit projects, for example in the automotive and Industry 4.0 sectors.
- AI experts, CMS developers and administrators from jambit worked directly together with an interdisciplinary team consisting of editorial staff, F.A.Z. Data Department and F.A.Z. Technical Project Management.
- Cost savings were also achieved through jambit's own GPU computing infrastructure and optimal embedding in the existing Azure Cloud ecosystem.

PAYWALL ADMIN-VIEW

Paywall

PLUS Empfehlung Vorhersage Conversions Werbeeinnahmen Empfehlung

Publikationszeitraum

Publikationszeitraum

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Bis 2020 April 1 15 : 41

Erstveröffentlichung 2020 Februar 25 17 : 20

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Auf jetzt setzen

Kennung

Paywall

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Kennung



SOFTWARE & SOLUTION DEVELOPER
INNOVATION PARTNER
COFFEE LOVER

Mission: 100% enthusiasm

Managing directors:
Peter F. Fellingner, Markus Hartinger

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