

PRESS RELEASE

CNA and Adthos Join Forces to Produce Localized Broadcast News using AI

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Singapore's multinational news channel, Channel News Asia (CNA) - a Mediacorp company - has been partnering with leading AI Audio Platform Adthos to generate localized news broadcasts. Using AI, broadcasts have been created which report the news in the Malay language but with a Singaporean accent.

CNA chose to partner with Adthos based on the capabilities offered via its latest release, Adthos for News. This feature allows broadcasters and publishers to generate complete news bulletins with the touch of a button via their newsroom system. Broadcasts can include quotes and clips, with multiple voices, music beds and idents in an instant, while weather, traffic and sports updates can be completely automated and localized for any location.

This first deployment focused on Malay (Baku); an accent of Malay specific to Singapore. Given that the new generation of Singaporeans mostly speak in English, it can be more challenging for broadcasters to find good voiceover talent that offers the diversity of accents.

Adthos CEO Raoul Wedel adds, *"This is the first large scale project we have completed with one of our Asian clients and it's been exciting to see what we have been able to do. In a region where there are so many languages and dialects, being able to offer this level of localization so quickly and easily offers a lot of potential for reaching and engaging larger audiences. We're also delighted that AI is helping to preserve cultural diversity in languages not commonly spoken."*

Following the success of this project, CNA is planning to use Adthos for News for other languages in the future.

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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 or contact press@adthos.com.

About CNA

CNA (Channel NewsAsia) Asia is a leading news website and television channel based in Singapore. It provides comprehensive news coverage, focusing primarily on Asian affairs, but also reporting on global events. Established in 1999, CNA Asia is owned by Mediacorp, Singapore's largest broadcaster, and offers a mix of live news, documentaries, and current affairs programs.



Adthos

CNA Asia's website (cna.asia) presents a wide range of news categories such as politics, business, technology, sports, health, and lifestyle, catering to a diverse audience. The website is regularly updated with the latest news, analysis, and opinions on various topics. In addition to written articles, CNA Asia's website features multimedia content like videos and photo galleries to enhance the user experience.

The CNA Asia news website aims to provide accurate, timely, and reliable news to its readers while promoting a deeper understanding of the events happening in the region and around the world.