



AI for Media

Orchestrating Innovation,
Preserving Trust



ATHENS TECHNOLOGY CENTER

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Newsrooms today face a perfect storm:

- Traditional tools can't keep up — and media leaders are now under pressure to do more with less.

Our approach in Athens Technology Center (ATC) reframes AI not as a disruptor, but as an orchestrator — harmonizing tasks across the news lifecycle while preserving editorial judgment.

From vision to value

The future of journalism isn't about producing more stories — it's about producing more meaningful ones. ATC aligns AI with editorial integrity to build faster, smarter, and above all, trusted newsrooms.



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Introduction

In today's high-stakes media environment, newsrooms face relentless deadlines, fragmented tools, shrinking traffic, and an explosion of misinformation.

At the same time, audiences are shifting toward new platforms while trust in news continues to erode. The pressure is no longer just editorial – it's existential.

At Athens Technology Center (ATC), we believe the solution isn't disruption – it's orchestration. AI shouldn't replace journalists; it should empower them.

Our focus is on intelligent systems that streamline workflows, surface insights, and preserve credibility – all while keeping human judgment at the core.

This eBook explores how AI can help media organizations defend against disinformation, reduce operational friction, and deliver trusted content at scale.

The goal: not just to survive the digital shift, but to lead it.



Media in the age of AI

Modern journalism is under strain. Deadlines are nonstop. The volume of content is overwhelming. And trust between media and audience is fragile.

As platforms shift and referral traffic declines, newsrooms are forced to do more with less — often while navigating a chaotic maze of tools that don't speak to each other.

AI is already entering the newsroom, but the question isn't if — it's how. Used well, AI can orchestrate the editorial process: summarizing content, tagging metadata, repurposing stories, and monitoring trends — all in real time.

By orchestration, we mean AI that works in concert across the news lifecycle — not siloed tools, but an integrated approach.

It's the difference between a noisy cacophony of apps and a well-conducted symphony that amplifies each journalist's effectiveness.

So, this isn't about speed for speed's sake. It's about clarity, control, and credibility.

For executives, the stakes are high:

- rising operating costs,
 - lower engagement,
 - and weakening audience trust
- unless workflows evolve.

Interoperable, transparent AI is the only path to scalable efficiency and sustainable relevance.



Recent research backs this shift:

Reuters Institute

Social referral traffic collapsed – with Facebook referrals down 67% and Twitter (X) down 50% in under two years.

Moreover, the study indicates that 74% of news leaders are already worried about AI's impact on discoverability and search traffic.

Source: [Journalism, Media, and Technology Trends and Predictions 2025](#)

iMed Lab

Over 80% of newsrooms are already integrating AI into core editorial processes.

Source: [iMedDs International Journalism Forum 2023](#)

Frontiers in Communication

AI is reshaping journalism by aiding content creation and personalization, while raising ethical concerns around transparency and disinformation.

It influences reader behavior, business models, and journalistic identity.

Success depends on balancing AI's capabilities with human oversight to preserve editorial integrity and adapt to evolving audience expectations (i.e. systems that are not only efficient but also ethically grounded and journalist-first).

Source: [Digital transformation in journalism: mini review on the impact of AI on journalistic practices](#), Frontiers in Communication (2025).



For media leaders, this moment isn't just about adopting tools – it's about rethinking the newsroom itself.

This aligns with what we see on the field: the value is not in isolated tools, but in coordinated orchestration.



Tackling Disinformation with AI

Misinformation spreads faster than the truth — and for newsrooms, the stakes have never been higher. False narratives damage reputations, distort public discourse, and erode trust in journalism.

Defending against this is no longer optional — it's strategic.

ATC has developed a suite of AI-powered tools to help newsrooms counter disinformation at the source.

Hate Speech Detection

Identifies toxic or discriminatory language

Logical Fallacy Detection

Flags misleading argumentation tactics

Claim Detection & Matching

Extracts factual claims and matches them against debunked stories

Media Literacy Chatbot

Engages the public in critical thinking via Socratic-style dialogue

Fact checking expertise

ATC is

- the technology partner behind Truly Media, a collaborative platform co-developed with Deutsche Welle, used globally by journalists and fact-checkers to verify user-generated content in real time.
- actively supporting multiple Disinformation Observatories (EDMOs), powering national and cross-border efforts to track disinformation, analyze synthetic media, and study coordinated inauthentic behavior.
- heavily invested in R&D research, focusing on content repurposing, data journalism, and AI-based verification.

Scenario

Breaking News, Real-Time Fact-Checking

A major news event breaks. Within minutes, AI scans social media and flags a trending claim.

Using Claim Detection & Matching, your team gets an alert: the same narrative was debunked last year.

Editors act fast — publishing a verified explainer before the falsehood goes viral.

Benefits snapshot

Speed Up Verification

Detect and flag claims in real time

Preserve credibility

Block misinformation before it enters your newsroom.

Empower the public

Build trust through transparency and literacy tools

Stay compliant

Detect harmful content early, ensuring regulatory alignment





Reinventing the newsroom workflow

Modern newsrooms rely on dozens of disconnected tools: CMS platforms, social media schedulers, SEO plug-ins, and analytics dashboards. The result? Slow production cycles, duplicate effort, and costly inefficiencies.

ATC's AI-powered Editorial Toolkit transforms this chaos into orchestration. Designed to assist — not replace — journalists, it takes on repetitive tasks while giving editors the insights they need to work smarter.

Summarization & Headline Generation

Create SEO-optimized headlines and concise story recaps

Metadata Tagging

Extract names, topics, and context for better archive/search performance

Trend & Sentiment Analysis

Detect and get real-time alerts on emerging themes and public mood

Multilingual Translation & Transcription

Scale stories across languages instantly

Content Optimization

Auto-suggest hashtags, tone adjustments, and platform-ready formats



**Reduce manual effort &
enable journalists to focus on storytelling.**

Business Impact

Faster News, Lower Costs

For media executives, this is more than convenient.

Automating routine tasks reduces the cost per story, increases publishing speed, and improves editorial throughput – critical gains in a time-sensitive industry.

Benefits snapshot

Accelerate production

Publish faster across channels and formats

Improve quality

Maintain SEO, brand voice, and editorial consistency

Boost engagement

Respond to trends in real time with tailored content

Scale globally

Translate and adapt content across languages and markets



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Conversational AI in Media

Chatbots -

are now a normal part of how audiences engage with brands — and media is no exception.

From streamlining newsroom operations to deepening reader relationships, conversational AI is redefining how journalism is produced and consumed.

Digital News Report 2025 (DNR) offers a sobering backdrop: in the week after the January 2025 U.S. inauguration,

- more Americans said they got news from social & video networks than from TV or news sites/apps—a first in the series;
- over half of under-35s in the U.S. relied on these networks;
- across markets, 44% of 18–24s said social/video networks are their main source;
- and 15% of under-25s used AI chatbots for news weekly (7% overall).

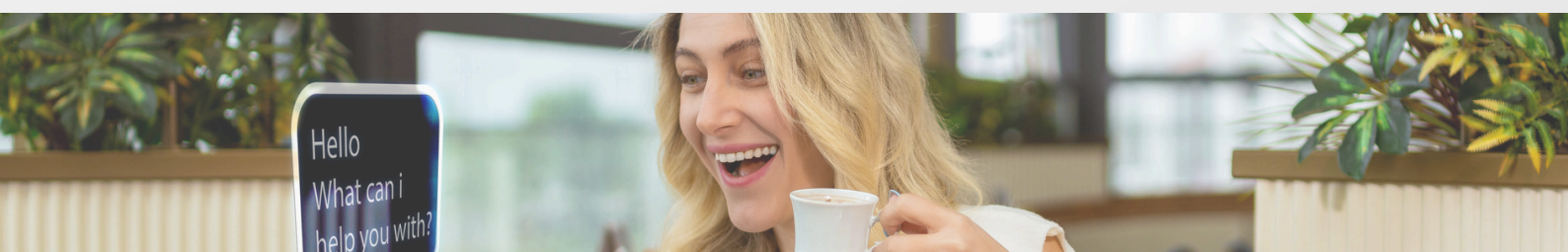
Meanwhile, trust in news remains stable at ~40% globally (Reuters Institute, 2025).

These shifts validate why publishers must double-down on direct channels (newsletters, apps, communities) and on distinctive value that stands out in feeds (Reuters coverage of DNR 2025 highlights).

For example:

a regional publisher might deploy a consumer-facing news chatbot that draws from its archive to answer reader questions – turning archival content into a living resource.

This kind of on-demand, trustworthy information service can deepen engagement, especially with younger audiences accustomed to conversational interfaces.



Newsroom assistant

ATC offers a Retrieval-Augmented Generation (RAG) chatbot for internal newsroom use – a smart, always-on assistant for editorial teams.

Journalists can ask questions about workflows, editorial policies, or production steps, and receive instant, grounded answers based on the organization's own knowledge base.

- Reduces onboarding time
- Eliminates repetitive support requests
- Preserves institutional knowledge

– all while keeping editors focused on content creation.

“What’s our style rule for headlines in live coverage?”

Instead of searching internal docs or pinging a senior editor, the journalist types the question into the platform chatbot.

Within seconds, it returns the newsroom’s official rule, plus examples – ensuring consistency and saving time.

Readers accessing archive

ATC also builds reader-facing bots trained on each publisher’s archive.

These bots answer reader questions, guide content discovery, and assist with subscriptions – all in a natural, conversational flow.

“What’s the background of today’s election story?”

The chatbot replies instantly with a timeline, archived explainers, and profiles of key figures

– offering context and keeping the reader on your platform longer.

Faster onboarding

New staff get up to speed in hours, not days.

24/7 reader service

Always-on support and discovery
– no waiting.

Data-driven strategy

Chat logs surface real reader needs.

Higher retention

Contextual answers increase session time
& loyalty.

Lower support costs

Bots handle repetitive queries,
freeing up teams.

Newsasset PLUS

The AI-Powered Editorial Ecosystem



Most media tech stacks are fragmented — one tool for planning, another for publishing, a third for archiving. The result: complexity, slowdowns, and inconsistent user experiences.

Newsasset PLUS solves this by unifying every AI-powered function into one cohesive ecosystem.

A system that embeds full range of AI capabilities directly into newsroom workflows!

Editorial toolkit

Automates summarization, tagging, SEO & trend analysis

Platform Chatbot

Supports staff with instant, contextual answers

Reader-Facing Chatbots

Enable personalized discovery & subscription support



One system, not many.

Less complexity, more speed,
lower costs.

Whether it's editorial summarization, metadata tagging, internal team assistance, or reader chatbots.

Newsasset PLUS brings it all together.

Modular and cloud-based, it scales as your newsroom grows — adapting to both local and global demands. By embedding AI directly into the editorial lifecycle, newsasset PLUS allows teams to move from reactive publishing to proactive storytelling.

Benefits snapshot

Unified platform

No more siloed data or
tool-switching

Consistent experience

Same interface, same standards —
across teams and markets

Streamlined workflows

One place to plan, create, publish,
and archive

Lower TCO

Fewer integrations, lower maintenance,
faster ROI





ATC's Role in Innovation & Research

ATC doesn't just build AI systems – we help define the future of trustworthy media.

On one track, we deliver commercial newsroom platforms used by leading publishers. On the other, we partner with European institutions to advance cutting-edge research on information integrity.

Dual Track: Product + Research

- We co-developed Truly Media with Deutsche Welle – a global verification platform trusted by fact-checkers and journalists across continents.
- We're also an active technology partner in several European Disinformation Observatories, delivering AI tools that support national and cross-border fact-checking initiatives.

Our R&D focuses on:

- Synthetic media detection
- Coordinated inauthentic behavior (CIB)
- Data journalism tools

This blend of field-tested solutions and forward-looking research gives ATC a unique edge – ensuring every innovation is grounded in the real needs of newsrooms.

This also means our clients get tools that are both field-tested and future-ready.

Benefits snapshot

Proven legacy

20+ years supporting front & back-end technology for media industry

Credible partnerships

Active role in EU-funded media integrity initiatives

Real-world tools

From lab research to live deployments in newsrooms

Future-ready

Innovations built with tomorrow's challenges in mind





Conclusion

When innovation works, it fades into the background. The story comes first. The truth shines through. The journalist leads – supported, not replaced, by technology.

That's ATC's vision: AI as an enabler, not a disruptor. We build systems that streamline production, detect disinformation, and unlock editorial time – all while reinforcing the core mission of journalism: to inform, investigate, and inspire.

Recent research reflects the same urgency. According to the [2025 Frontiers in Communication review](#), three major forces now shape the media landscape: newsroom automation, shifting audience habits, and evolving business models.

Editors and executives agree – with 78% confirming in the 2024 Reuters Digital News Report that investing in AI is now essential for journalism's survival.

But survival isn't enough.





The next stage: from volume to value

The future of journalism isn't about producing more stories. It's about producing more meaningful ones.

ATC's mission is to align AI with editorial integrity – creating newsrooms that are faster, smarter, and above all, trusted.

With Newsasset PLUS and our AI suite, media organizations can reclaim their time, elevate their content, and re-center their efforts on what truly matters: truth, context, and public trust.

Let's build the future of journalism

Athens Technology Center supports newsrooms for over 20 years.

With AI systems built on transparency, interoperability, and journalistic values, we help media teams stay ahead of disinformation, streamline production, and deepen audience loyalty.

From clicks to context, the future of journalism is attuned.

We are the right fit

The right people

A passionate, global team with deep technical expertise & industry knowledge

Technology Independent

Cloud-based solutions secure flexible & cost-effective deployments

Worldwide reach

Wide network of partners & leading clients

Knowing what works

Ability to turn promising ideas into robust solutions



Trusted partner for Media Innovation



Athens Technology Center has been working with news agencies and publishers for over 20 years.

Our teams of engineers and media specialists design AI-powered systems grounded in journalistic integrity and practical newsroom experience.

We support editors, reporters and fact-checkers in delivering accurate, engaging stories at scale.

Curious how AI can transform your newsroom?

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