

DIE WELT: AI-based print production with InterRed

DIE WELT uses SmartPaper, an AI-based solution, to produce its daily newspaper. For the first time, software is handling the entire workflow for page layout. AI in itself is not reliable. For the first time, the full capability of AI has been combined with guaranteed, accurate results. Behind this lies 20 years of AI experience from the software company InterRed, gained through research collaborations with universities. The process adheres 100% to predefined layout rules. Changes to the text are made only in exceptional cases. The affected sections are also clearly marked. It is only through this reliability in automation that efficiency gains are achieved.

Reliable AI layout

When producing with InterRed SmartPaper, various functions are used that interlock seamlessly and automatically. The process begins with the provision of digital articles. Nothing changes in the core editorial task of writing the articles. Consequently, the quality of the content remains unaffected. **Andy Kalies, Director of Editorial Systems & AI at Axel Springer's PREMIUM-GRUPPE:** "It's still amazing to be able to generate a newspaper page at the touch of a button. The fact that we can rely on the layout results is essential. The change management aspect for editorial processes should not be underestimated. InterRed provided us with excellent support in this regard and during the system's implementation."

Editorial control and high efficiency

Optional, manual intervention by the editorial team is possible at any time. Even though this option is rarely used, it provides the necessary freedom and offers reassurance. It is like autonomous driving. The steering wheel, still present, gives you the reassuring feeling that you can take control at any time.

InterRed's AI solution ensures that articles and pages are produced without overset or underset text and guarantees that the defined layout and design guidelines are consistently adhered to. This means that the automated layout takes place within the defined parameters. As a result, DIE WELT retains its familiar appearance even with SmartPaper.

Should it not be possible to avoid overset or underset text within the layout specifications, the AI intervenes and shortens the text accordingly, whilst ensuring consistency and cohesion of content. Interventions in the text are highlighted in colour, making it easy to check.

Andy Kalies sums up the project as follows: "With SmartPaper, we have introduced an efficient system that supports us precisely where needed whilst also allowing for editorial intervention. This makes our print production noticeably more efficient."



*Andy Kalies, Director of Editorial Systems & AI at Axel Springer's PREMIUM-GRUPPE
Photo: Marlene Gawrisch/WELT*