

Times Media selects InterRed SmartPaper for AI-powered print automation

Times Media has selected InterRed SmartPaper to automate print production for its flagship titles The Times and The Sunday Times, marking a significant step toward using innovative AI tools in the publishing of newspapers.

Following an extensive evaluation of technical and production requirements, the publisher chose InterRed SmartPaper to streamline the creation of print editions directly from editorial content. The system enables the automated generation of complete newspaper pages while maintaining the editorial integrity and quality standards of human-produced journalism.

AI-based Layout Automation for Newspapers

The Times, founded in 1785, is one of the oldest and most renowned newspapers in the world. The project's core objective is to automatically generate print-ready editions from editorial content. InterRed SmartPaper automates layout creation end-to-end, including positioning, typography and page composition. All editorial content continues to be created by journalists. InterRed's AI operates transparently within defined editorial rules, ensuring consistent, brand-compliant results that meet the highest journalistic standards.

High degree of automation in layout and efficient content reuse

A key focus is the high level of layout automation enabled by SmartPaper. The solution automatically identifies the optimal image focus and generates precise cut-outs. It ensures accurate text flow and places text directly on images, while maintaining a consistent, brand-compliant layout.

AI-driven print automation also enables efficient content reuse, including across languages. Generated layouts can be directly used to create e-paper editions. Overall, this increases production efficiency and reduces editorial workload.



*The News Building in London, the headquarters of News UK.
Photo: News UK*