

Ouest-France boosts its local information



Interview of **Karim GALLE**
Digital Department Project Manager - Ouest-France

What are your challenges in terms of content production?

We have several objectives:

- Firstly, to free journalists from writing tasks which are tedious and repetitive, allowing them rather to concentrate on higher added-value tasks, and on investigative work.
- Secondly, to extend and diversify Ouest-France's influence across French territory by offering content to areas not covered by correspondents.
- Finally, to reach a wider audience in order to increase traffic to our media website.

How did the project set-up go?

In 2015, we heard about Syllabs following its collaboration with Le Monde for the municipal elections, but it wasn't until 2018 that we would launch our first automatic text generation project: covering a subsection of the Soccer World Cup matches via articles generated by Syllabs.

More than just consistency with Ouest-France's editorial style, we also needed to ensure that automatic text generation would complement the investigative work of journalists.

After the success of the World Cup project, we wanted to develop, in partnership with Syllabs, a real automated news feed. That's how we developed the weather news feed and the cultural events report together!

How was the collaboration with our teams?

The support we got from Syllabs for this project was ideal, our contacts were very present and reactive.

Moreover, by collaborating with some of our journalists, Syllabs was able to adapt the texts generated to our editorial style, which enabled us to ensure a certain uniformity in our content.

What do you think of the Syllabs solution?

The reception of the solution within our editorial staff was generally positive, because the success of this project was the result of a real collaboration. The quality of the texts delivered by Syllabs, and the continuous work to improve the content, has encouraged us to develop new services and new subjects for automated content.

Further, the Syllabs solution allows us to offer unique content to areas where we do not have correspondents, thus increasing our geographic coverage.

Would you recommend Syllabs to others ? Why?

Yes, I wouldn't hesitate to recommend Syllabs. The automatic generation of articles skillfully complements content production, creating new opportunities and allowing our teams to concentrate on higher added-value tasks.

A content issue or a specific need ?

Contact us !

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