

Axel Springer licenses Politico, Business Insider, Bild and Welt content to OpenAI

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_This news was originally shared by Axel Springer and can also be read__here_(opens in a new window).

Axel Springer is the first publishing house globally to partner with OpenAI on a deeper integration of journalism in AI technologies.

Axel Springer and OpenAI have announced a global partnership to strengthen independent journalism in the age of artificial intelligence (AI). The initiative will enrich users' experience with ChatGPT by adding recent and authoritative content on a wide variety of topics, and explicitly values the publisher's role in contributing to OpenAI's products. This marks a significant step in both companies' commitment to leverage AI for enhancing content experiences and creating new financial opportunities that support a sustainable future for journalism.

With this partnership, ChatGPT users around the world will receive summaries of selected global news content from Axel Springer's media brands including POLITICO, BUSINESS INSIDER, and European properties BILD and WELT, including otherwise paid content. ChatGPT's answers to user queries will include attribution and links to the full articles for transparency and further information.

In addition, the partnership supports Axel Springer's existing AI-driven ventures that build upon OpenAI's technology. The collaboration also involves the use of quality content from Axel Springer media brands for advancing the training of OpenAI's sophisticated large language models.

Axel Springer is a media and technology company active in more than 40 countries. By providing information across its diverse media brands (among others BILD, WELT, INSIDER, POLITICO) and classifieds portals (StepStone Group and AVIV Group) Axel Springer SE empowers people to make free decisions for their lives. Today, the transformation from a traditional print media company to Europe's leading digital publisher has been successfully accomplished. The next goal has been identified: Axel Springer wants to become global market leader in digital content and digital classifieds through accelerated growth. The company is headquartered in Berlin and employs more than 18,000 people worldwide.