



## PRESS RELEASE

### **Adthos uses AI to Generate Personalized and Localized News, Weather, Traffic and Sports Reports for 18,000 North American Radio Stations**

New York and Amsterdam, 20 October 2023

**Leading AI Audio platform Adthos has showcased its latest release by generating personalized and localized audio news content for radio stations across the US. [Adthos for News](#) allows broadcasters to produce a variety of news content in multiple languages using advanced synthetic voice and AI technology.**

With out-of-the-box integrations with Newsroom systems including Burli and NewsBoss, broadcasters and publishers can create complete news bulletins, including quotes and clips, with multiple voices, music beds and idents in an instant. Weather, traffic and sports updates can be completely automated and localized for every possible location, with the ability for stations to write segments using their own format. Adthos's innovative platform uses more than a dozen AI technologies to offer its users an efficient and highly creative way of reaching and engaging a larger audience with broadcast-quality updates. For smaller broadcasters, this offers the opportunity to quickly and easily create up-to-the-minute localized and targeted news, weather, traffic and sports.

Commenting, Adthos CEO Raoul Wedel says, *"We've been discussing the possibilities when it comes to news content generation with broadcasters and implementing their feedback. We've gone on to develop a solution that can help to automate and streamline the creation of news content to not only increase cost efficiency but also allow them to scale and reach a wider audience. I can't wait to hear what all these broadcasters and publishers do with the result!"*

The platform's broadcast-quality and trained-for-news synthetic voices ensures that the generated news content sounds natural and professional, maintaining the quality and credibility that audiences expect from their news sources. Users can choose from one of the platform's news-specific voice-overs or add their own host's voice to the library. While content for traffic news and sports is data driven and AI-generated, the obvious sensitivity around news content means that the creators have chosen to implement connections with trusted newsroom systems.

The creators of the platform have put together a [demo page](#) for people to explore. Several large media companies around the globe have already signed up, and broadcasters are welcome to apply by contacting [press@adthos.com](mailto:press@adthos.com)

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#### **About Adthos:**

Adthos is a leading AI Audio Platform, utilizing the latest in synthetic voice, text-to-speech and other AI technologies. The company is dedicated to developing innovative tools that help broadcasters and content creators streamline their processes and expand their reach to global audiences. For more information, visit [www.adthos.com](http://www.adthos.com) or contact [press@adthos.com](mailto:press@adthos.com).