Google AOP PUBLISHING TECHTALK · CHARLOTTE STREET HOTEL, LONDON

The Agentic Newsroom

Moving from AI automation to autonomous partners



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Followed by: in conversation with Samara Hocihara, The Telegraph · open Q&A to close

Synthetic content is flooding the web. Verified journalism is the scarce asset

57%

Of online content is already AI-created or AI-translated

When synthetic text is infinite, the verified becomes precious · AWS, 2025

+1.4M

Digital-only subscribers added by The New York Times in 2025, a record 12.78M total

Verified, first-party journalism is what wins in the flood · FY25

45M

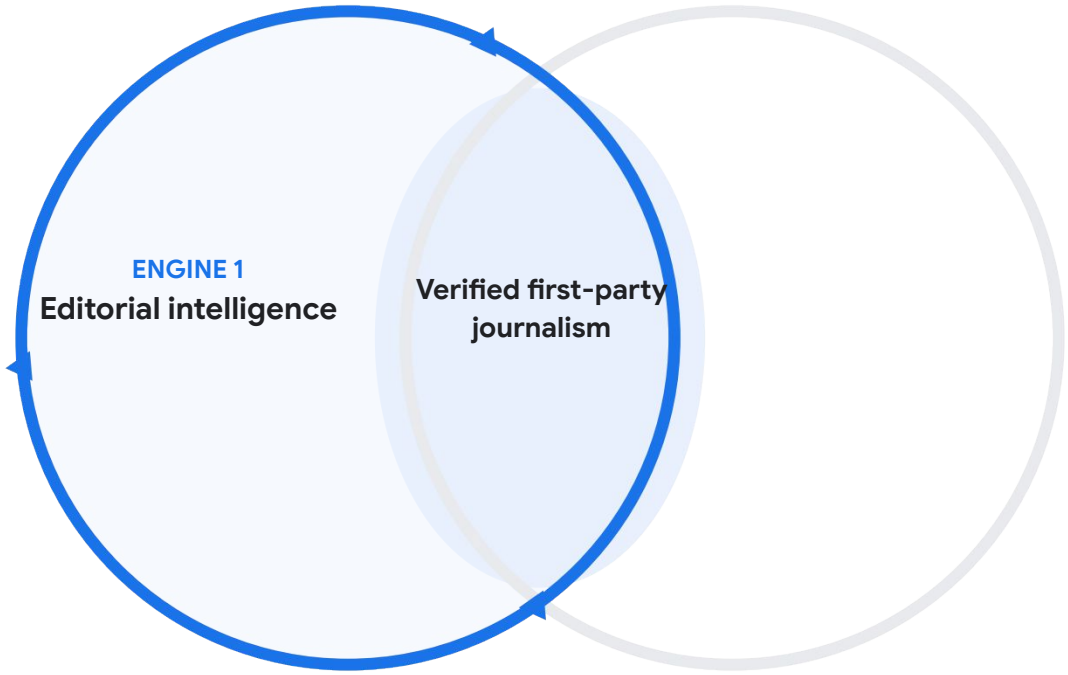
Monthly users made ChatGPT a regulated search engine in the EU

The front door to news is moving · Sept 2026

UK weekly chatbot-news use is 4%: early, not late. 16% of under-35s already show where it's going. The lead is there to take.

Sources: AWS study, 2025, via Reuters Institute Trends 2026 · NYT FY25 results · European Commission (DSA), Sept 2026 · Reuters Institute DNR 2026 (under-35: all markets)

One asset, two engines: structure it once, and it pays you twice



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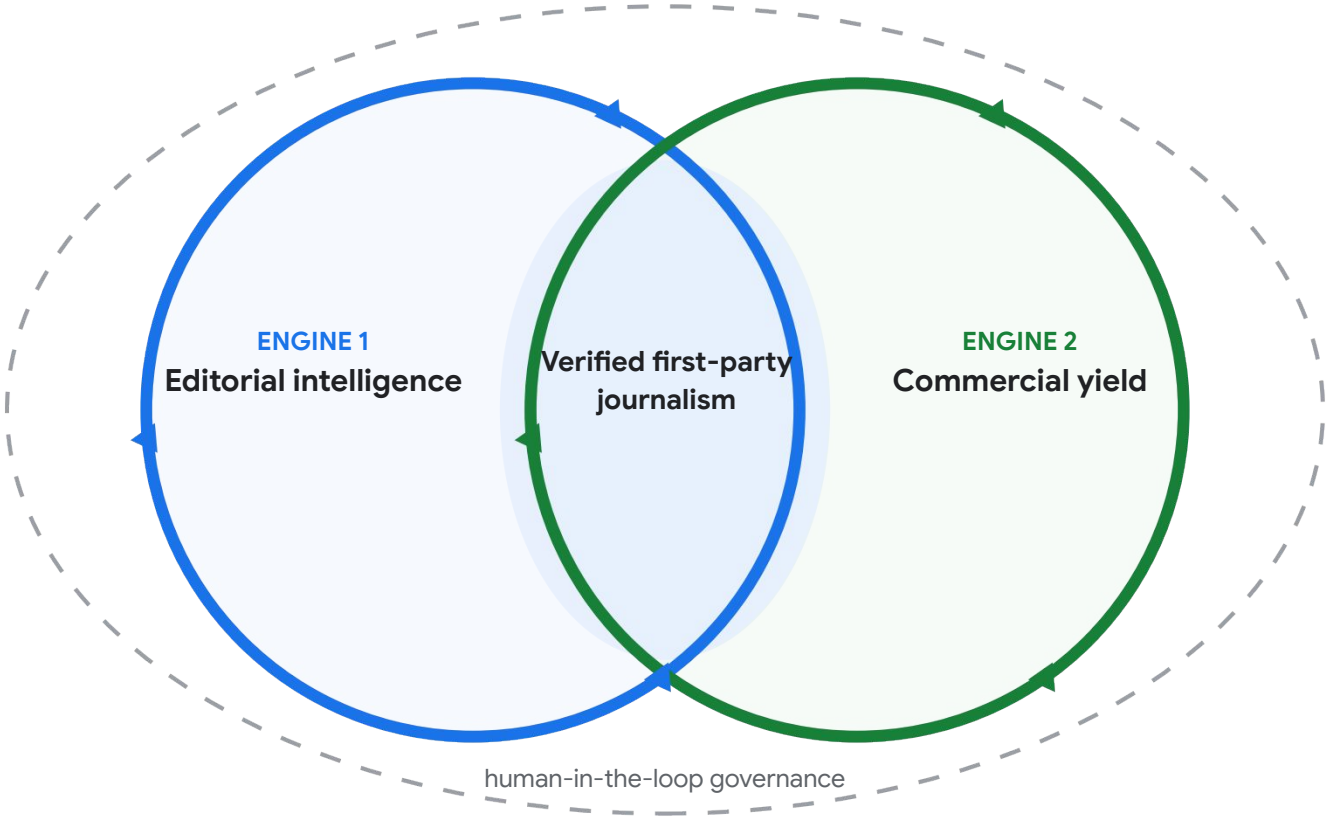
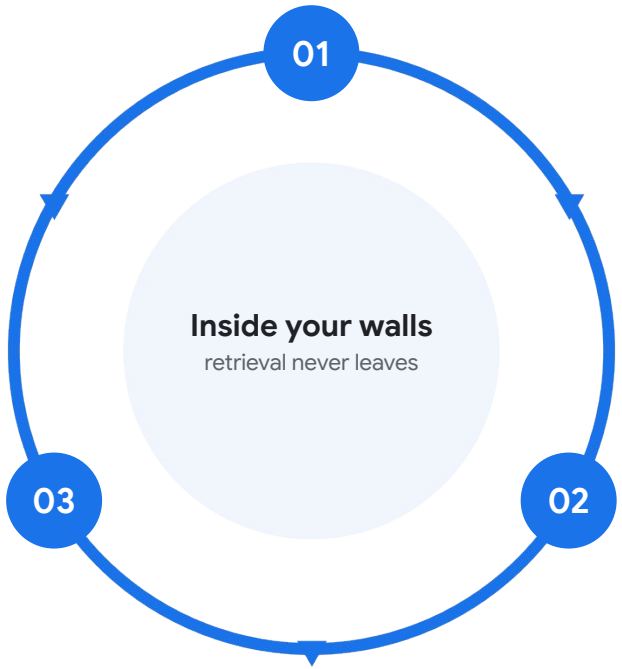


The operating rule for both engines: **AI proposes, the human editor disposes.**

Your archive is your moat. Agents put it to work



01 · Connect

Wires, reporter notes and 30 years of CMS archive, connected to one retrieval layer.

02 · Synthesise

Timelines, recurring sources and contrarian angles surfaced in seconds, every claim cited.

03 · Sign off

The journalist verifies, shapes the tone and holds exclusive authority to publish.

Already live in GNI pilot newsrooms: council-meeting briefs, sports metadata, translation at scale.

ENGINE 1 · PRODUCTION

One verified story becomes a day's social output



Production: hours → minutes

Built for under-35 reach

Recirculates traffic to O&O

77% of people globally now watch online news video every week. In 45 of 48 markets, more than broadcast TV news (DNR 2026).

Google

The buy side is going agentic. It's hunting for premium supply

58%

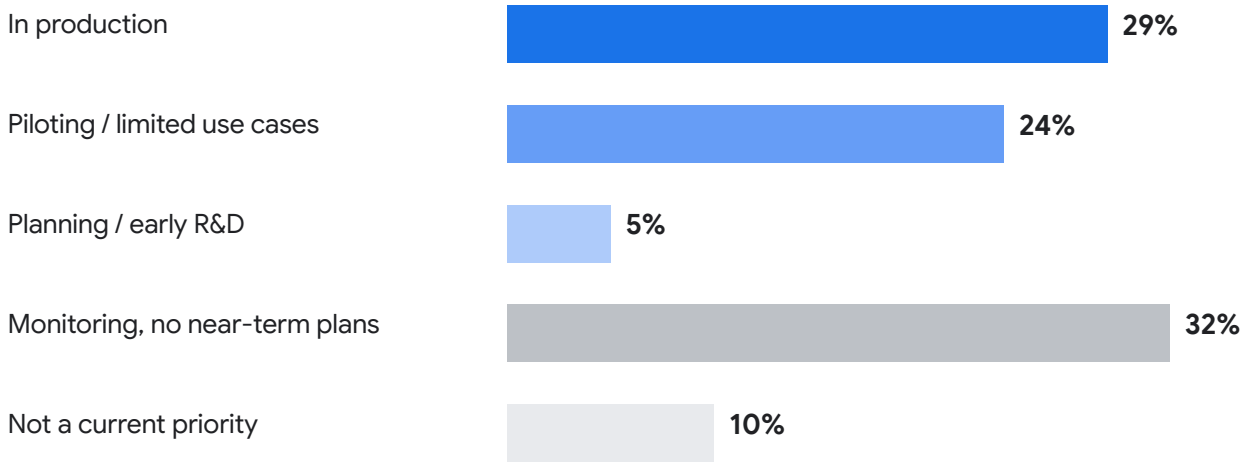
of US publishers are already investing in agentic advertising capability

29% run it in production today.

66% of US ad buyers will put more time and budget into agentic buying this year

And it's live: ~30 agentic campaigns have already run through one SSP alone.

US publishers: investment in agentic advertising, Feb 2026



Blue = investing now (58%). Grey = watching from the sidelines (42%).

Sources: Digiday × Optable, "The State of Agentic Advertising", May 2026 (n=41, directional) · IAB 2026 Outlook Study, Jan 2026 (n=205) · AdExchanger, Aug 2026

When agents can read your inventory, they pay a premium for it

1 · Structured taxonomy

Editorial content tagged to IAB-standard categories: machine-readable by design.

2 · First-party signals

Editorial context flows into the bid stream. No third-party cookies required.

3 · Pricing guardrails

Floors and pricing rules enforced, so autonomous demand never erodes premium value.

4 · Agent interfaces

Open standards like MCP let vetted buyer agents query, package and book directly.

49% of publishers call better first-party signals for AI-agent discovery their #1 priority for the next 12 months.

Proof it pays: The New York Times' LLM-built contextual ad stack: 150+ campaigns, digital ads up 20%+, no cookies.

What does this look like in production? The Telegraph shows you shortly.

Sources: Digiday × Optable, "The State of Agentic Advertising", May 2026 · EMARKETER on NYT Q3 2025 results, Nov 2025

Crawl, walk, run: the foundations start this quarter

CRAWL · MONTHS 1–3

Build the foundations

- ✓ Set your human-in-the-loop policy
- ✓ Audit content taxonomy and metadata
- ✓ Switch on first-party signals

No new technology required.

WALK · MONTHS 4–6

Automate the bottlenecks

- ✓ Pilot archive RAG with one desk
- ✓ Automate vertical video, alt-text, metadata
- ✓ Measure time saved, and trust kept

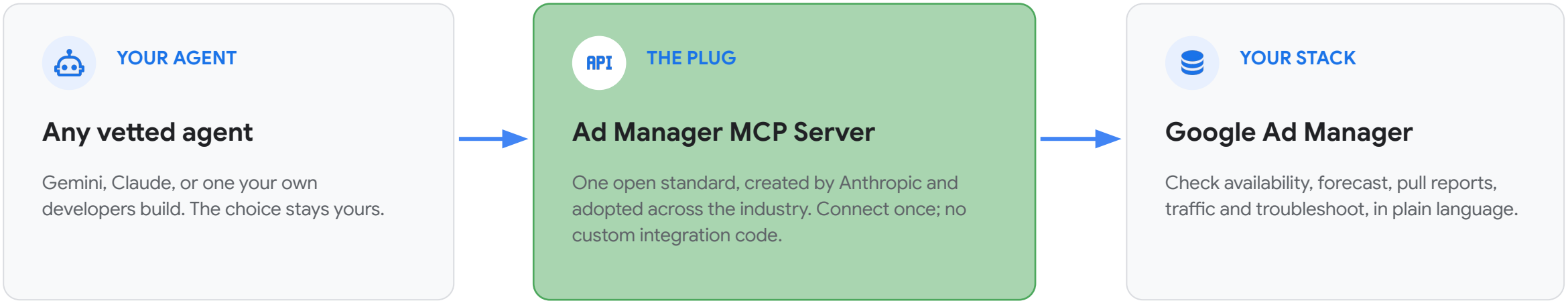
RUN · MONTHS 7–12

Open agentic trade

- ✓ Open inventory to vetted buyer agents
- ✓ Offer curated deals and agency seats
- ✓ Close the loop: yield informs packaging

THE BRIDGE TO PART 2

The last mile is a plug, not a project. You're about to see it working



Plain language in → actions and answers out. Permissions and guardrails stay managed in Ad Manager: your team decides what any agent may do.

BUILT HANDS-ON WITH EARLY PARTNERS

WORKFLOWS: FORECASTING · LINE ITEMS · PACING

NO CUSTOM INTEGRATION CODE

UP NEXT · PART 2

In conversation with The Telegraph: what they've built on these rails

MCP (Model Context Protocol): open standard originated by Anthropic; Ad Manager MCP Server: Google

“This isn't about replacing journalists with algorithms. It's about making verified journalism command its true value.”



PART 1 · JUST NOW

The argument: one asset, two engines

Peggy Richter · Google

PART 2 · UP NEXT

In conversation: MCP in production

Samara Hocihara · Telegraph Media Group

Then: **open Q&A with both speakers**

Google

The proof: MCP in production

What The Telegraph built on the agent rails, and what it means for yours

TELEGRAPH MEDIA GROUP

Samara Hocihara

Director of Campaign Planning
and Operations

×

Google

Peggy Richter

Strategic Partner Lead, News
Global Partnerships EMEA

Then: **open Q&A with both speakers**

Every campaign gets its own agent. Ad ops stays in command

Campaign agents

Every live campaign watched daily · verdict at 09:00

Aldervane Travel · Spring
Watching · checks daily, 09:00
ON TRACK

Pentamere Finance · Q2
Watching · checks daily, 09:00
ON TRACK

Veltrow Motors · EV launch
Watching · checks daily, 09:00
NEEDS ATTENTION

Quillbrook Home · Awareness
Watching · checks daily, 09:00
ON TRACK

Overnight: **4 checks · 1 flag · 0 critical**

How is the Aldervane Travel campaign pacing?

Ran: delivery summary · pacing check

Aldervane Travel · flight to 30 June
ON TRACK

Delivered 1.9m impressions: 94% delivered at 89% of flight
Projected end of flight: ~103% of goal · 11 days remaining

One leaderboard line is running ahead of its share. **Draft a note to the account manager?**

DRAFT THE NOTE | DIG INTO CREATIVES

Illustrative recreation of a publisher campaign-agent workflow. All advertisers and figures are fictional.

TELEGRAPH MEDIA GROUP

Not a download-and-good-luck programme: you build with a team beside you

HANDS-ON

A team beside yours

Early partners and Google work the same real workflows, side by side, not through a ticket queue.

SHAPED BY PARTNERS

Your feedback sets the roadmap

The workflows that ship (forecasting, line-item drafting, pacing diagnostics) are the ones partners asked for and tested.

GUARDED BY DEFAULT

Nothing to wrap or maintain

Security, permissions and guardrails are managed in Ad Manager. Your team decides what agents may do; Google keeps the rails safe.

The programme is expanding: **if you want to shape these workflows with us, talk to us today.**

And the crawl phase needs no invitation: taxonomy, signals and policy start on Monday.

APPENDIX

If asked: the data

Monetising the LLM era is mainstream: 75% are doing it or piloting it

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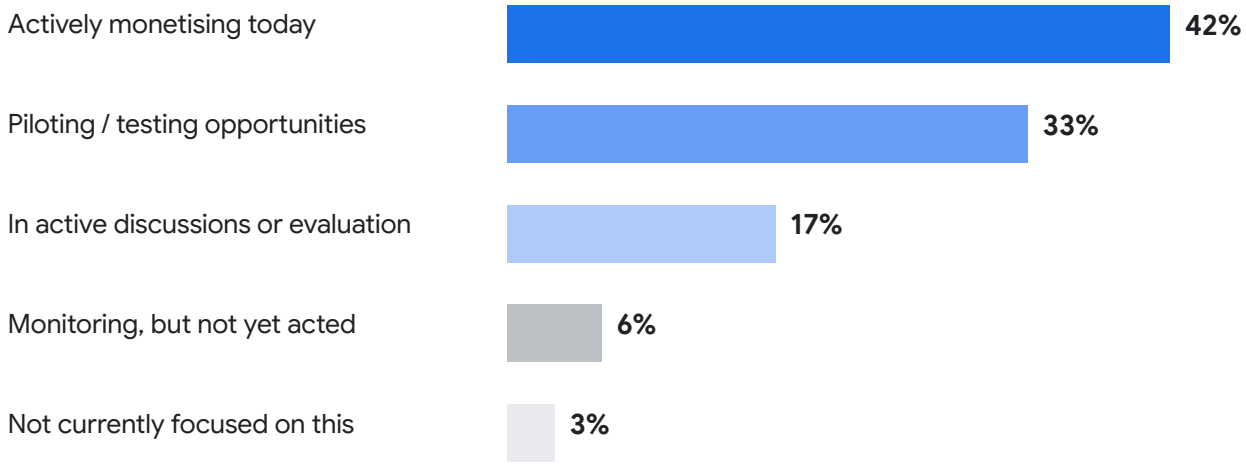
of US publishers are actively monetising or piloting LLM-related value exchange today

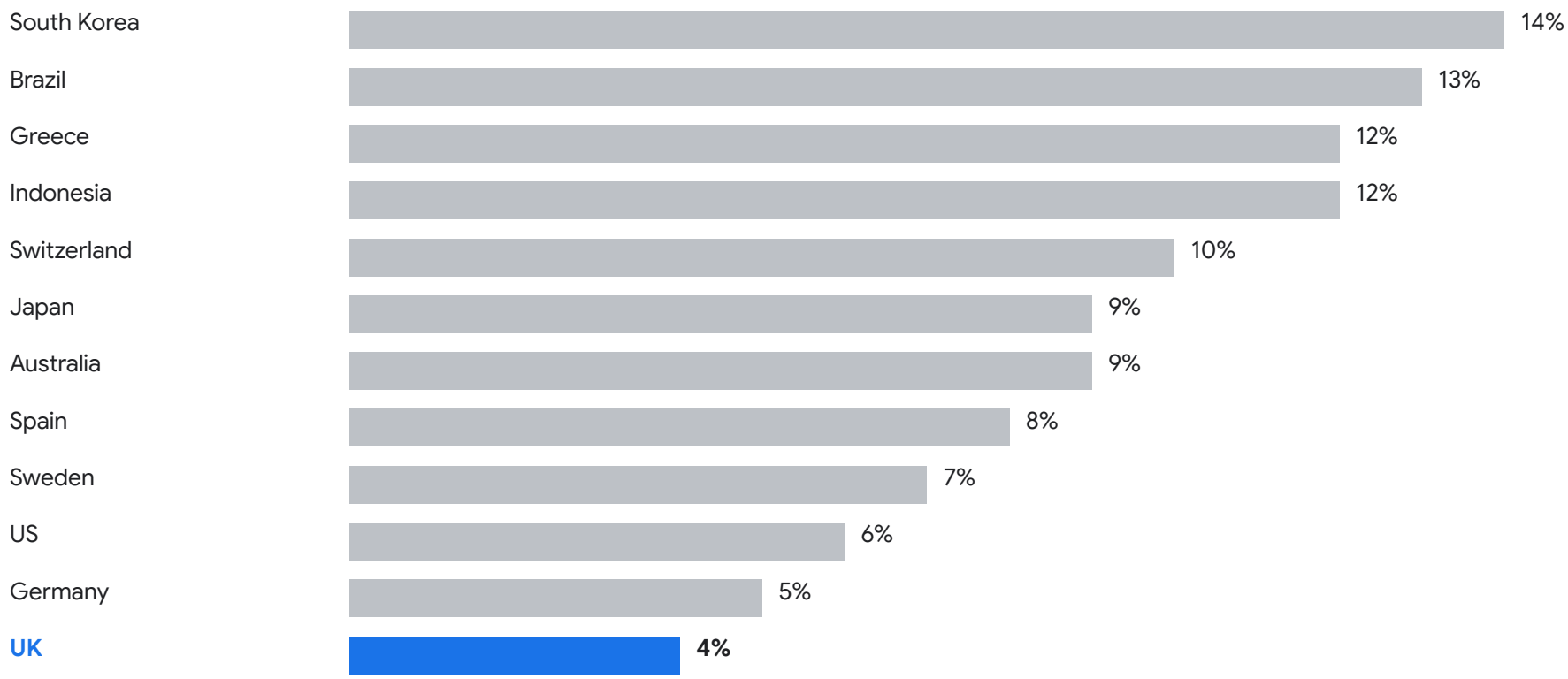
Only 3% say it is not a focus.

US publishers: readiness on LLM-related monetisation, April 2026



Source: IAB, "The AI Discovery Shift: How Publishers Are Navigating LLM-Driven Content Discovery", July 2026 (n=109)

Weekly AI-chatbot news use: the UK is early, its under-35s are not



Global average: 10% weekly (up from 7% in 2025) · Under-35s across markets: 16%

Source: Reuters Institute Digital News Report 2026