

# AI Resilience Sprint

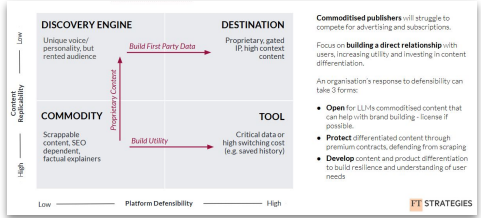
## Project Overview



# Project Overview: AI Resilience

Weekly Plan	Focus	Output
Week 0 <b>Mobilise</b>	Align on scope, key risks and priority areas of concern (e.g. traffic, content and product)	Data request issued, interviews scheduled, and project plan confirmed.
Week 1 <b>Assess</b>	Assess exposure to AI across priority areas	Initial view of AI visibility, content vulnerability and dependency on external platforms
Week 2 <b>Prioritise</b>	Quantify and prioritise AI risk and evaluate defensibility	Resilience heatmap, 'Protect, develop, monetise' assessment
Week 3 <b>Respond</b>	Define clear, prioritised response across areas to protect, develop and monetise	Priority areas for action including short-term mitigations, medium-term improvements and long-term strategic shifts

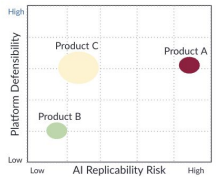
## Example Deliverables



### Product Scorecards



### Resilience Heatmap



# The AI squeeze - AI impacts both content supply and user demand

## The Commoditisation of Content

GenAI drives the marginal cost of content close to zero.

How easily can AI replicate your content?

**Content Replicability**

## The Disintermediation of Traffic

As search engines become answer engines, there's less need to click through.

Do users still have a reason to visit?

**Platform Defensibility**

# Our *AI Resilience Sprint* is delivered in 3 weeks, to quantify AI risk and define how to respond



## 1. Context & data gathering

- Interviews to understand risks around content, traffic and product
- Define priority areas for analysis (e.g. verticals, features, journeys)
- Gather available performance data



## 2. Exposure mapping & classification

- Workshop to map exposure across publishing workflow (content → distribution → monetisation)
- Assess content replicability and platform defensibility
- Segment content, products and journeys into risk categories



## 3. Resilience assessment

- Position assets within replicability vs defensibility matrix to identify: high-risk / high-value areas, and commoditised vs differentiated content
- Identify exposure across traffic, revenue and product features



## 4. Insights & strategic response

- Workshop to define prioritised actions including short, medium and long-term improvements and strategic shifts
- Identify opportunities for new products, workflow optimisation and AI-enabled efficiency

**Analysis is conducted across content, traffic and product to assess AI exposure and prioritise strategic response**

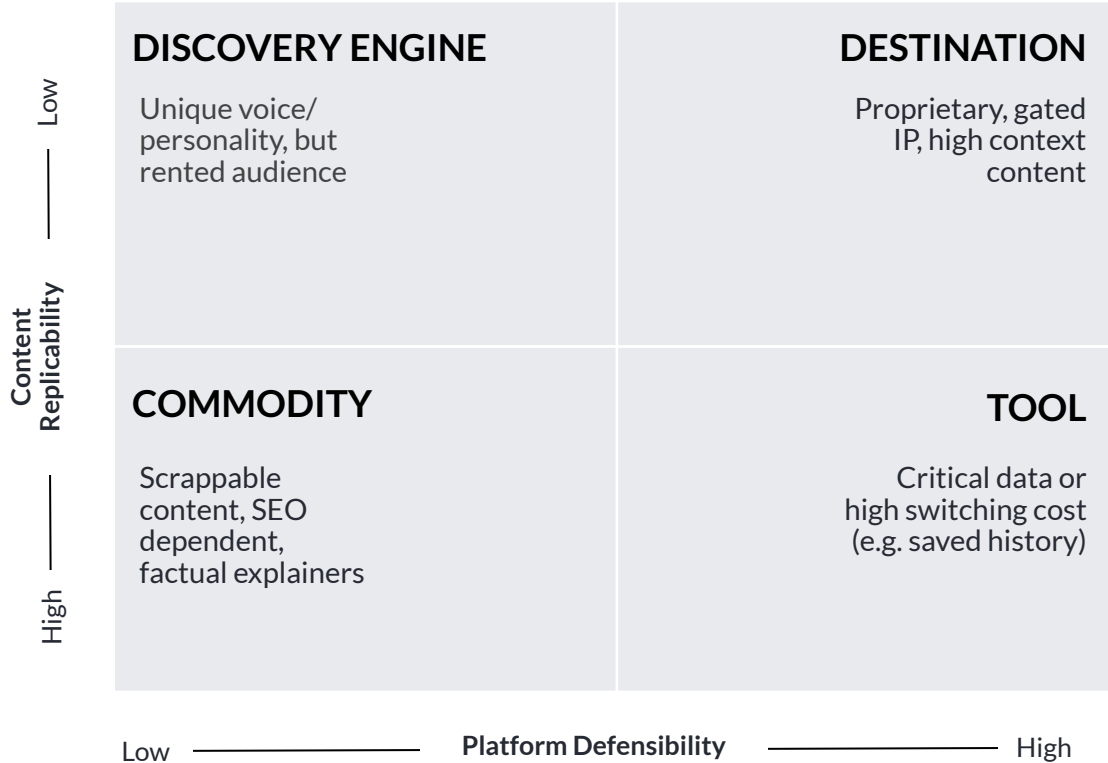
**Note:** Illustrative but non-exhaustive list of steps and analysis

# Factors that make publishers' products and content more resilient

Drivers for Platform Defensibility	
Churn Attrition	Does the user lose value (e.g. history, preferences) if they switch?
Embedded Workflow	Is the product part of a embedded routine, habit or process?
Community/ Network Effect	Does the product gets better when more users join?
Liability/ Assurance	Is the information critical? Does it offer guarantees on accuracy?
User Experience	Is the experience of using it enjoyable, easier to access than competitors?

Drivers for Content Replicability	
Data Exclusivity	Is this based on a proprietary database?
Freshness	Does the information sit beyond the "knowledge cutoff"?
Structural Complexity	Is the value delivered via flat text?
Visibility	Is the content paywalled or bot-blocked?
Personality	Is the tone so unique that a 'safe' AI would not mimic it? (Perplexity score)

# How you improve platform defensibility against this pressure depends on the commotisation of your content



**Commoditised publishers** will struggle to compete for advertising and subscriptions.

Focus on **building a direct relationship** with users, increasing utility and investing in content differentiation.

An organisation's response to defensibility can take 3 forms:

- **Open** for LLMs commoditised content that can help with brand building - license if possible.
- **Protect** differentiated content through premium contracts, defending from scraping
- **Develop** content and product differentiation to build resilience and understanding of user needs

# There are also clear opportunities to reduce the bottom-line through scaled AI, relieving previously embedded productivity taxes across the publishing value chain

AI Impact on Process



NON-EXHAUSTIVE / INDICATIVE

	Content Gathering	Production	Packaging & Publishing	Distribution & Discovery	Monetisation & Data
Editorial & Sales	Interviewing/Field reporting	Editing/Sign-off	Story Prioritising/Hierarchy	Newsletter/ notifications curation	Advertising Sales
	Photo/Video capture	Video Editing	Content Repurposing	Scheduling	Content Syndication
	Fact-Checking	Writing/Drafting	Workflow Management	Content Targeting	Event/Community Management
	News/Media Monitoring	Synthetic Graphics/Voice			Feedback Capture
Operations	Rights Management	Metadata keywords/SEO	Formatting/Transcoding	Ad Insertion	Audience Analysis
	Multilingual Auto Summaries	Image Retrieval	Technical Metadata/Schema Tagging	Programmatic Targeting	FPD Capture & Manage
	Data Scraping	Subtitling/ Transcription	Personalisation/ Recommendation	Chatbots/Voice Interfaces	Predictive Ad-yield/Clean rooms

# The project will unlock value by improving business resilience



## Protect high-value assets

- Identify content/products exposed to AI substitution/platform disintermediation
- Strengthen defensibility of high-value assets
- Reduce dependency on search and third-party platforms



## Enhance differentiation

- Focus investment on content and formats that are harder to replicate
- Build products that deliver unique value beyond commodity information
- Enhance user experience, personalisation and utility



## Monetise in new ways

- Identify opportunities to license content/data to AI platforms and enterprises
- Explore new revenue models (e.g. APIs, data products, AI-enabled services)
- Capture value from existing archives and proprietary assets



## Optimise

- Identify opportunities to automate and enhance workflows using AI
- Reduce production costs / improve efficiency across the publishing value chain
- Reallocate resources toward high-value, differentiated output

**FT** STRATEGIES

Partner with FT Strategies to turn AI risk into a clear, actionable strategy for long-term resilience and growth.

Book a Discovery call



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