

WORLD'S FIRST AI NEWSREADERS DEBUT IN CHINA

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The first English AI anchor at the World Internet Conference, Xinhua, China

Watch this video at <https://www.lsnglobal.com/news/article/23132/world-s-first-ai-newsreaders-debut-in-china>

China – Xinhua, China’s state-run media outlet, presented its new digital anchors at the World Internet Conference.

Developed with the latest AI technology, the two anchors are digital composites created from footage of human hosts, which learn from live broadcasting videos by themselves. Both were created in collaboration with local search engine company Sougou, with one broadcasting in English and the other in Mandarin. Xinhua says the anchors can work 24-hours-a-day, reducing news production costs and improving efficiency.

The technology still has limitations, however, including restricted facial expressions and overtly synthesised voices. Yet, with CGI and machine learning improving, it may soon become harder to distinguish real and computer-generated hosts. As a result, some commentators have raised questions about how CGI software might be used in the future. Earlier this year, at IAM Weekend 18, CGI artist Alan Warburton explored similar concerns with his work **Goodbye Uncanny Valley**.