

IN LAB

Schibsted

*Terminus
Trust*

32%

of Swedes actively avoid news

Reuters News Institute, 2022

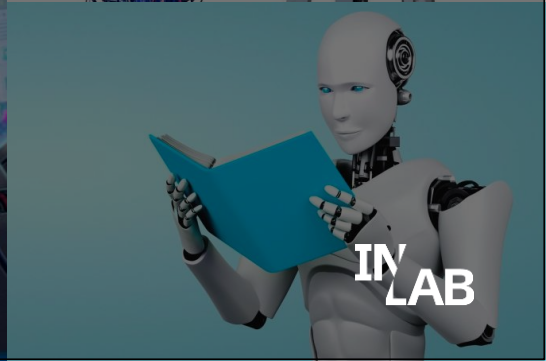
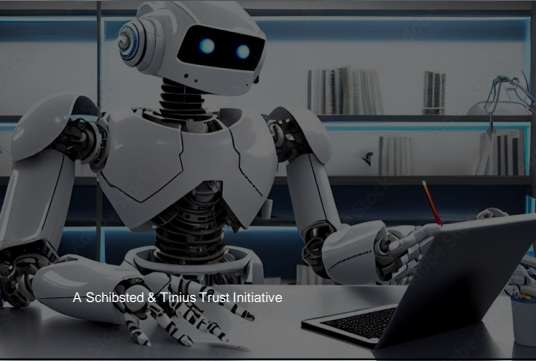
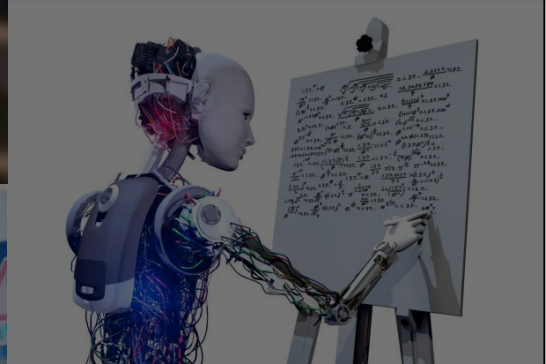
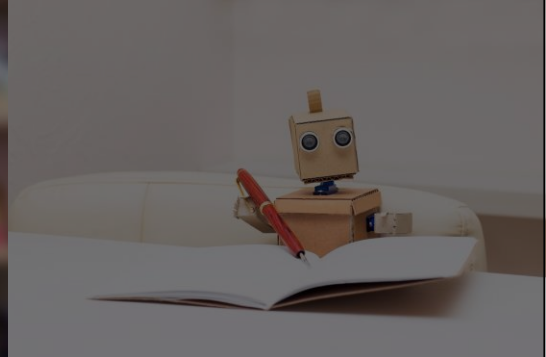
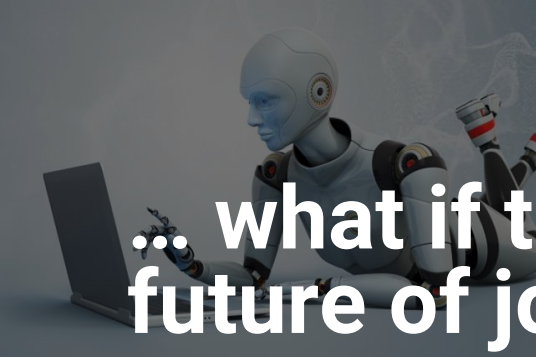
48%

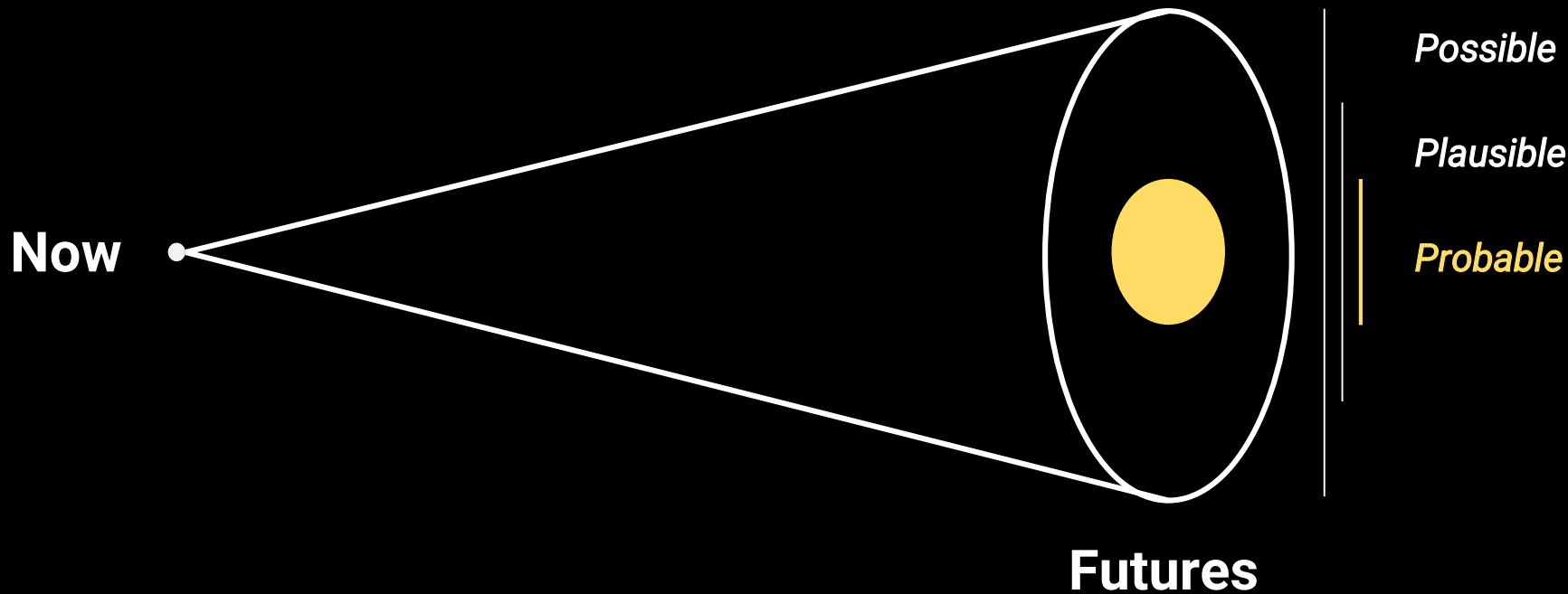
of residents in Sweden's vulnerable areas avoid news

Järvaveckan Research, 2023

Nordic LLMs can enable **novel forms** of news experiences

... what if this **isn't** the future of journalism?











Bey is the queen
of pop, she's got
the world on
lock.

Vi är vana vid att få
nyheterna
förmedlade genom
ord och bilder.

T

Men tänk om musik
kan engagera oss på
ett nytt sätt?



A group of people in a meeting, with one man pointing at a whiteboard. The scene is dimly lit, with a blueish tint. The man in the foreground is wearing a light-colored jacket and is pointing towards the whiteboard. Other people are visible in the background, some looking towards the whiteboard. The overall atmosphere is professional and collaborative.

Trusting digital infrastructures to **make sense** of the world

A group of young people, likely students, are gathered around a whiteboard in a workshop or classroom setting. One person in the foreground is pointing at the whiteboard with a blue marker. The scene is dimly lit, with a blueish tint. The whiteboard has some papers and markers on it.

“I know we can’t have this right now, but just **give it a few years** and you’ll see how good it gets”

- 16 year old News Changemaker

IN LAB

Schibsted

*Terminus
Trust*