



Research Paper

Strategic Marketing Transformation through AI in Indian Media Channels: A Multi-Channel Comparative Analysis

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Abstract

This study explores the transformation of Indian media channels through the integration of Artificial Intelligence (AI) in marketing and journalism strategically. It highlighted the AI technology of how it can be used in creating personalized content, Generative AI. There are some tools used in automation of writing, generate visual content such as images and videos, personalize content, and predict consumer likes and dislikes. Different tools are ChatGPT, Midjourney, etc. Reputed media houses are Times Group, India Today, and NDTV, make successful implementation of AI, overcoming the challenges, reach out to the target audience, and operational efficiency and productivity. The Times Group used AI tool such as Midjourney for generating image, Sana a multilingual AI news anchors developed by India Today, and through its Newsroom Quality Index NDTV has introduced real-time analytics. Beside those advancement in the field of journalism, ethical concerns are also present there, including biased information, privacy of information of different stakeholder, and the creation and spreading of fake news. This study says that it is very important to use AI ethically and responsively. Honestly and carefully using AI is becoming an issue now-a-day. The content should be fair and impartial or two sided. Overall, the research indicates that when ethically integrated AI, it enhances in the creative content, efficiency in quality, and targeting audience, positively impact in shifting the digital marketing strategies and Indian media operations.

Keywords: Artificial Intelligence, Generative AI, Automated Journalism, Content Personalization, Ethical practices.

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I. Introduction

AI has gained so much attention in recent years. It is a major point of talk among the industries, even though many organizations are investing heavily in developing AI solutions and making this technology one step ahead of time (Arya & Sharma, 2023). Complex tasks such as reasoning, learning, and problem-solving are performed by machines. The stimulation of human intelligence in machines programmed to think and learn like humans (Nandini et al., 2024). “For simple, factual-based news reporting and gathering — it is possible for AI-powered bots to do that. However, it’s less likely for point-of-view type of stories or feature articles that require more human input,” said Xiaofeng Wang, Senior Analyst at global research firm Forrester (Shamsi, 2018). Artificial intelligence (AI) has led to profound changes in industries around the globe due to its implementation. AI’s extensive impacts have deeply affected journalism, as a foundational element of democratic societies (Srivastava & Srivastava, n.d.). Many researchers and media professionals study the impact of technology, including AI. Despite criticism in various parts of the globe, AI has grown significantly in recent years. GPT-3, a text interpreter developed by Open AI, was introduced to the public in 2022. It can read and write text fluently (Arya & Sharma, 2023).

Automated reporting streamlines news production by generating articles based on specific data, allowing journalists to focus on other tasks. Machine learning algorithms personalize content by understanding user preferences and delivering tailored feeds. Generative AI algorithms enable AI to generate images, videos, and audio content from the vast datasets they have been trained on (Nandini et al., 2024).

News gathering, production, distribution, and consumption processes in India have been transformed by AI technology. Automated news writing algorithms and personalized content recommendation engines are altering the traditional ways news is produced and consumed (Srivastava & Srivastava, n.d.).

The development of AI in journalism has undergone a significant transformation, from the pre-Generative AI era to the current post-Generative AI landscape. Generative AI is revolutionizing journalism and media content creation, impacting how news is produced, delivered, and ethically handled (Sonni et al., 2024).

This research paper aims to offer a thorough analysis of AI's role in reshaping journalism within the Indian scenario. By integrating existing research, empirical studies, and case analyses, the paper will highlight the diverse impacts of AI on journalism, covering aspects such as news gathering, content creation, audience engagement, and ethical issues (Srivastava & Srivastava, n.d.). This paper also explores the challenges and opportunities associated with the use of AI in the media sector.

Journalism and Generative AI

The emergence of social media and technological advancements have revolutionized journalism and content creation in recent years. The rise of technology has empowered users to become creators, with ChatGPT emerging as a significant force in content creation (Arya & Sharma, 2023). Artificial intelligence is transforming journalism, with data mining techniques being used to uncover new stories from vast datasets. Journalists are also leveraging AI to generate written articles and videos using these technologies (Jain & Sriram, 2023).

Automated Journalism

Artificial intelligence and natural language processing are used to create news articles automatically. The rise of automated journalism in India is boosting efficiency and cost-effectiveness, but it also presents ethical and practical challenges. Automated journalism significantly speeds up news production in the Indian media landscape. AI and NLP (natural language processing) enable automated journalism systems to process vast amounts of data and produce news articles instantly. Staying informed about current events will allow Indian news organizations to remain competitive. Another advantage of automated journalism is the creation of news stories in various languages (Ashfaq et al., 2022).

II. Review of Literature

Automated News Writing: AI is transforming media sector in many ways day-by-day from automated news writing to data analysis and its distribution. AI is also revolutionizing the media sector and its performance. It also helps to automate numerous activities like automated News Writing, improving audience engagement, spotting fake stories, etc. (Zishan et al., 2023). Artificial intelligence is being employed to streamline tasks like data analysis, fact-checking, content creation, and personalized news delivery (Jain & Sriram, 2023).

Application of AI by News Agencies: Indian journalists are leveraging AI to streamline their work by automating data analysis, fact-checking, article creation, and personalized news delivery (Jain & Sriram, 2023). It also shows that there are many activities through which AI would outperform human such as translating languages, driving a truck, writing a bestselling book and working as a surgeon in future (Shamsi, 2018). The increase in user engagement and retention rates suggests that personalized content is highly valued by users. The study also revealed that AI tools enhance efficiency in content creation and distribution (Abu & Samy Abu Nasser, 2024)

Ethical practices: it is important to ensure that these channels are properly monitored and regulated to prevent the spread of misinformation and bias. The potential for job displacement and ethical dilemmas related to automated journalism in the Indian news industry should be addressed (Ashfaq et al., 2022).

Impact: Additionally, advanced AI technologies such as natural language processing (NLP) and computer vision are also being used to analyze large amounts of unstructured data, such as images, videos, and audio, and extract insights from them. There is also concern about job loss due to the implementation of AI in the news industry (Jain & Sriram, 2023). The introduction of AI in different field makes it easy to do work. Though there are many negative effects of technology in journalism by using algorithms incorrectly, the ability to deep fake the original content, etc. AI can impact human thinking but its content cannot compete with the human ideas and their emotions (Nandini et al., 2024).

Research Objectives

- To explore how AI is being integrated into marketing strategies by Indian media channels.
- To analyse the implementation methods and technologies adopted.
- To evaluate the outcomes, ROI, and business impact of AI-driven marketing.
- To identify the key opportunities and challenges faced during this transformation.

Application of AI in Media Business

Content Creation: AI is revolutionizing content creation in several ways:

- **Automated Journalism:** AI can create articles, content and reports, particularly for topics that involve routine information, such as financial news and sports updates, content creation for breaking news, etc.
- **Video and Image Editing:** Artificial intelligence is revolutionizing video editing, enabling the creation of stunning audio and visual effects and even generating realistic deepfake videos for entertainment and marketing. Now-a-days in the we can see that there are many individuals who are making funny images called memes and fake videos of the people which is spreading rapidly through news channel.
- **Content Personalization:** Machine learning algorithms curate personalized content, intelligently tailoring feeds to individual preferences. It also helps the audience to get the news as per their needs.

Distribution Channels: AI optimizes the distribution of media content:

- **Target advertising:** AI help in analysing and identifying the behaviour of the human being and then with the help of the social media or internet media news channel and many businesses advertise their company and promote and market their content and news in the website and applications.
- **Content Distribution Networks:** with help of internet and faster AI application news channel distribute the news in a rapid manner so that people could get the recent news instant and get themselves aware about the recent happening. Breaking news or prime time news are being distribute rapidly.
- **Predictive Analytics:** AI helps the company to predict the like or dislike and preference of the people with the help of the engagement in the other platform where they engage. It helps the company to such content which they prefer.

Audience Engagement: AI enhances audience interaction and engagement:

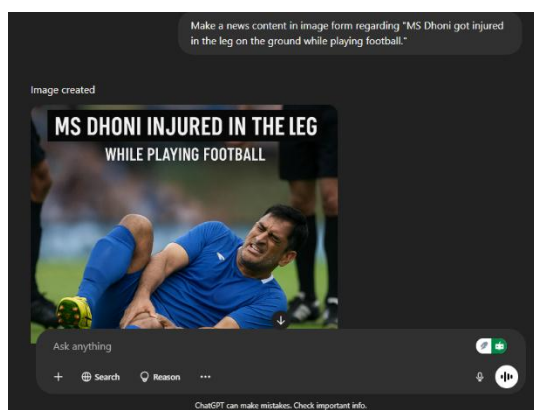
- **Chatbots and Virtual Assistants:** Real time customer support is provided by AI and personalized recommendation. It also helps in narrowing the variety of content as per the customers preference.
- **Sentiment Analysis:** Sentiment analysis is one of the important ways of identifying the customer sentiment and help the company to provide insights into audience emotions and preferences, allowing media outlets to tailor content, improve customer service and manage brand reputation, which leads to increased audience loyalty and satisfaction.
- **Interactive Content:** AI enables of creating interactive content such as making attractive images or videos, gamified content and also writing content in vernacular language national language create a domestic customer base to engage more time in news.

Opportunities for the media house to use AI

- **Automation and Newsrooms:** There is no doubt that technology is transforming towards the automation including journalism. Evolution of Artificial Intelligence techniques creates automated content production, radically reshaping newsroom. It also improves content moderation, data analytics as well.
- **Increased Efficiency:** AI automate repetitive task, leads to reduce the cost and increase the productivity.
- **Enhanced creativity:** With the help of AI simple content cab be transformed into a creative one. Now-a-days creative images, videos, writing or articles are being attracted by the users.
- **Generative AI:** Through Generative AI anyone can create new images and videos or convert the text into images or videos.

Example: I just ask to ChatGPT that - Make a news content in image form regarding "Lionel Messi got injured in the leg on the ground while playing football."

III. Result:



Challenges and Ethical Concerns:

- **Information biasness:** Bias information in the content may bring controversies in the society. Any partiality in the content for a particular community may hurt the sentiment of the other community in democratic country like India. Information should be bias free and should not hurt the sentiment of the people. AI will produce bias content if the available data or information is already biased.
- **Ethical and legal considerations:** Ethical and legal concern is always there while AI use in news industries. Concern regarding the privacy, autonomy, and reshaping the public opinion.
- **Cost:** Developing and deploying AI system can be very expensive as it is having huge amount of maintenance cost. Upgradation of the system is needed day-by-day as technology is becoming modern day-by-day.
- **Deepfakes- A False Way of Creating:** The practical advances in AI, have given rise to the phenomena of Deepfakes, which can be considered as a form of fake news. With the help of AI creating realistic photos or videos of something looks real but actually that's fake and spreading on the digital media that is made to attract more and more viewers.

Case study

Times Group

The Times Group, also known as Bennett Coleman & Co. Ltd (BCCL), is a major Indian media conglomerate with a history dating back to 1838. The group owns and operates a diverse portfolio of media properties across various platforms, including newspapers, magazines, television, radio, and digital media.

The Times of India (TOI), one of the most prominent and widely read English-language newspapers in India, has become the largest-selling English newspaper in the world by circulation. With over 5.5 million daily print circulation, the newspaper has an exceptionally wide reach across India.

While the newspaper has a rich archive of images collected over 180 years, picking the right contextual image comes with its challenges. To overcome it, the group began using the modern-day, generative AI tool Midjourney that creates real-life images using text prompts.

"Images play a crucial role in newspaper publishing. They bring visual appeal, emotional impact, information comprehension and more. Midjourney has helped us overcome the barriers of copyrighted images. It is easy to use and integrates well with the workflows," said Rajeev Batra, CIO of Bennett Coleman and Co. Ltd. (Times Group).

In this video interview with Information Security Media Group, Batra discussed:

- The growing importance of generative AI in media business,
- The usage of Midjourney to create standard images for graphics and advertisements,
- Reservations on the usage of ChatGPT due to data privacy and confidentiality reasons.

Batra is an accomplished technology professional with more than 30 years of global experience in IT strategy, innovation, creating new business models and enterprise architecture blueprint from emerging technologies, business transformation and strategic outsourcing. Prior to joining The Times of India Group, he served as the CIO of Sistema Shyam Teleservices and president, group IT of Reliance Communications (<https://www.cio.inc/how-times-india-uses-ai-to-overcome-image-challenge-a-22530>, n.d.).

Example: TimesPro is launching a nationwide AI-powered solution to bridge India's employment gap, particular in tier II and III cities, according to the press statement. The initiative aims to seamlessly connect job seekers with prospective employers (<https://timesofindia.indiatimes.com/Business/India-Business/Timespro-Brings-Ai-Driven-Solution-for-Recruitment/ArticleShow/119318272.Cms>, n.d.).

Key results include:

- 85% increase in website click-through rates
- Over 30% rise in app engagement
- 50% of personalized recommendation views originating from stories over two days old, highlighting effective recirculation of archived content (<https://journalists.org/resources/case-study-how-the-times-of-india-brings-real-time-personalization-to-1500-daily-news-stories/?utm>, n.d.).

India Today

India Today is a weekly Indian English-language news magazine published by Living Media India Limited. It is the most widely circulated magazine in India, with a readership of close to 8 million. In 2014, India Today launched a new online opinion-orientated site called the DailyO.

India Today — built a GenAI-powered anchor in three months and has even given it a spot on its prime time 9 p.m. news broadcast.

Implementation and Features

- **Multilingual Capabilities:** Sana communicates fluently in various languages, including English, Hindi, Marathi, Bhojpuri, and Bengali, catering to a diverse Indian audience.

- **Consistent Delivery:** With no learning curve, Sana maintains a consistent tone and style, seamlessly transitioning across different topics and formats without fatigue.

- **Integration with Human Anchors:** The AI anchor complements human journalists by handling repetitive and routine news segments, allowing human anchors to focus on more complex reporting tasks (<https://www.inma.org/blogs/generative-ai-initiative/post.cfm/india-today-features-genai-powered-tv-anchor>, n.d.).

Within a few months, the media company had also rolled out AI avatars for its human anchors, ensuring uninterrupted coverage even when the actual anchors are out in the field reporting, such as during the recent election. "This is something that has been validated by sustained advertiser interest as well," said Vibhor Gandotra, head of strategy and special projects at India Today.

Impact:

- **Audience Engagement:** Sana's introduction has led to increased audience engagement, with viewers appreciating the novelty and efficiency of AI-driven news delivery.

- **Industry Recognition:** In April 2024, Sana won the International News Media Association (INMA)'s Global Media Award for AI-led newsroom transformation, highlighting India Today Group's innovative use of AI in journalism.

NDTV

NDTV's adoption of artificial intelligence (AI) and machine learning (ML) has significantly enhanced its digital content strategy, leading to notable improvements in user engagement and growth.

In 2023, NDTV partnered with Google to refine its content strategy using real-time data insights. Recognizing the limitations of traditional engagement metrics, NDTV aimed to develop a data-driven framework to improve content quality and audience engagement.

AI & ML Implementation: NDTV introduced a machine learning-based process that analysed various data sources, including Google Analytics, real-time data from Data stream, and information from its native Content Management System (CMS). This integration enabled the creation of a unified dataset, facilitating effective analysis and application of quality scores to each article.

A key innovation was the development of the "Newsroom Quality Index," a tool providing near real-time insights into article performance. This index allowed editors to identify high-performing content and areas needing improvement, enabling strategic focus on topics and formats that resonated with audience.

Outcome: Within the first quarter of deploying this AI-driven framework, NDTV experienced substantial growth:

- 24% increase in new user growth
- 12% rise in page view
- Significant extension in average session duration
- 3.7% improvement in bounce rate

These metrics underscore the success of NDTV's strategy in attracting and retaining a larger audience, marking a significant milestone in its digital transformation journey.

Senthil Chengalvarayan, Executive Director of NDTV, emphasized the organization's commitment to journalistic excellence and innovation. He stated: "NDTV is synonymous with trust and excellence in journalism. Our dedication to outstanding content is unwavering. To further enhance our standards, our editorial teams developed a cutting-edge Newsroom Quality Index. Leveraging Google products and other databases, this tool provides near real-time insights, enabling us to continually refine and optimize our articles for greater impact and audience engagement." (<https://www.ndtvprofit.com/business/ndtv-partners-with-google-leverages-data-to-drive-24-plus-new-user-growth>, n.d.).

IV. Discussion and Finding

The integration of AI in the Indian media channel transformed journalism and marketing perspective in the recent day business practices. Traditionally media house used to adopt the print media or magazine and famous broadcasting media such as TV and radio, but as of now with the evolution and revolution of technology and emergence of AI circulation and distribution of news content is becoming easier and more effective through internet and website than before.

With help of website, internet, social media, application, the news channels give or spread news content. Advertising and promotion also take place with help of website and internet media. Marketers use different application for the distribution of the content to the public.

Now-a-days, with the help of AI, creating personalized content, automated news, creating the images and videos is becoming easier. Evolution of AI make it easy to create articles, writing, paragraph, particularly for the topic that involve routine information such as financial news, sports news.

Content personalization helps in engaging more and more people in the platform. AI help in analysing the individual likes and preference and tailor the content as per the public's need.

Generative AI is one the recent trend in the field of AI, through which we can generate new images and videos with the help of text. AI application converts the text into images or videos in such a way that looks exactly realistic, but which is actually not. I have given the example that how I ask to an AI application (ChatGPT) to create an image in text form and the result I got is what I added.

Sentiment analysis is also a trending topic through which marketers do identify customer sentiment and help the company to provide insights into audience emotions and preferences, allowing media houses to tailor the content and fulfill the need and satisfaction of the public, all leads to the increase in the brand reputation.

Distribution of the news and promoting the brand in the right time at the right place is only possible where target audience is known. AI help in data analysis and identifying the target market and audience to reach out the particular news.

Additionally, this paper highlighted the different aspects of AI enhancing the journalism and application AI in different areas to create, generate and identify the right way of distributing the news content.

V. Conclusion

The use of in different areas is increasing day-by-day. We are becoming dependable to internet with the emergence of technology. As we can be seen that how the media houses and many company use AI in many ways to create creative content to attract target audience, help in identifying the public preference, analyse the sentiment of the public and also to build the brand image by fulfilling the need and wants of the public.

There are many opportunities of AI through which it reduces the cost of making the news content leads to the waste of time in creating content. And time management and optimum utilization of time increase the efficiency and productivity of the people and reaching more people.

There are ethical and legal concern regarding the data privacy, biasness information, reshaping the public opinion. And also, many people or media house generate realistic images and videos of the individuals and public and spread fake news by circulating those images which is not actual in reality. In many ways AI helps in identifying the fake news and also help in fact checking that news.

But overall, AI can be helpful and beneficial for the society with right usage. Everything has the positive and negative sides as well. It is important to use any method or way positively so that the impact could be positive and fruitful for the individual and society as a whole. All the stakeholder should be ethical and should follow the positive way of using AI and most importantly should be transparent and accountable.

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