

Intelligenza Artificiale: quali scenari per l'Editoria?

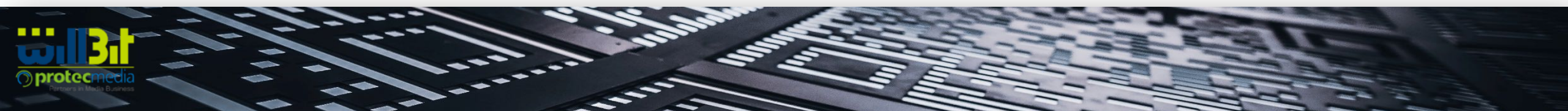
Bologna 13 giugno 2023



Paolo Davide Lorenzon



Business Development





1853

Il motore a scoppio



1854

Telettrofono



1846

Telefax



Anni 60

Il Boom Economico



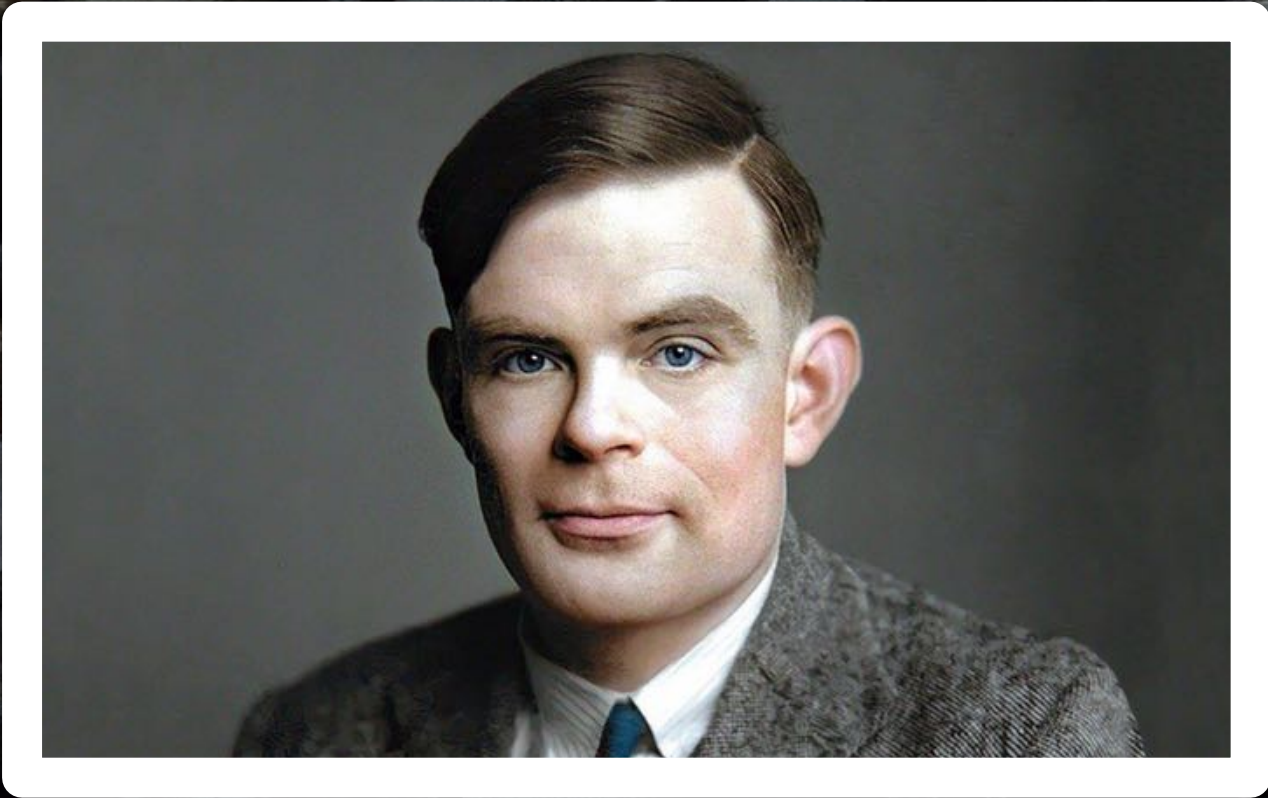
1990

**Piena
Diffusione**



1987

**Picco di
vendite**



1950

Test di Turing

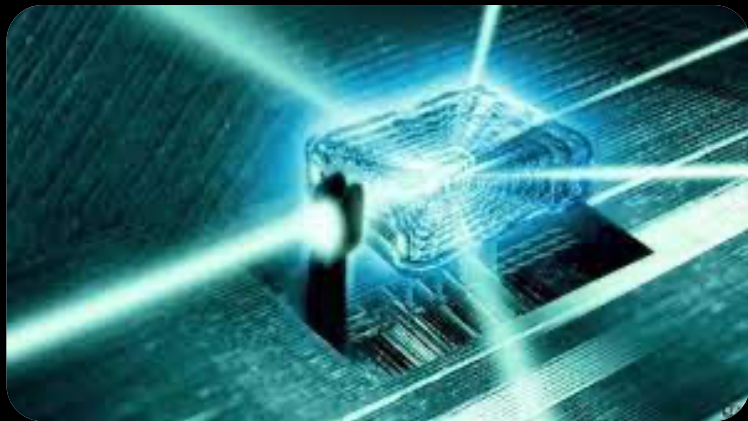
digital

1982

Progetto R1

La prima implementazione che ebbe un
significativo successo economico

Capacità computazionale



Algoritmi



Dati



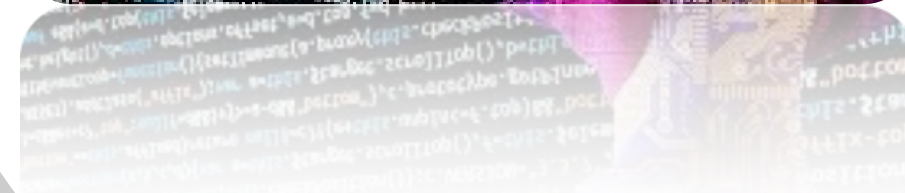
Forbes

Per l'83% l'A.I. è una priorità strategica

Per il 75% l'A.I. è la chiave per trovare nuovo business

Il giro di affari stimato è di 170 Miliardi di Dollari nel

2025





Un mondo complesso

L'appello di Elon Musk:

«Stop allo sviluppo di ChatGpt per sei mesi per sviluppare adeguati protocolli di sicurezza»



Midjourney un'APP
basata su I.A. generativa
che produce immagini a
partire da un testo



22 maggio 2023

«Stati Uniti, foto falsa di un'esplosione al Pentagono fa crollare Wall Street»



Opportunità per gli editori

Mai come adesso è
fondamentale poter
contare su notizie
verificate e certificate



OMS:

*«Grande opportunità
ma dobbiamo evitare i
rischi*

*definendo prima
delle regole*

*per la sicurezza dei
cittadini»*



World Health
Organization

L'A.I. in medicina



Tumore seno. Diagnosi più precise con intelligenza artificiale: -7% morti in 6 anni

L'A.I. anticiperebbero di 4 anni le diagnosi



L'A.I.

- *migliora la salute delle piante*
- *minimizza gli sprechi*
- *aumenta qualità quantità dell'uva*

Addestrare l'A.I. ha un impatto ambientale mostruoso*

*Barbara Caputo Rettore A.I. Politecnico di Torino



Cosa fare in questa complessità?

Shinzō Abe (2016)

«Lo sviluppo economico alimentato dall'innovazione tecnologica e digitale deve avere come priorità assoluta lo sviluppo sociale»



Il nostro ruolo

*Non ci possiamo
«pre-occupare»
della tecnologia*

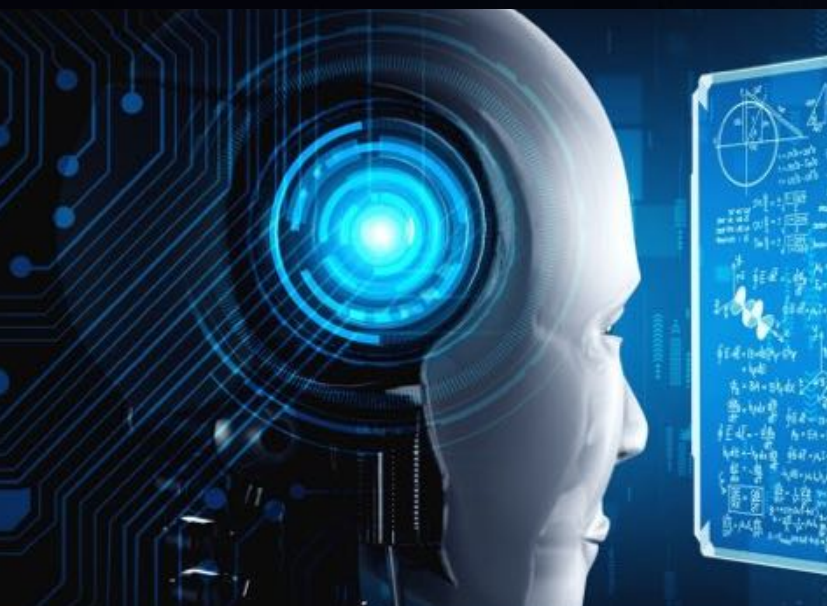
*Dobbiamo
occuparci
di tecnologia*

Dobbiamo avere una Visione



Intelligenza Artificiale

La nostra visione



Un approccio Etico

**Gli esseri umani
mantengono il controllo
dei sistemi e delle
decisioni**



...gli esseri umani mantengono il controllo dei sistemi e delle decisioni...

Come decliniamo questo principio nell'editoria?

Dal **2016** le nostre soluzioni basate su A.I. garantiscono:

- Un sistema al servizio dell'uomo
- La sicurezza delle persone
- Trasparenza e intelligibilità dei sistemi
- Piena aderenza al GDPR

2016: Elaborazione del linguaggio naturale



Save changes

Save the article in status: Edited

joy and thrill back to flying. No more turning on your Google flight tracker for the best deals or acting out a scene from the Hunger Games when it comes to an airline's early flight check-in process. ONEflight International's new state-of-the-art Book A Jet or BAJit.com program makes taking that trip to California (or anywhere else you have to go, for that matter) as easy as calling your nearest ride- hailing company.

Think this service may be outside your budget? Think again. ONEflight's volume-based pricing allows savings of 30 to 40 percent over typical private jet costs and with a database of more than 4,000 jets and 500 of the leading charter operators, you are guaranteed to find the perfect size and style.

The price for a single flyer may seem daunting. However, President and CEO Ferren Rajput believes the private flights are ideal for businesspeople and families.

When factoring in the time, money and overall hassle it takes to travel in groups, flying private quickly appears as the most viable option. Plus, let's not forget that each flight comes with a complimentary catered meal - and we're not talking bagged pretzels and a cup of water. Passengers are connected with a Concierge Coordinator that will accommodate any food and dietary restrictions to provide a deliciously catered meal selected by the passengers, with crowd favorites such as steak and potatoes. Private jets also offer the convenience of smaller, less crowded airports. For the group of business folks eager to reach their destination, flying private cuts out the stress. No long check-in station or even longer TSA lines to fight through, shaving off hours of travel time and leaving more time for business.

In an interview with Arizona Daily Mix Channel 7, President and CEO Rajput says, "the private jet segment was really just supposed

SUMMARY

METADATA

RELATED

SOCIAL NETWORKS

Remember the excitement of calling your first Uber or LYFT ride? With the download of an app and the click of a button, convenience and transportation were right at your fingertips.

And now that those days are behind you, the hustle, bustle and hassle of commercial airlines and airports can be your next farewell.

ONEflight's volume-based pricing allows savings of 30 to 40 percent over typical private jet costs and with a database of more than 4,000 jets and 500 of the leading charter operators, you are guaranteed to find the perfect size and style.

For the group of business folks eager to reach their destination, flying private cuts out the stress.

With the new system BAJit.com, developed by ONEflight International, anyone can experience the luxury and convenience of a private jet.



Creazione
Sommari

BRIEF MEDIUM EXTENSIVE

Update article date

SAVE

CLOSE

CANCEL

2016: Elaborazione del linguaggio naturale



Save changes

Save the article in status: ■ Edited

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SUMMARY

METADATA

RELATED

SOCIAL NETWORKS

Author
NewsUSA x

Topic
Business x

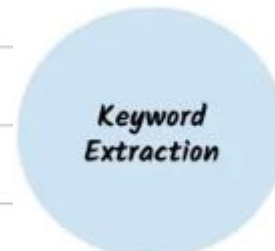
People
Robert Herjavec x

Location
California x

Subjects (IPTC)

IPTC Status

Locations (GPL)



SUGGESTED ADD ALL

Subjects (IPTC)
business x overall x travel x water x food x book x food x

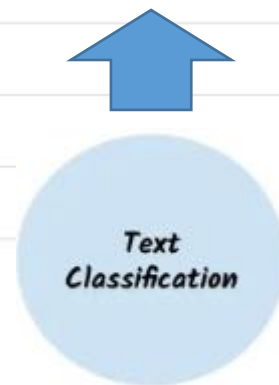
Go x

Locations (GPL)
California x Arizona x

Topic
+ consumer goods x

Location
+ com for the best options x

AMBIGUOUS



Update article date SAVE CLOSE CANCEL

2016: Elaborazione del linguaggio naturale



Save changes

Save the article in status: Edited

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METADATA

RELATED

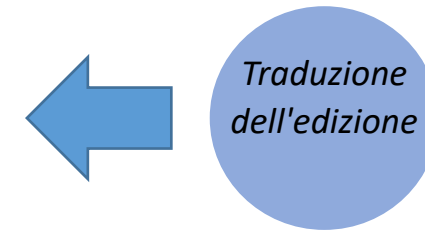
SOCIAL NETWORKS

Display 10 articles Any creation date Web sections to which the article is assigned

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Building Trust on vaccines Getting a Shot Makes Sense
- 22/06/2022 The Mock Up Website
Make the Most of Virtual Meetings
- 03/12/2021 The Mock Up Website
Spend for the Holidays Without Breaking the Bank
- 01/12/2021 The Mock Up Website
Data Science is the Smart Technology That Goes Unseen
- 10/11/2021 The Mock Up Website
Don't Commit These Financial Mistakes
- 16/06/2021 The Mock Up Website
Digital Strategies Help Small Businesses
- 24/05/2021 The Mock Up Website
Technology with a Human Touch 3.0
- 27/04/2021 The Mock Up Website
Snibble Platform Supports Video Sharing for Young Adults



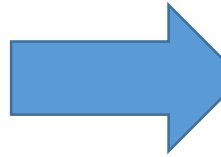
2016: Elaborazione del linguaggio naturale



2018: Computer Vision



Riconoscimento
dei visi



Reconocimiento facial

Cameron Douglas

Joe Pesci

Buscar Caras sin nombre Nombres que contienen: Filtro Nombre ascendente Guardar Salir

Guardar Salir

2018: Computer Vision



Fecha de entrada ▾ (1)	DATEMOD	Relevancy	Tipo	
 	 	 	 	 <p>A1123-56737342.jpg TOPSHOT - Demonstrators hold signs in front of the Kenosha Courthouse on September 01, 2020 in Kenosha, Wisconsin. - US President Donald Trump said Tuesday on a visit to protest-hit Kenosha, Wisconsin that recent anti-police demonstrations in the city were acts of "domestic terror" committed by violent mobs. (Photo by Kerem Yucel / AFP) KEREM YUCEL</p>

2018: Computer Vision



*Classificazione
delle immagini*



A1-72679.JPG

Caption

AI

Keywords
Architecture ■ Ancient rome ■ Tourism ■ Building ■ Travel ■ Ancier

People

Organizations

Locations

Classification

Events

Pages with Matched Images

URL

Web Page	
No hay resultados	

Relaciones **Ficheros**

Alta

2020: Computer Vision



2020: Computer Vision

*Estrazione delle
Keywords*

*Speech to
Text*



Sin restricción temporal Agn ARC DOC Min

Entrevista a Nacho v1

HACIENDOTE PREGUNTAS CEU ABC

0.00 / 2.00

Entidades Vista estadística

Tipo	Nombre	Desde ↑	Ha ↓
Organización	Real Madrid	00:00	00
Persona	Nacho Fernández Iglesias	00:03	00
Persona	Nacho Fernández Iglesias	00:36	00
Organización	Real Madrid	00:50	00
Persona	Nacho Fernández Iglesias	00:53	01:
Persona	Nacho Fernández Iglesias	01:30	02
Organización	Real Madrid	01:35	01:

nacho tú tienes hijos pues sí tengo 3 hijos tengo alejandra que tiene 7 años a nacho que tiene 6 y a guille que tiene 3 y luego también en este año vamos a hacer voy a tener 4 que mi mujer está embarazada así que tenemos 1 una gran familia y van a ser futbolistas amo tú pues no lo sé la verdad tampoco es algo que me preocupe yo lo que tengo que hacer como padres que ellos sean felices que hagan lo que lo que de verdad les gusta y yo estaría ahí para apoyarle lógicamente me haría ilusión que cada uno pudiera llegar a jugar en primera división pero como te digo para mí lo impor antes que ellos sean felices tú por porque eres futbolista pues la verdad desde muy muy pequeñito era lo que lo que a mí me gustaba tenía un balón en mi casa que me regalaron y estaba todo el día jugando al fútbol en casa en el colegio con mis amigos y lógicamente según han ido pasando los años pues esa ilusión ha ido ha ido creciendo me ha ido poniendo metas y objetivos por



2023: NLG

Entrevista a Nacho v1

Tipo	Nombre	Desde ↑	Ha
Organización	Real Madrid	00:00	00
Persona	Nacho Fernández Iglesias	00:03	00
Persona	Nacho Fernández Iglesias	00:36	00
Organización	Real Madrid	00:50	00
Persona	Nacho Fernández Iglesias	00:53	01:
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Organización	Real Madrid	01:35	01:

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NLG



Nacho, futbolista y padre de familia, habla sobre sus hijos, el fútbol y la imp...

Tipo	Nombre	Desde ↑	Hasta
Organización	Real Madrid	00:00	00:00
Persona	Nacho Fernández Iglesias	00:03	00:18
Persona	Nacho Fernández Iglesias	00:21	00:32
Persona	Nacho Fernández Iglesias	00:36	00:41
Persona	Nacho Fernández Iglesias	00:44	00:49
Organización	Real Madrid	00:50	00:52
Persona	Nacho Fernández Iglesias	00:53	00:58
Persona	Nacho Fernández Iglesias	01:01	01:22

Entrevista a Nacho

Leonor Wen (Alumna Colegio CBU San Pablo): Nacho, ¿tú tienes hijos?
Nacho: Pues sí, tengo 3 hijos: tengo a Alejandra, que tiene 7 años; a Nacho, que tiene 6; y a Guille, que tiene 3. Y luego, también en este año vamos a tener otro, ya que mi mujer está embarazada. Así que tenemos una gran familia.

Leonor: ¿Y van a ser futbolistas como tú?
Nacho: Pues no lo sé, la verdad. Tampoco es algo que me preocupe. Yo lo que tengo que hacer como padre es que ellos sean felices, que hagan lo que de verdad les gusta y yo estaré ahí para apoyarlos. Lógicamente, me haría ilusión que cada uno pudiera llegar a jugar en primera división, pero como te digo, para mí lo importante es que ellos sean felices.

Leonor: ¿Por qué eres futbolista?
Nacho: Pues la verdad, desde muy pequeño era lo que a mí me gustaba. Tenía

Format
Speech to
Text



2023: NLG



Ukraine und Polen diskutieren Getreideimporte Verbot

ukrainisch-polnische Grenze | 18.04.2023

0:00 / 3:26

Entidades Vista estadística

Tipo	Nombre	Desde ↑	Hasta
No se detectaron entidades			

Die Ukraine und Polen haben am Montag Gespräche aufgenommen. Zuvor hatte Warschau die ukrainischen Getreideimporte verboten. Diese Entscheidung wurde von der Europäischen Union als inakzeptabel bezeichnet. Die Getreideexporte der Ukraine werden durch die EU in andere Länder geleitet, seit die traditionellen Schwarzmeer-Routen durch die russische Invasion blockiert worden. Im Mai 2022 setzte die Europäische Union die Zölle auf alle aus dem Kreis eingeführten Produkte für ein Jahr aus.

Ungarn und Polen haben am Wochenende die Einfuhr von Getreide und anderen Lebensmitteln aus der Ukraine verboten. Am Montag schloss sich die Slowakei diesem Verbot an.

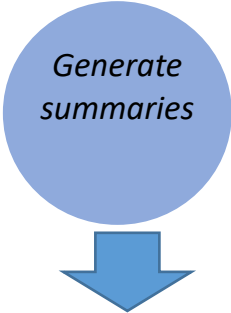
Headline

Ukraine und Polen diskutieren Getreideimporte Verbot



*Generazione
di titoli
opzionali*

2023: NLG



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ukrainisch-polnische Grenze | 18.04.2023

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Description

Die Ukraine und Polen haben Gespräche über das Verbot ukrainischer Getreideimporte aufgenommen, das von der EU als inakzeptabel bezeichnet wurde. Ungarn, Polen und die Slowakei haben die Einfuhr von Getreide und anderen Lebensmitteln aus der Ukraine verboten, was zu Protesten der Landwirte und Engpässen bei den Fahrern führte. Die EU hat vorgeschlagen, 56,3 Millionen Euro aus der Agrar-Krisen-Reserve bereitzustellen, um Landwirte in Bulgarien, Polen und Rumänien zu unterstützen, aber fünf Mitgliedstaaten haben um zusätzliche Hilfe gebeten.

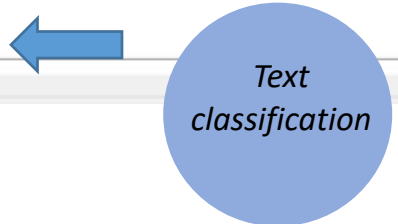
Metadatos

People
Marge ■ S. Spanier ■ Woody Whitney

Organizations
Europäische Union (EU) ■ Pro E.V ■ Ungarisches Landwirtschaftsministerium ■ Slowakisches Landwirtschaftsministerium

Locations
Ukraine ■ Polen ■ Warschau ■ Schwarzmeer-Routen ■ Ungarn ■ Slowakei ■ Bulgarien ■ Rumänien ■ Limassol

Topic
Getreideimporte ■ Agrarpolitik ■ Handelsbeschränkungen ■ Lebensmittelsicherheit ■ Landwirtschaftliche Krisen



2023: NLG



The government has been defeated three times in the court over the inadequacy of its plans, and the latest version in 2017 was condemned as "woefully inadequate" by city leaders and "inexcusable" by doctors. Sales of diesel vehicles are plummeting in the UK, with July data showing a 30% plunge in 2018 so far. Drivers are concerned about air pollution and fear future restrictions on diesel use, such as the £10 surcharge now being levied on older polluting vehicles entering central London.

what is "dieselgate"?

TIP TEXT



TIP TITLE

TIP TEXT

Automatic text generation

Summary

dieselgate

Generate

Processing...

Generate complementary information



2018 so far. Drivers are concerned about air pollution and fear future restrictions on diesel use, such as the £10 surcharge now being levied on older polluting vehicles entering central London.

MORE INFORMATION

WHAT IS "DIESELGATE"?



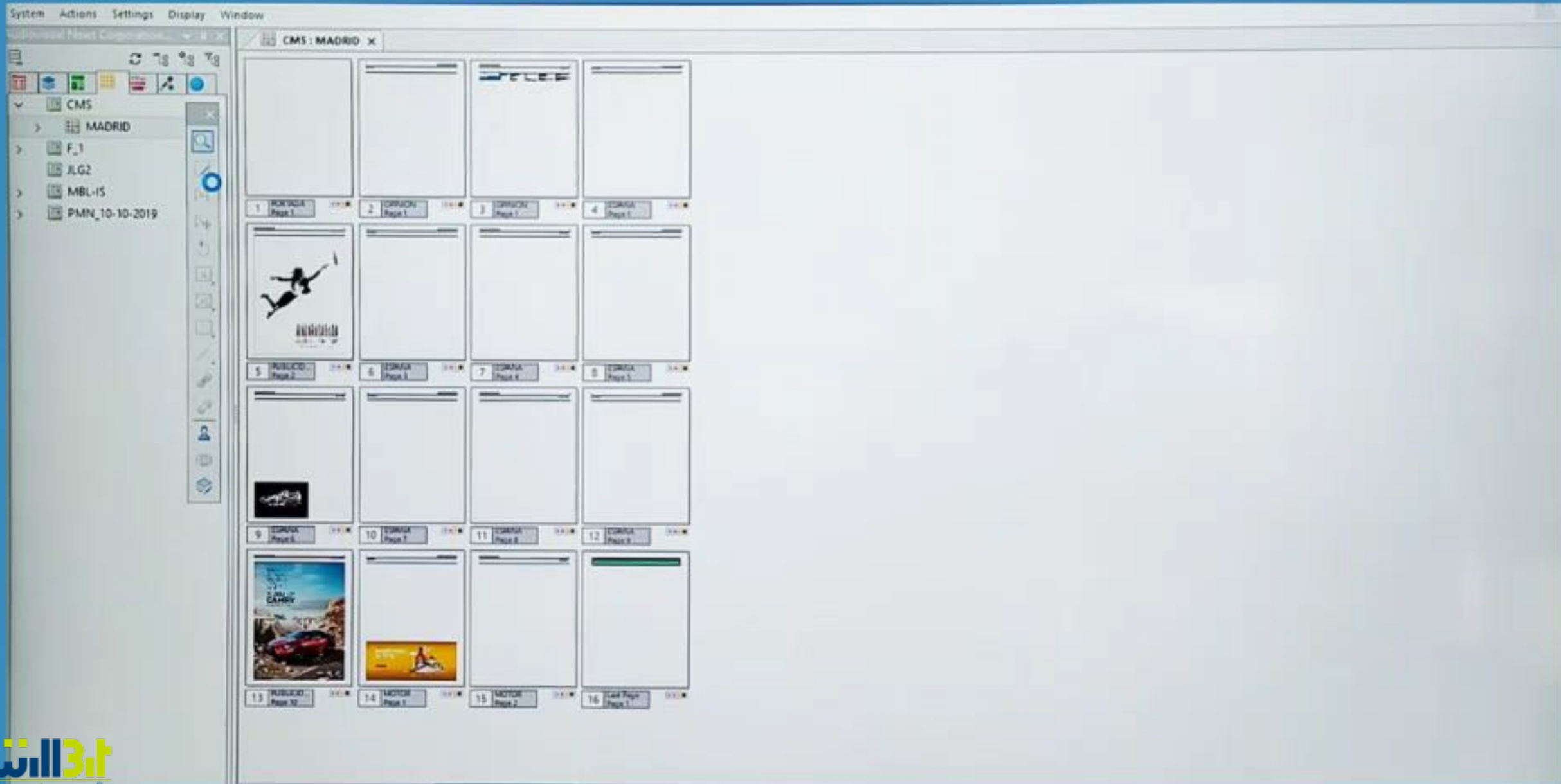
Dieselgate is the name given to the scandal involving Volkswagen and other car manufacturers who were found to have installed software in their diesel cars to cheat emissions tests. The software allowed the cars to pass the tests, but in reality, they were emitting up to 40 times the legal limit of pollutants. This scandal has had far-reaching consequences, with Volkswagen being fined billions of dollars and facing criminal charges. It has also led to increased scrutiny of the automotive industry and a push for stricter emissions standards. Dieselgate has highlighted the need for greater transparency and accountability in the automotive industry, and it is likely to have a lasting impact on the industry for years to come.

Generated by AI

HOW MANY CARS HAVE BEEN AFFECTED IN SPAIN?



The Dieselgate scandal has had a major impact on the automotive industry in Spain. According to the Spanish Ministry of Industry, Energy and Tourism, over 1.2 million cars have been affected by the scandal. This includes Volkswagen, Audi, Seat and Skoda models that were fitted with the illegal software. The Spanish government has taken a hard stance against the companies involved, and has ordered them to recall the affected vehicles and replace the software. The government has also imposed fines of up to €30 million on the companies. The scandal has had a significant impact on the Spanish automotive industry, and it is likely to take some time for the industry to recover.



A.I. Vantaggi per l'Editore

- Aiuta i giornalisti a scrivere contenuti
- Facilita l'arricchimento dei contenuti:
l'Assett di un Editore
- Aumenta il tempo di lettura di un servizio
e migliora la SEO
- Migliora e uniforma la qualità della
classificazione
- Potenzia la ricerca di contenuti sia della
redazione sia del lettore



A.I. Su cosa stiamo lavorando?

- Colorare automaticamente le foto in Bianco e nero
- Generare in automatico infografiche
- Realizzare layout partendo dalla «matita»
- Individuare «incompatibilità» articoli-pubblicità



Conclusioni

1865

Red Flag Act
Londra

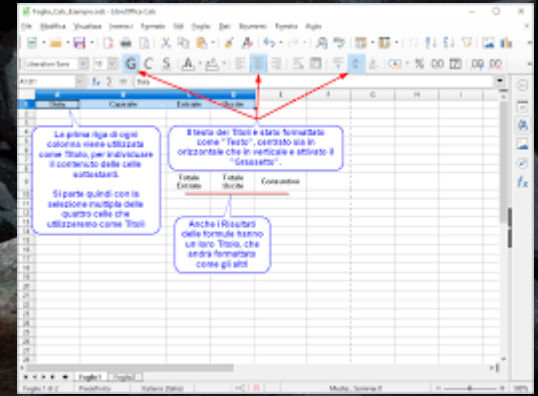


Massimo Canducci

CIO-Professore MBA esecutivo - Autore e relatore internazionale

**Ottimo esempio
di
pessima gestione
dell'innovazione**





Il risultato?

Chi ha usato al meglio i nuovi strumenti ha vinto la competizione

Sarà lo stesso con l'Intelligenza artificiale!

Quale futuro per il giornalismo?



Francesco Marconi
Giornalista, ricercatore e imprenditore

Il giornalista
«*computazionale*»

Un giornalismo che
adotti *la Scienza*
dell'informazione

WIRED



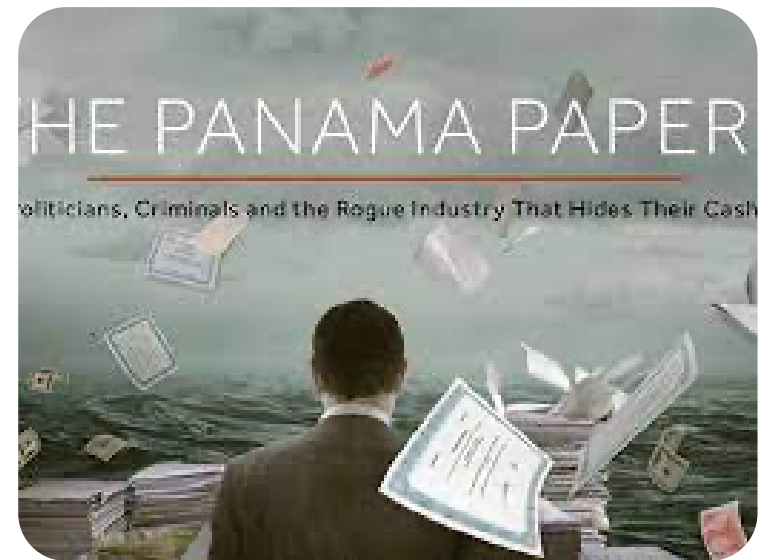
Panama Papers

Agosto 2015

11,5 milioni di documenti
confidenziali analizzati da 400
giornalisti di oltre 80 paesi

*«Fondamentale, nel nostro
lavoro, l'uso della tecnologia»*

Gerard Ryle
Direttore del Consorzio giornalisti



L'A.I. è già nel nostro futuro

La portata dell'A.I.
è rivoluzionaria

Siamo al vostro fianco
per sviluppare insieme una
«A.I. Strategy»
e vincere le prossime sfide



«Il miglior modo per predire il futuro è inventarlo»

GRAZIE PER L'ATTENZIONE

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Alan Kay
informatico

