

A Survey Report on Mass Media (TV) Company 2025N

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Even in today's era of widespread social media, television continues to exert significant influence on society. Within this landscape, we sought to investigate the workplace implementation of AI in the news reporting domain, where speed and accuracy of information are particularly critical. To this end, we spoke with Ms. n, a news reporter at a television station.

The news department at 2025N handles television broadcasts and web news production. A reporter's duties include conducting interviews, writing scripts, and collaborating with editors on video editing. Finally, to deliver content to the public, they handle live broadcasts, studio commentary, and VTR airing. Reporters typically work alone, but when covering stories, they often operate in teams of three, including a cameraman and sound technician. Among a reporter's duties, building relationships is something only humans can do; neither AI nor anything else can replace it. For a news reporter, establishing rapport with sources who agree to be interviewed is critically important. Whether an interview happens, and how deeply candid the subject will be, is heavily influenced by the relationship between the reporter and the interviewee. I felt the true reward of being a reporter lies in the fact that "there are things people will only share because it's me asking."

At 2025N Corporation's news operations, AI is primarily utilized for transcription and web news production. Although transcription apps using AI were introduced three or four years ago, the reporting environment is not always quiet. Furthermore, it is difficult to implement new initiatives during one-off field assignments. Consequently, paper and smartphone notes remain the mainstream method for recording interviews, and AI transcription is currently used only as a supplementary tool.

On the other hand, web news production is an area where AI adoption is particularly advanced. About a year ago, Company N collaborated with other firms to build a system that creates vertical short videos from text and images, enabling distribution to multiple news and video sites. Immediacy is crucial for online news, with articles published faster tending to attract more views. Whereas editing, translation, and uploading to multiple platforms previously required significant manpower and effort, this system enables a single person to produce and distribute content in about 10 minutes. Furthermore, it ensures timeliness by quickly publishing breaking news using just two or three still images sent by field reporters combined with a specified script. This system is currently undergoing further proof-of-concept testing, and automation in web news production is expected to advance even more in the future.

Additionally, the company has been digitizing and migrating video footage previously managed on tape to the cloud over the past three to four years. Since newsgathering operations handle large amounts of highly confidential information, such as personal data and disaster footage, ensuring data confidentiality is critical. Due to the difficulty of outsourcing this work, the company is handling it internally.

However, all telop input for terrestrial news broadcasts is still done manually. This is to reduce the risk of being unable to respond to emergencies such as disasters and to maintain a system capable of delivering

information quickly even during crises. Furthermore, this emphasis on emergency preparedness is one reason why a “paper culture” persists at broadcasters.

News reporters play a vital role in conveying events occurring in society and the thoughts and realities of people in various positions to the public through extensive coverage. This work relies heavily on human interaction—carefully gathering firsthand information and capturing the sentiments of those interviewed. In this context, broadcasters and reporters accumulate vast amounts of information, including past broadcast materials and unpublished interview content, necessitating the organization and proper management of this data. Going forward, AI is expected to support journalists' core tasks, such as organizing this information and producing web news content.



* The image generated by AI.