

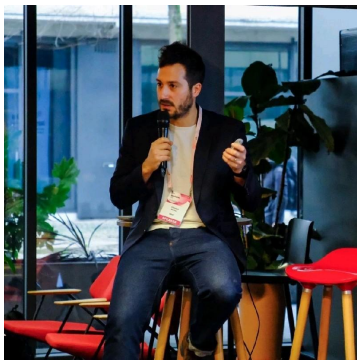
# What **Brut.** does with AI



21 Mai 2025

# **Agenda**

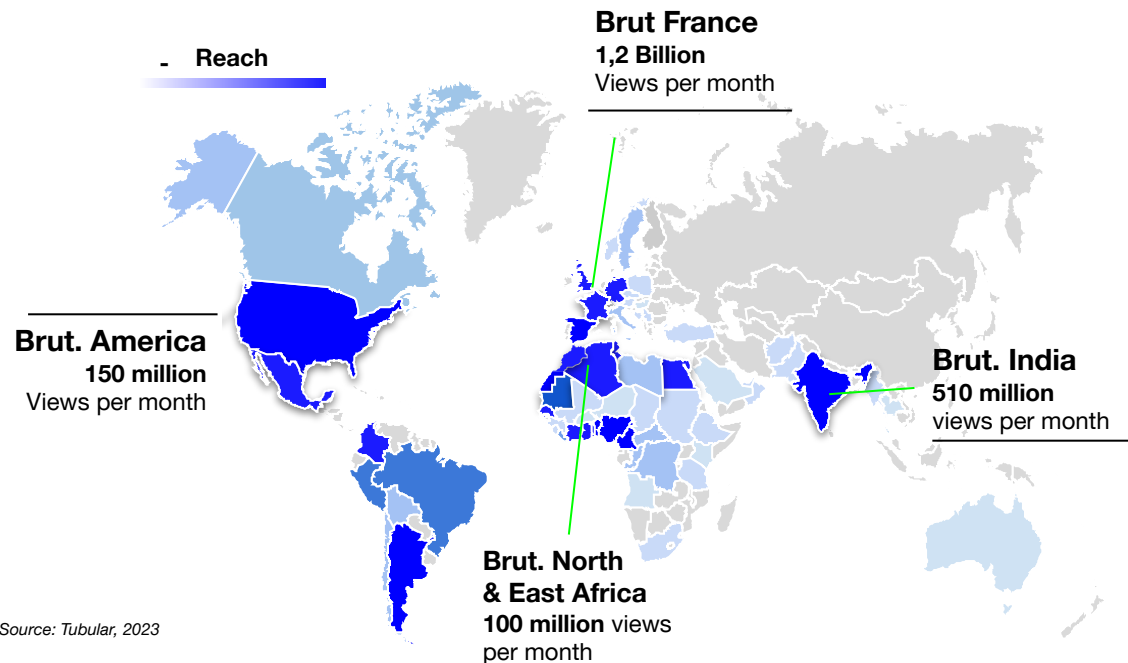
- 1 Introduction Johanna : GenAI in the newsroom**
- 2 Our methodology: how we drive this transformation**
- 3 Our use-cases: what we have done - demo!**
- 4 Our learnings : our DO's and DON'Ts to integrate GenAI**



# Speaker Clément

# Brut.

## Brut. is a leading media outlet on social media in France... but not only !



**500 Million**

People reached per month  
70 % are under 35 yo  
50/50 male/female

**2 Billion**

Organic Video Views / month  
Equivalent to **\$1.5bn** of paid media

**50k+**

Videos / year

 **TOP 2** News media in the world

**Brut.**

# We are a leading media outlet on TikTok

## TOP 1 in France

**Brut.** 10 million  
followers



6.6 million  
followers



Konbini

2.7 million  
followers

## TOP 2 in Europe

**Brut.** 10 million  
followers



16 million  
followers



6.6 million  
followers

## TOP 2 Worldwide

**Brut.** 10 million  
followers



16 million  
followers



NEWS

8.9 million  
followers

**Some  
context**

# AI before chatGPT 2020 - 2023

- Recommendation for *you, lookalike*
- Recommendation repost
- Topic classification, backend

***Analytical* AI  
classification  
Deterministic  
Backend**

## Advocate, Convince

**Some  
context**

**AI after chatGPT**  
**2023 to date**

**enthusiasm**

**fear**

**... and fantasies**

***Generative* IA**  
**Non-deterministic**  
**User facing**



**Our methodology to  
drive AI transformation  
Brut.**



# Strategy to drive GenAI Adoption

**Acculturation**

Training, lunch & learn  
+75 % des employés formés

**Accessibility**

Facilitate access to existing tools in  
the organization

**Clear and safe  
framework to  
experiment**

Legal and best practices  
guide

# Acculturation



21

Total Trainings



10

Months Duration



All

Departments Covered



30+

Tools Introduced

## Training Categories



Content Creation & Text

3



Visual Content

6



Video & Animation

2



Audio Production

1



Research & Fact-checking

1



Productivity & Workflow

5



AI Agents & Customization

1



Domain-Specific

3



Web Development

1



Ethics & Best Practices

1

# Acculturation

## April 2024



### 22-23 Script Generation from AFP News

Content Creation & Text Generation

Editorial Teams, Brand Teams ►



### 29-30 Prompt Art Techniques

Visual Content Creation

Editorial Teams, Brand Teams ►

## May 2024



### 14 Video Animation Techniques

Visual Content Creation

All Staff ►



### 21 ChatGPT and Documentary Research

Research & Fact-checking

All Staff ►



### 28 Audio Generation

Audio Production

All Staff ►

# Acculturation

## June 2024

-  **5 AI-Boosted Productivity and No-Code Introduction**  
Productivity & Workflow Enhancement [All Staff](#) ▶
-  **19 ChatGPT Mastery for Writing Workflows**  
Content Creation & Text Generation [Editorial Teams, Brand Teams](#) ▶
-  **25 Automation Scenario Creation**  
Productivity & Workflow Enhancement [Tech Teams, Editorial Teams](#) ▶

## July 2024

-  **4 Google Sheets AI Integration**  
Productivity & Workflow Enhancement [All Staff](#) ▶
-  **9 Midjourney Creative Process Enhancement**  
Visual Content Creation [Brand Teams, Editorial Teams](#) ▶
-  **18 Special Video AI Session with @Lena Hempel**  
Advanced Video & Animation [Editorial Teams, Brand Teams](#) ▶

# Acculturation

## September 2024



### 10 FLUX Fine-tuning for Ultra-Realistic Visuals

Visual Content Creation

Brand Teams, Editorial Teams ▶



### 17 Creative Workflow Optimization

Productivity & Workflow Enhancement

Editorial Teams, Brand Teams ▶



### 26 Motion Design and 2D/3D Animation

Advanced Video & Animation

Editorial Teams, Brand Teams ▶

## October 2024



### 3 Advanced No-Code Session

Productivity & Workflow Enhancement

Tech Teams, All Staff ▶



### 15 AI Ethics and Legal Issues Conference

Ethics & Best Practices

All Staff ▶



### 17 Customized GPT Agents

AI Agents & Customization

Tech Teams, Editorial Teams ▶



### 24 SEO-Optimized Content Generation

Content Creation & Text Generation

Editorial Teams, Brand Teams ▶



### 31 Customer Service AI Management

Domain-Specific Applications

Brand Teams ▶

# Acculturation

## November 2024



### 7 YouTube Thumbnail Generation

Visual Content Creation

Editorial Teams, Brand Teams ▶



### 14 Developer-Focused Session

Domain-Specific Applications

Tech Teams ▶



### 21 Sales-Focused Session

Domain-Specific Applications

Brand Teams ▶



### 28 AI-Powered Website Creation

Web Development

Tech Teams, Brand Teams ▶

## January 2025

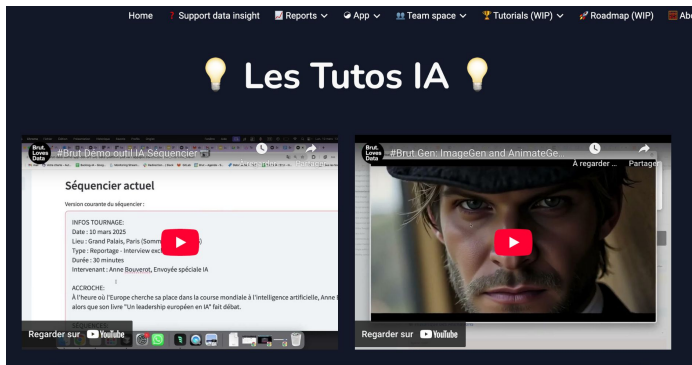


### 15 Image Generation & Animation Models Update

Visual Content Creation

Editorial Teams, Brand Teams, Tech Teams ▶

# Acculturation



Videos,  
tutorials on our  
internal site +  
YouTube

- ▼ 25 Juin 2024 ✓
  - Comment créer un scénario d'automation sur make.com pour découvrir le 'no-code' à travers un cas d'usage en lien avec l'actu de l'euro 2024: objectif = créer un bot prédicteur des scores de l'Euro via un scénario faisant appel à un assistant GPT-4o (via API) personnalisé permettant de mettre en application pratique et ludique des concepts complexes comme le RAG
    - replay vidéo de la session [LIEN]
    - drive avec ressources du cours [LIEN]
    - slide de la session [LIEN]

## AGENDA LUNCH & LEARN IA JUILLET

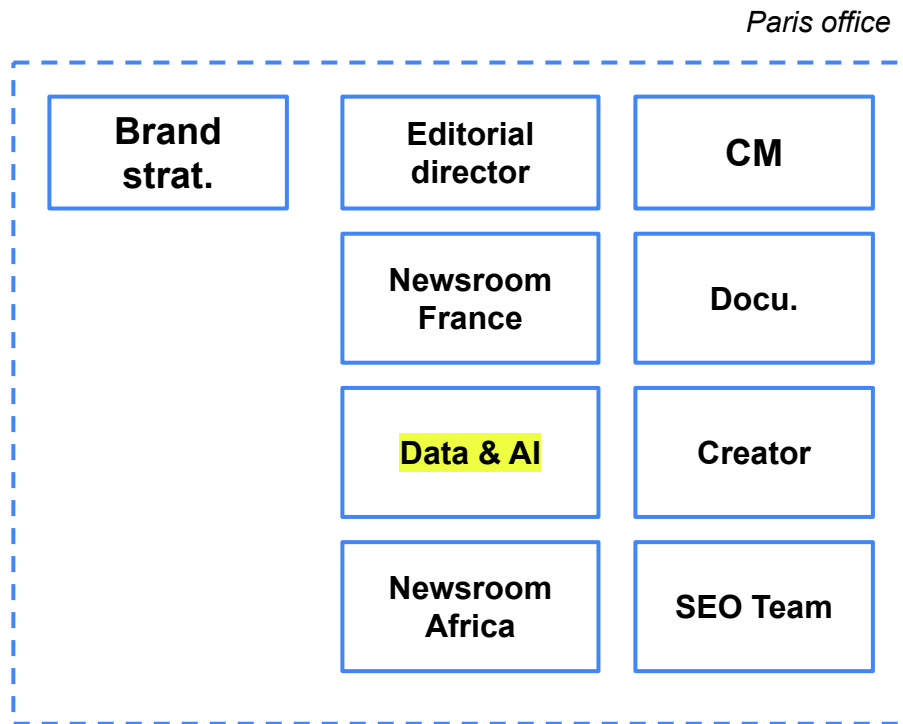
- ▼ 4 Juillet 2024 ✓
    - Comment utiliser ChatGPT ou Claude à l'intérieur même de Google Sheet pour automatiser des tâches "at scale"
      - Automatiser des tâches répétitives avec l'API OpenAI
      - Analyser des données textuelles : analyse de sentiments, classification automatique, etc.
      - Créer des formules de calcul complexes en quelques secondes avec ChatGPT
      - Apprendre à créer des scripts Google Apps Script sans être développeur
    - replay vidéo de la session [LIEN]
    - slide de la session [LIEN]
- Que vous soyez débutant ou confirmé, cette session vous fera gagner un temps précieux dans vos tâches de feuilles de calcul !

Complete  
course  
summaries on  
Notion

Name	Tags	Referent	Credentials
Midjourney	image, generation	Clement Baccar	start.1password.com
Runway	video, animation	Clement Baccar	start.1password.com
OpenAI API	api, llm, prompt	Clement Baccar	on demand
ChatGPT	text, llm, prompting	Clement Baccar	on demand
Fireflies	audio, text, prise de note réunion		on demand
Magnific.ai	image, upscale, transform	Clement Baccar	magnific.ai@brut.me de diffusion (voir ave
Heygen	avatar, video, lipsync	Gabriel Millet	start.1password.com
ElevenLabs	audio, voice cloning	Gabriel Millet	start.1password.com
Opus Clip	clipping, video	Gabriel Millet	on demand
Klap	clipping, video	Gabriel Millet	start.1password.com

Centralized AI  
tool library

## Our Data/AI team within our org.



**A bi-monthly IA copil / Sponsor COO**  
demo / news / roadmap / training

**A quarterly roadmap**



# How ideas emerged ?

- **Post-training brainstorming workshops:** After each session, 30 minutes dedicated to identifying use cases
- **Idea submission form:** Internal platform where any employee could submit an application idea !
- **Workflow observation sessions:** Analysis of bottlenecks in existing processes by shadowing employee
- **Competitive intelligence:** Identification of innovative use cases at other media AND AI companies
- **Going to external events** (hackathon, meetup, conferences etc)



AI Action summit - Lauréat "AI for efficiency" program StationF



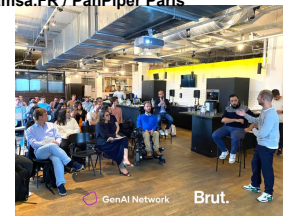
Meetup - GenAI France



Conférence - Rencontre de l'innovation éditoriale - Samsa.FR / PanPiper Paris



Podcast Les carnets de l'IA Online



Conférence - journalismAI - LSE / Online



Meetup - GenAI network / StationF



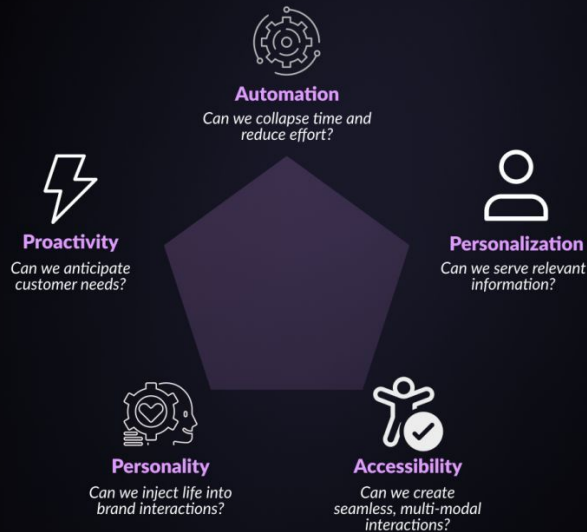
# Questions we ask ourselves before any new AI projects

Many teams add AI to their products without clear direction or understanding of why...

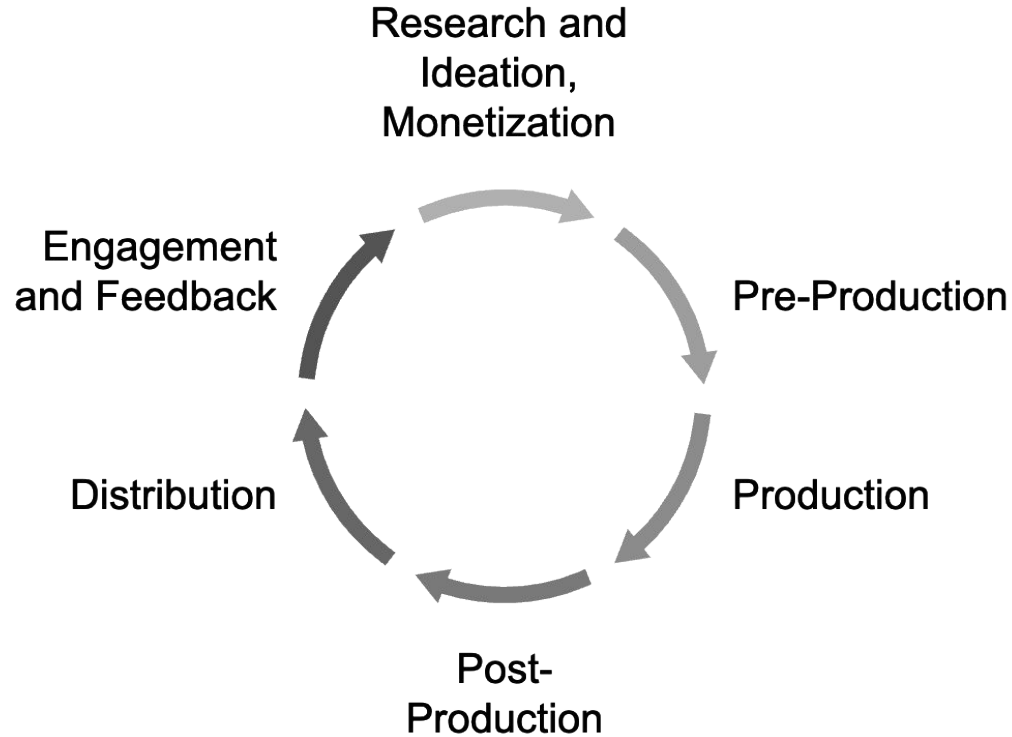
Here are five key questions we systematically ask when designing/reflecting on a new AI feature:

## 5 reasons to add AI features to your product

(and questions to ask when designing them)



# How do we test ?



## How we deployed GenAI project

Monitor **usage** and **cost**  
of each initiative

**Versatile** feature teams

1

2

3

4

Anticipate potential  
**organization changes**

Focus on user **feedbacks**

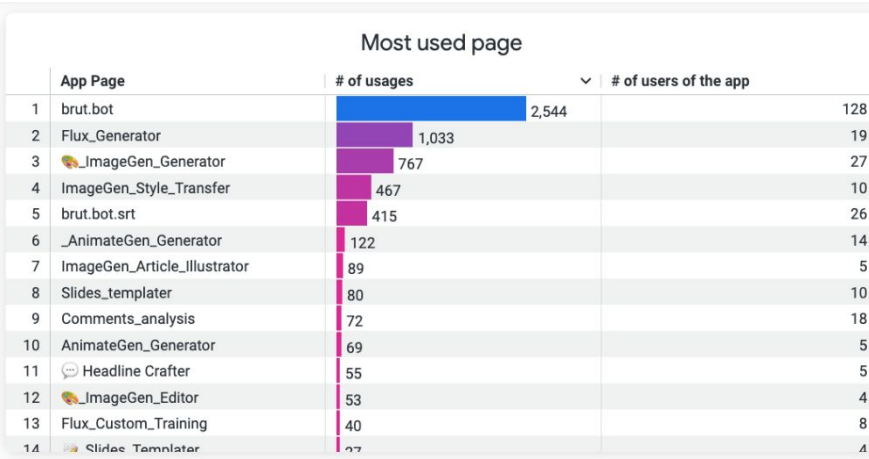
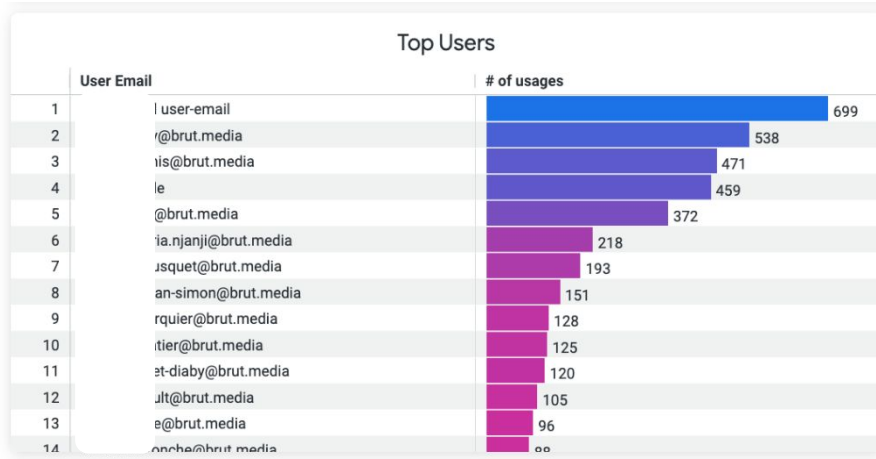
# How we monitor AI project

## Deployment process:

- **Standardized documentation:** Creation of user guides and best practices
- **Ambassador training:** 1-2 experts from each team deeply trained
- **Kick-off session:** Presentation of pilot results and deployment plan
- **Dedicated support:** Slack channel and weekly office hours

## Governance and best practices:

- **AI internal usage charter:** Ethical principles and usage rules
- **Technical monitoring:** Tracking of API usage and costs



**Our use-cases**

**Brut.**

# In a nutshell...



## **Creativity**

Develop an innovative video and content format utilizing GenAI tools



## **Operational Efficiency**

Eliminate monotonous and repetitive tasks and processes within the whole company (newsroom, sales, hr, finance, creativity ...)



## **Audience intelligence**

Understand audience interests and propose more suitable content, increasing audience and revenue



## **Business opportunity**

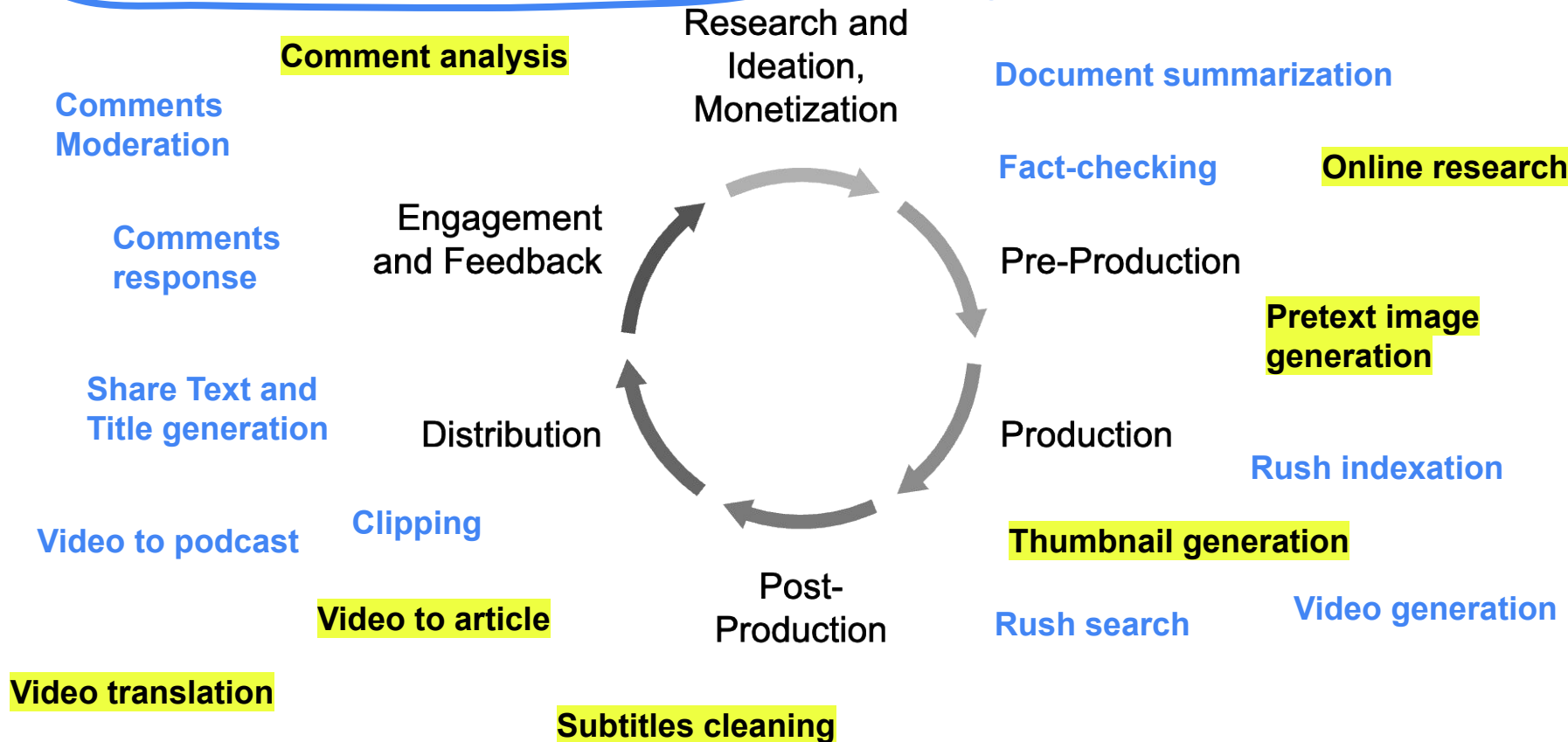
New product  
Brut.Echo  
Catalog Brut.  
Brut.Studio

# Media & Multimodality

*Video, podcasts, articles, script, subtitles, rush, carrousel, investigation document, images, archives ....*



# A creative workflow



**We have mapped over 50+ needs  
of automation internally...**

**Brut.**

**We will present only 4 use-cases  
for today that are representative of  
our work**

**Brut.**

**Brut.Echo**  
know your audience

## Comment analysis platform

### TikTok

Olivier Dubois, journaliste, a été l'otage pendant 711 jours au Mali du GSIM,...

#### Voici ce qui est ressorti:

- Comment s'est passée la négociation pour sa libération?
- Pourquoi a-t-il été envoyé au Mali en tant que journaliste?
- Quelle a été la rançon payée pour sa libération?

#### En quelques mots...

Les commentaires discutent principalement des circonstances de la captivité d'Olivier Dubois, ainsi que des préoccupations sur le racisme et le choix de son nom, suscitant des interrogations sur son identité et son rôle en tant que journaliste.

640.1K

Vues

593

Commentaires

38.0K

Engagement total



**newsletter or report** summary, topic and sentiment analysis

**Sold to our customer (Band campaign report / ad-on)**

## Quelles conversations ont lieu sur l'ensemble des vidéos ?

### Résumé des commentaires

Les commentaires sur l'interview de Gad Elmaleh sont globalement positifs. Les spectateurs apprécient le ton posé et respectueux de l'entretien, qui permet à Gad Elmaleh de répondre sincèrement et de manière réfléchie. Beaucoup de spectateurs louent la qualité humaine de Gad Elmaleh, le décrivant comme bienveillant, spirituel et sage. Son attitude et ses réponses dans l'interview sont perçues comme touchantes et sincères, renforçant l'admiration pour lui.

Gad Elmaleh est largement respecté pour son talent et sa carrière, malgré les controverses passées comme l'affaire de plagiat, que certains commentateurs estiment être du passé. Plusieurs personnes expriment leur admiration pour son humour et sa capacité à faire rire, le considérant comme une légende de l'humour français.

En somme, l'interview est perçue comme une réussite, réconciliant certains avec Gad Elmaleh et mettant en lumière son talent et son honnêteté.

### Exemples de commentaires

#### Reconnaissance du talent de Gad Elmaleh

- Gad pour moi c'est le meilleur il me fait toujours autant rire
- Je respecte beaucoup ce monsieur
- Gad t'as pas besoin d'être dans la concurrence... t'es une légende ;)

#### Qualité de l'interview

- Vidéo vraiment cool, j'ai appris plein de trucs.
- Merci Brut de m'avoir réconcilié avec Gad. J'étais allé le voir en spectacle avant. L'affaire m'avait éloigné de lui, car l'impression d'avoir été dupé.

**+40 reports so far**

**For newsroom and  
brand content**

# Boost SEO online

## Video adaptation to article

+1000 articles published on the website  
SEO Journalist now writing articles  
> 0.5€ per article



Christophe Gatineau, agronome et cultivateur, souligne l'importance cruciale des vers de terre dans l'agriculture moderne. Il affirme que "notre futur dépend de l'avenir du ver de terre parce que le ver de terre dans un sol cultivé est le seul animal, le seul bétail capable de réunir en permanence les sols". Cette capacité unique à revitaliser le sol est essentielle pour maintenir sa productivité et sa fertilité. Gatineau explique que le travail des vers de terre consiste à entretenir le sol en "remuant des argiles" qu'il va mélanger à la matière organique, ce qui contribue à la formation du "complexe argilo-humique".

**A découvrir**  
Il élève des vers de terre

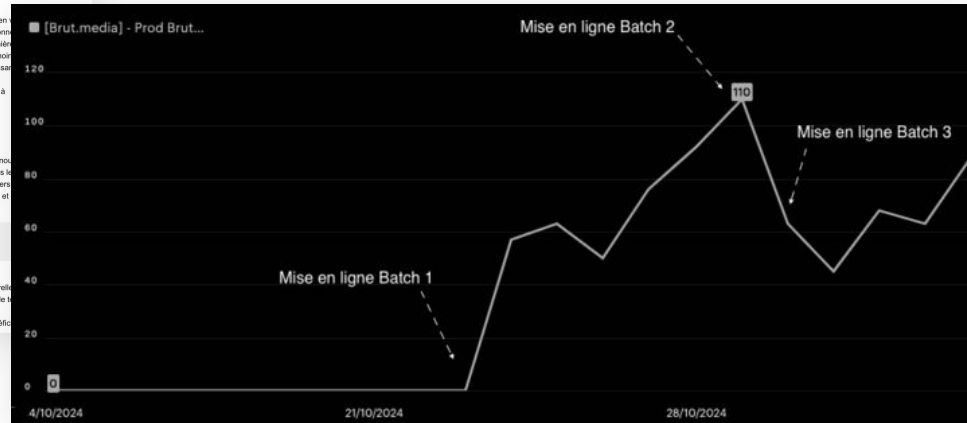
En se remémorant son enfance à la ferme, il se souvient de la richesse en vers de terre dans une prairie normande. On pouvait trouver jusqu'à quatre tonnes de vers de terre par hectare. En revanche, dans les sols cultivés de manière intensive, cette population diminue dramatiquement, atteignant parfois moins de 50 kg par hectare. "C'est l'absence de nourriture et la montée en puissance des pesticides et des engrais chimiques" qui sont responsables de cette situation alarmante. Selon Gatineau, cette agriculture chimique, qui vise à nourrir directement les plantes, est non durable car elle épuise les sols.

### La nécessité d'une agriculture durable

Christophe Gatineau insiste sur le fait que son approche agricole vise à nourrir les vers de terre pour favoriser la vie du sol. Il déclare : "Moi quand je fais le foin, en fait, c'est pas pour nourrir mes vaches, c'est pour nourrir mes vers de terre". Cette philosophie repose sur l'idée que plus la vie du sol est riche et en bonne santé, plus elle produit de nourriture pour les plantes.

**A découvrir**  
L'agroforesterie en Amazonie guyanaise

Il met en avant l'importance de la biodiversité et de l'autorégulation naturelle des écosystèmes agricoles. Gatineau souligne également que les vers de terre sont "le premier auxiliaire, le premier alié, le premier partenaire de l'agriculteur". Pourtant, il déplore le fait que ces créatures vitales ne bénéficient pas de la même attention que les plantes.

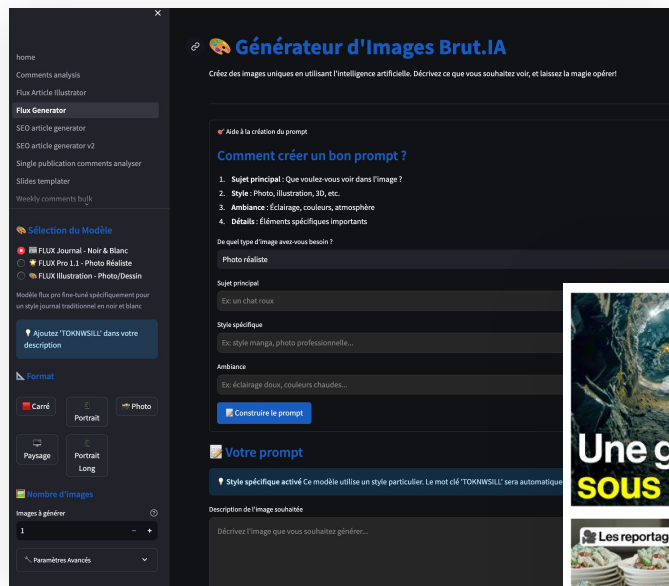


# Creative AI Studio

## Creative AI Studio

- image generation
- video generation
- upscaling
- Youtube thumbnail assistant (+3 hours)

Use case: crossposting of midform to youtube is not possible due to the current thumbnail youtube creation (up to 3 hours) with this new app with expect it less than 10 min.



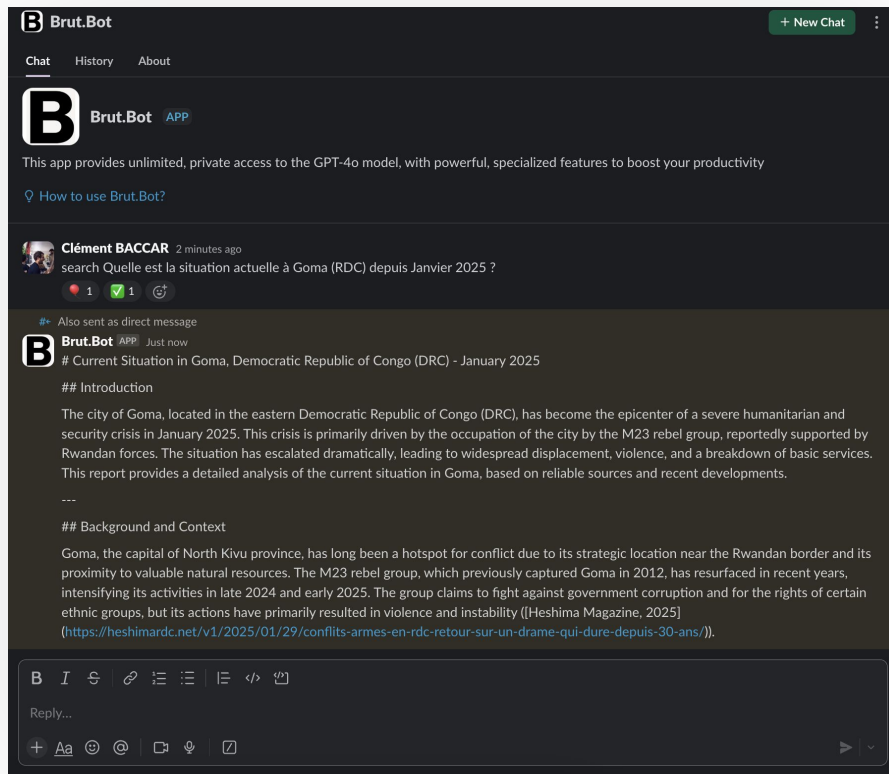
# Brut.Bot

Subtitles spell check

Youtube  
chapterization

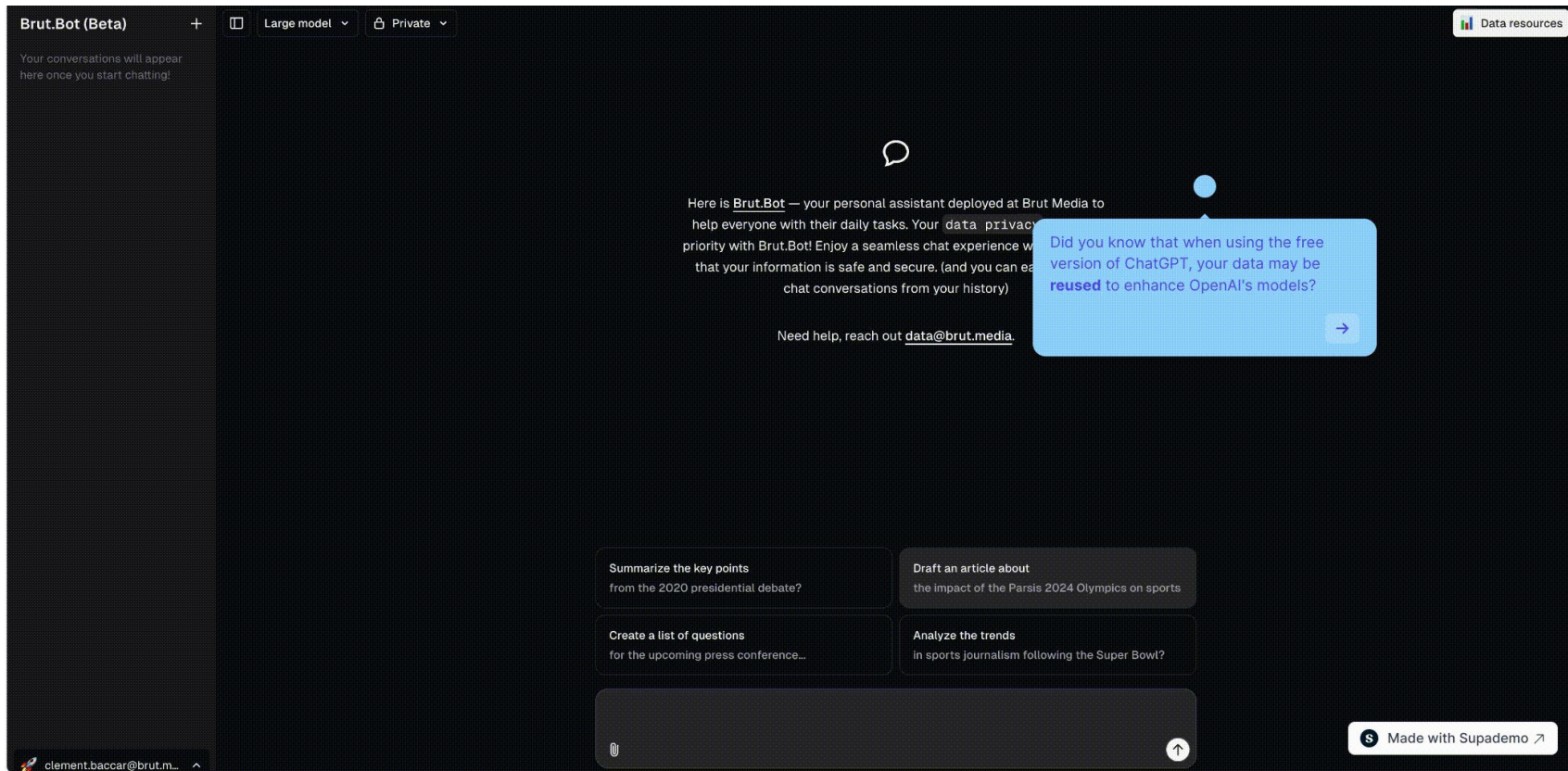
Online search  
engine  
report for journalists

Safe and  
secure LLM





# Brut.Bot





**Our learnings**

**Brut.**

## Some KPIs

**85%**

of all employees, across all continents use our internal AI tool

**70%**

of employees attended AI training, with **NPS 4.7/5**

**6,417**

is the total number of times our AI tools were used\*

\*including but not limited 3000+ images et over 400 videos animations

# The 20-40-40 rule

## Key Success Factor: The 20-40-40 Rule

Successful AI transformation requires balancing three critical dimensions:



Technology



Processes



People & Culture

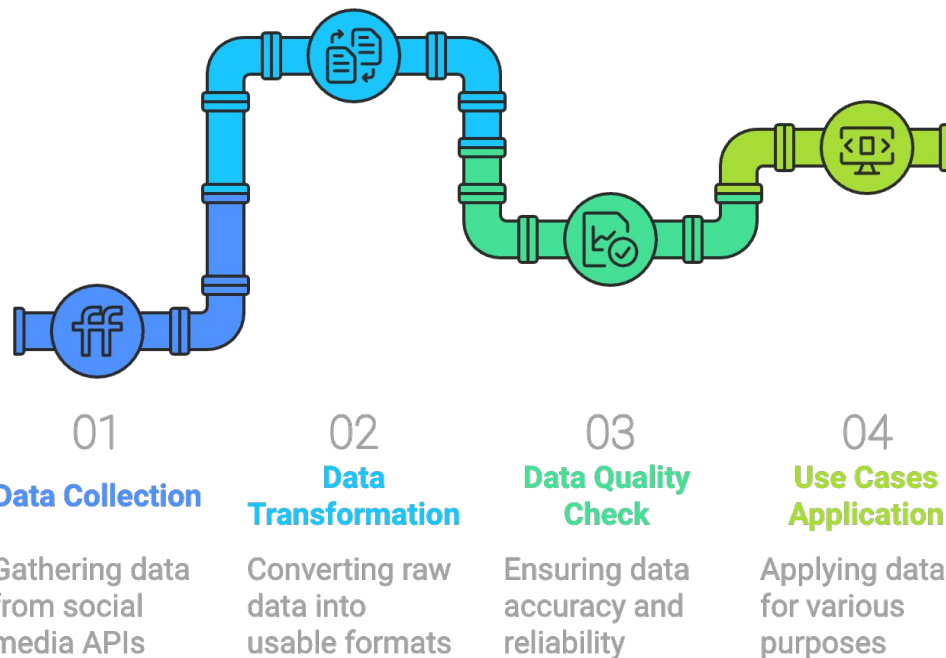
## No data, No AI



- ❑ 2M+ row daily
- ❑ Cross Platform monitoring
- ❑ 130+ Social Accounts Worldwide
- ❑ Fresh every morning
- ❑ Engagement, views, impressions..
- ❑ Organic & Paid metrics

*Supported by a full stack data team*

Brut. Data Platform is a **unique** engine to collect and aggregate **social media data**



# Challenges

1

**Scaling adoption**

2

**Find project with  
best ROI**

3

**Talent acquisition**

# DO's



## Adopt a Progressive Deployment Strategy

- ✓ Start small, think big: Begin with pilot projects that allow for quick wins and learning
- ✓ Follow a structured methodology: Needs assessment → proof of concept → pilot → gradual scaling
- ✓ Build cross-functional AI teams: Combine domain experts, AI specialists, and change management professionals



## Invest in AI Literacy Across Your Organization

- ✓ Implement a tiered education program: Basic awareness for all staff, deep training for specialists
- ✓ Create internal AI communities of practice: Foster knowledge sharing across departments
- ✓ Leverage the train-the-trainer approach: Develop internal AI champions to accelerate adoption



## Establish Robust Data Governance

- ✓ Audit your data assets before starting: Quality and relevance of data determines AI success
- ✓ Implement data quality frameworks: Ensure proper documentation, cleaning, and maintenance
- ✓ Establish clear data access protocols: Define who can access what data and for which purposes



## Focus on Workflow Integration, Not Just Technology

- ✓ Map existing workflows before transformation: Understand current processes thoroughly
- ✓ Design for augmentation, not replacement: Enhance human capabilities rather than eliminate them
- ✓ Prioritize user experience in AI interfaces: Tools must be intuitive and reduce cognitive load



## Establish Clear Success Metrics

- ✓ Define ROI metrics upfront: Time savings, quality improvements, error reductions, etc.
- ✓ Measure before and after implementation: Establish clear baselines for comparison
- ✓ Include qualitative measures: Employee satisfaction, customer experience, innovation rate



## Build for Continuous Improvement

- ✓ Create feedback mechanisms: Regular user surveys and usage analytics
- ✓ Implement version control for prompts and models: Track performance of different approaches
- ✓ Schedule quarterly AI effectiveness reviews: Systematically identify improvement opportunities

# DONT's



## Treat AI as a Solution Looking for a Problem

- ✗ Avoid technology-driven implementations: Start with business challenges, not AI capabilities
- ✗ Beware of vanity projects: Focus on genuine business value, not showcasing trendy technology
- ✗ Don't replicate existing inefficient processes: AI should transform, not digitize broken workflows



## Underestimate Change Management

- ✗ Don't focus only on technology: AI adoption is primarily a human challenge
- ✗ Avoid ambiguity in roles and responsibilities: Clearly define how AI changes job functions
- ✗ Don't neglect addressing fear and resistance: Proactively communicate how AI will support, not replace



## Overlook Ethical and Legal Considerations

- ✗ Don't proceed without a clear AI ethics framework: Define boundaries and guardrails
- ✗ Avoid rushing compliance considerations: Include legal and ethics experts from the beginning
- ✗ Don't implement without transparency mechanisms: Stakeholders should understand how AI makes decisions



## Neglect Ongoing Support and Maintenance

- ✗ Don't assume "set and forget": GenAI requires continuous monitoring and improvement
- ✗ Avoid underbudgeting for post-implementation: Plan for long-term operation and evolution costs
- ✗ Don't ignore model drift: Implement regular performance evaluations and retraining schedules



## Fall for the "More is Better" Fallacy

- ✗ Avoid tool proliferation: Standardize on fewer, better-integrated AI solutions
- ✗ Don't assume complex models are always better: Sometimes simpler approaches yield better results
- ✗ Avoid feature creep: Stay focused on core use cases with clear value



## Create AI Silos

- ✗ Don't isolate AI initiatives within technical teams: Integration across business functions is crucial
- ✗ Avoid separate AI governance structures: Integrate with existing technology governance
- ✗ Don't keep AI knowledge centralized: Democratize capabilities while maintaining standards

# Emerging AI Trends for 2025



## Exponential Productivity Gains

A skilled senior engineer with excellent communication skills can now replace a team of 4–5 people. Individual contributors can transform ideas into prototypes within hours.



## Democratization of Development

People without coding experience are now able to ship simple apps and bring them to market within weeks.



## Widespread Industry Disruption

No industry is immune from the disruption that's coming. Traditional software will be disrupted, with costs potentially dropping by 90%.



## Rise of AI Agents

Agents are becoming viable due to reasoning models. Engineers who can build reliable applications with complex workflows will be in high demand.



## AI Wrappers as Winners

Traditional model training is taking a back seat. AI wrappers have emerged as winners, with data moats becoming increasingly important.



What's next? Event

# Hackathon Journalisme & IA 2025

Looking for  
sponsor !

**Brut.** NEBIUS  
& more

**Thanks** 🙌