



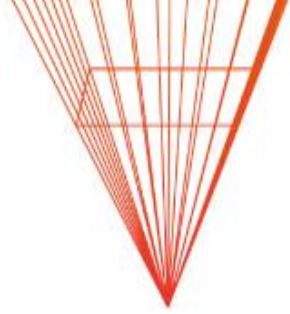
# Blending legacy and technology

## Our first AI-written sports reports

**Kyoko ITO**

Associate Director, Digital Services Innovation Division

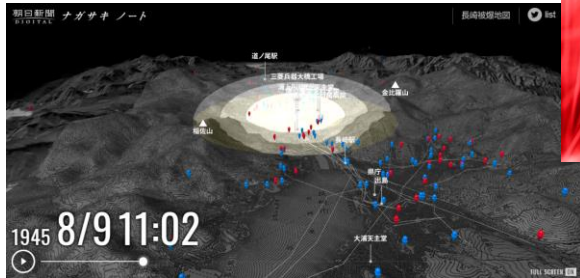
The Asahi Shimbun, JAPAN



**THANK YOU !**



**NAGASAKI NOTE**



<http://www.asahi.com/special/nagasaki-note/>



**GRIM**



<https://www.asahi.com/paralympics/2018/special/grim-narita/>

# Features of The Asahi Shimbun



- Japanese-language daily newspaper founded in 1879
- Circulation of 6 million
- 99.6% home delivery

However, the paper faces difficulties

Top 5 newspapers by circulation in the world

No	Name	Country	Language
1	Yomiuri Shimbun	Japan	Japanese
<b>2</b>	<b>Asahi Shimbun</b>	<b>Japan</b>	<b>Japanese</b>
3	USA Today	USA	English
4	Dainik Bhaskar	India	Hindi
5	Dainik Jagran	India	Hindi

Source : WAN-IFRA's *World Press Trends 2016* report

# Technological Challenges



Asahi  
Medialab  
Ventures



VOICE APP



朝日コネクト

AR APP

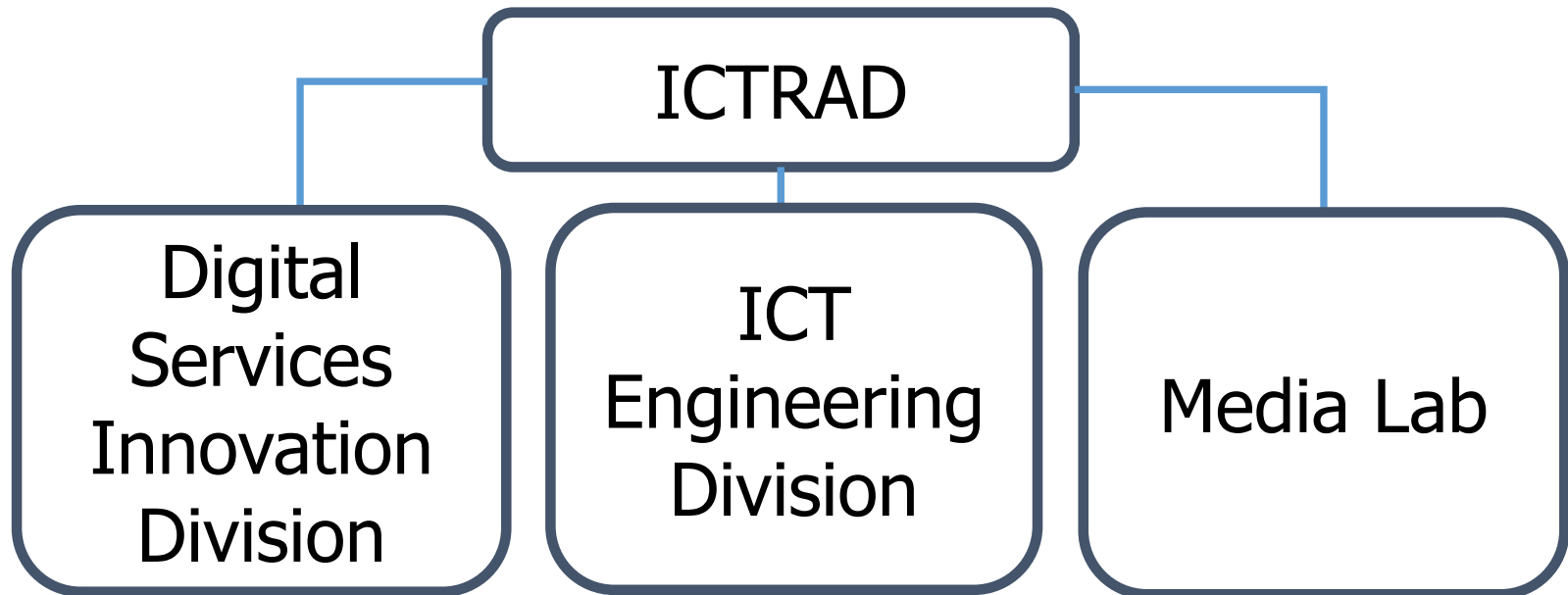
News

VR

VR APP

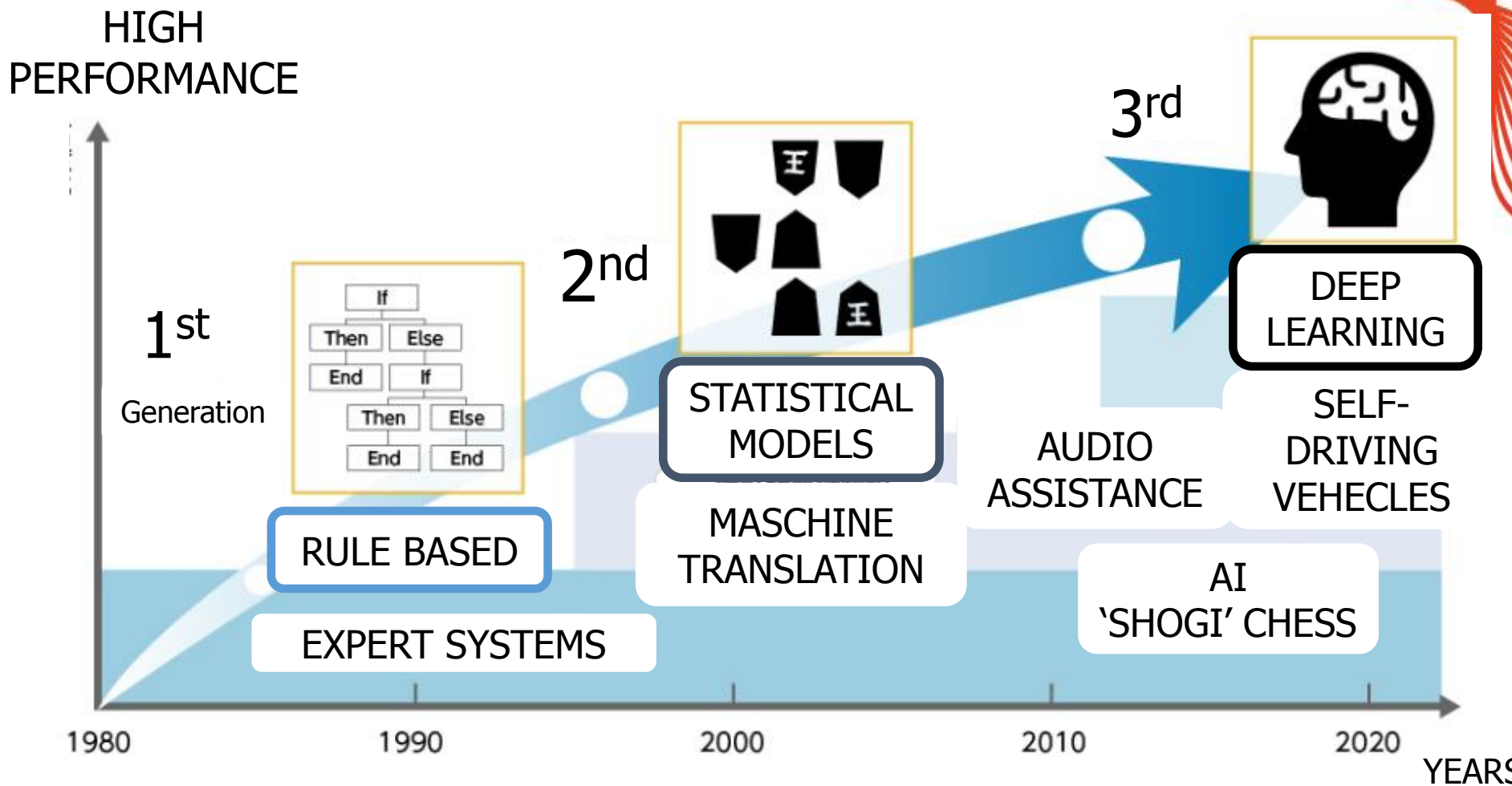
# Cross-functional team “ICTRAD” established in 2015

**I**nformation and **C**ommunication  
**T**echnology  
**R**esearch **A**nd **D**evelopment





# How AI technology has progressed



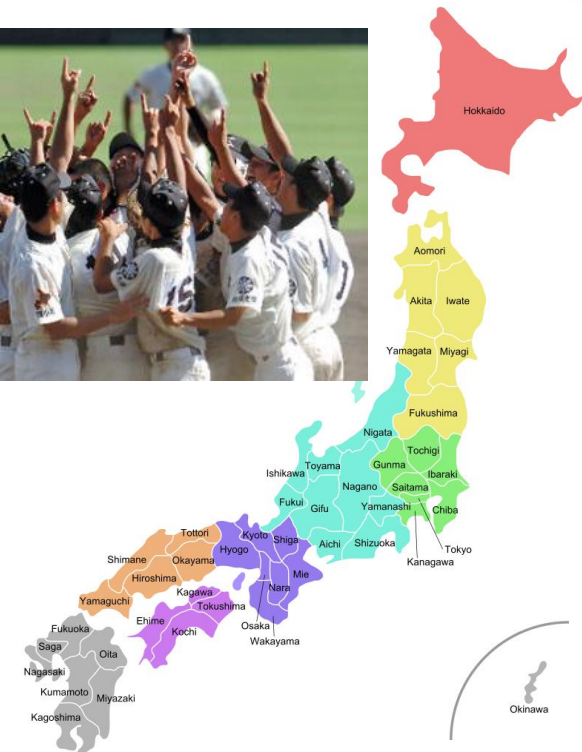
Source : NTT DATA

# National High School Baseball Championship

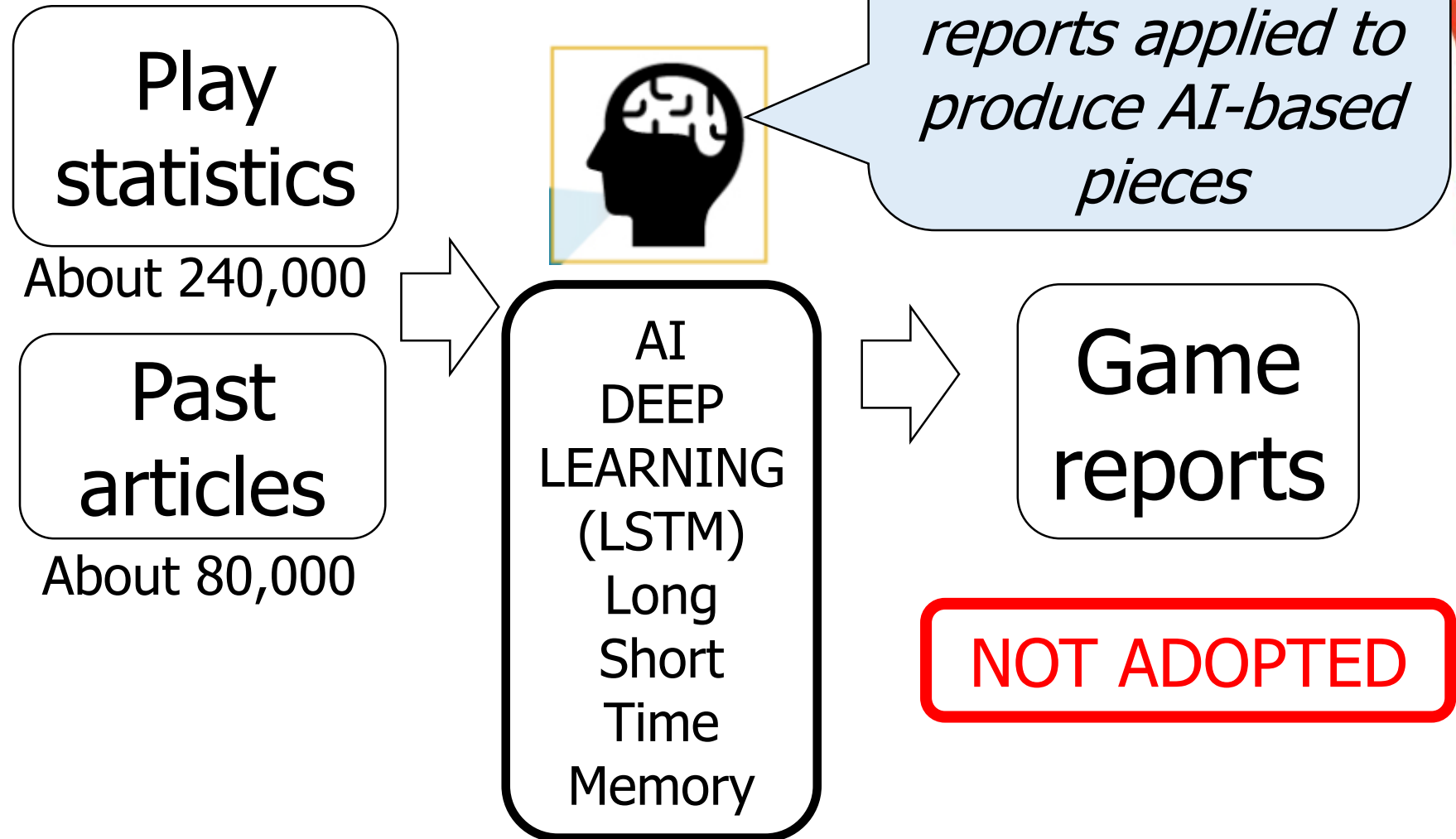
- The largest amateur sports event in Japan
- Co-organized by the Japan High School Baseball Federation and The Asahi Shimbun
- Participation of 3,800 high schools
- This year marked the 100<sup>th</sup> tournament



Shōhei OHTANI, the Los Angeles Angeles (MLB)



# Deep Learning





# Specific problems

- A major discrepancy in the number of play statistics and articles
- Machine learned wording and expressions unrelated to games
- Despite correcting the data, the machine relearns, producing even more distorted articles
- **ARTICLES MUST BE ACCURATE**

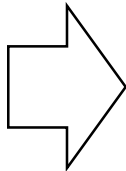


# Rule Based, Expert System

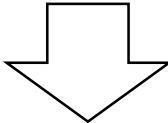
Play statistics

Past articles

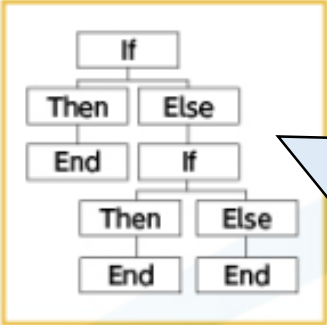
About 80,000



AI MACHINE LEARNING



Game reports



*Analysis of past games  
Analysis of game details  
Analysis of previous wording and expressions*

*Writing patterns of past articles*

**ADOPTED**

# Summary

- Success stemming from technology developed in the 1980s
- We in the media have Big Data, which has great potentialities, so let's take advantage of them for our readers!
- Beneficial combination of legacy and technology

Let's keep on innovating!





**THANK YOU!**

**QUESTIONS ?**

**Please e-mail...**

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