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Integration of Artificial Intelligence in the Regional Media: A Case Study of Odisha Television (OTV)

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ABSTRACT

The arrival of artificial intelligence (AI) has revolutionised news gathering, production, and dissemination in journalism and mass media. At this moment, it has become familiar to see media organisations across the globe using AI in their newsrooms. In fact, it has the potential to disrupt news production and consumption. Further, AI has enhanced competition in technological adoption and automation in media houses. To compete with national and international media, regional media organisations have also started using AI. This paper looks at the use of AI by regional media. It does so through the case study of Odisha Television Network (OTV), one of the largest media organisations in Odisha, India. The study examines how OTV employs AI across various functions in the newsroom, including content creation and curation, translation, graphics and image generation, voice-over, scripting, story pitching, trend analysis, and synthetic anchoring. Using a case study approach, the research adopts a qualitative research design. Data were collected through a content analysis of AI-generated content in the OTV newsroom and a few in-depth interviews with OTV's technical expert and a media AI technology expert. Thematic analysis was applied to the data transcription to identify key patterns relating to AI applications, newsroom efficiencies, role transformations, and challenges in a regional media context. Findings revealed increased efficiencies in newsrooms, enhanced multilingual communications and broader audience reach, though not without challenges such as cost, data, and ethical issues. Ultimately, the research concludes that AI serves as a partner that combines journalistic activities. In addition, regional media should have the right mix of tech and human editorial judgment, with AI making decisions.

Keywords - Artificial Intelligence; Journalism; Regional Media; AI News Anchor; Human–AI Interaction; Newsroom Automation.

1. INTRODUCTION

The rapid growth of Artificial Intelligence (AI) is emerging as an important characteristic of the modern technological upheaval, changing the way work is done in organisations. The capabilities of AI systems to execute tasks such as data processing, learning, and decision-making have found widespread application in complex professions, such as journalism (Dwivedi et al., 2021). Consequently, it not only maximises efficiency, but also alters how media is produced, shaping the structure and relations in media. Recent developments suggest significant

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improvements in the speed, accuracy, and scalability of newsroom processes enabled by AI. With AI-assist tools, tasks such as data analysis, automated content generation, and multilingual translation are performed more efficiently (Thurman et al., 2019). As workflows have become smoother with advanced AI tools, there are also concerns about job losses and changes like journalism labour. It is not that AI will remove jobs, but rather that it will change the skill set required, as media industries must be technically competent and adaptable (Latar, 2018).

With the incorporation of AI into journalism, the field most important for informing people and maintaining democracy is undergoing a structural change. An increasing number of news organisations are using AI to generate reports automatically, analyse massive amounts of data, translate news and even present news using a virtual anchor (Carlson, 2015; Graefe, 2016). These trends enable rapid communication and help reach a large audience, especially in the online space. While AI is valuable for journalism, it has ontological and professional implications, and concerns about algorithmic biases, transparency, and trust in AI-generated content are at the centre of the debate (Diakopoulos, 2019). Furthermore, a heavy reliance on automation will also reduce the editorial judgment that is the bedrock of journalistic credibility (Lewis et al., 2019). Research also indicates that audience trust may be influenced by whether they view machines as partners or replacements in the creation of news (Wölker & Powell, 2021). Hence, AI must be seen as an augmentation rather than a replacement for human journalists, and this means strengthening collaboration in journalism (Lewis et al., 2019).

1.1 Regional Media

AI can be beneficial to journalistic work but has ontological implications as well as professional ramifications, and the discussion centres around algorithmic bias, transparency, and trust with AI-generated content (Diakopoulos, 2019). Moreover, overreliance on automation will diminish the editorial judgment that underpins news credibility (Lewis et al., 2019), while research also suggests audience trust might be impacted by whether they see machines as collaborators or substitutes in producing information (Wölker & Powell, 2021). Therefore, AI should be considered an enhancement rather than a replacement for human journalists; thus, journalism must embrace collaboration more strongly (Lewis et al., 2019).

1.2 AI Integration in Regional Media

In the context of rapid adoption of AI in the media sector, as you go regional, the media has its own set of challenges. Regional languages have limited access to authentic datasets, which adversely affects the accuracy of AI-generated content (Joshi et al., 2020). Since many AI systems are trained using a few global languages, they do not reflect linguistic and cultural nuances in local contexts. Implementing AI technologies can be costly, posing a challenge for media companies with limited resources. According to Diakopoulos (2019), the use of artificial intelligence in journalism may be hindered by bias, misinformation, and a lack of transparency. Around the world, media operations are optimising processes with AI. Odisha's OTV is a leading media house that symbolises this transformation and produces quality media content.

1.3 Aim of the Study

The purpose of this study is to study and analyse the usage of Artificial Intelligence for the newsroom operation of OTV. This study will examine the effectiveness of AI in content creation, fact-checking, research, and AI-based news presentation; the workflow of the organisations; and the challenges and opportunities of AI in regional media.

1.4 Novelty of the Study

This research opens a new area for examining AI adoption in the regional newsroom. Previously, most studies were focused on global media organisations. Further, triangulation of qualitative data is used to capture the organisation's practice and industry perspectives. This approach consists of a triangulated qualitative method incorporating interviews and content analysis to capture organisational practice and to explore the wider industry perspective. This study discusses how AI is not replacing but augmenting journalistic roles using the framework of human-AI interaction. This research demonstrates how, within a newsroom, artificial intelligence (AI) can generate multilingual content, a synthetic anchor, and storytelling. Evidence shows how AI can impact audience response, thus moving beyond speculation. In essence, the research helps merge worldwide efforts in AI journalism with local media conditions.

1.5. Focus of the Study

As regional news organisations increasingly experiment with emerging technologies, it becomes important to understand how Artificial Intelligence is being incorporated into routine newsroom practices and what this shift means for media institutions operating beyond metropolitan centres. In this context, the present study examines the integration of Artificial Intelligence into Odisha Television Network's newsroom operations, with particular attention to how AI is used in editorial workflows, content production, and news delivery. In addition to answering these

questions, the study aims to examine the broader implications of this technological transition by identifying key opportunities, challenges, and institutional concerns related to the adoption of AI in a regional media context.

Against this background, the study is informed by two central questions: how is Artificial Intelligence currently being integrated into Odisha Television Network's newsroom operations, and what are the implications, challenges, and opportunities of using Artificial Intelligence within a regional media context? This framing of the study's aims and questions seeks to understand not only the operational role of AI in a regional newsroom but also its wider significance for the changing nature of journalism practice in regional media environments.

2. REVIEW OF LITERATURE

Over the years, artificial intelligence (AI) in journalism has attracted significant academic interest, particularly regarding newsroom automation, changing roles in journalism, and ethical considerations. Existing studies indicate that AI is transforming the production of news and also the relationship between technology and journalism.

2.1 Newsroom with AI assistance

A new study suggests Artificial Intelligence is set to take over newsrooms around the globe. Abdelraouf (2024) notes that AI helps media professionals reduce repetitive tasks and increase productivity, but there remain issues with algorithmic bias and data limitations. This is because artificial intelligence suffers from algorithmic bias. In a similar vein, Kioko et al. (2022) show that, despite improved workflow efficiency enabled by AI in newsrooms, its implementation is constrained by infrastructural and technical limitations. Quinonez and Meij (2024) demonstrate at a more sophisticated level how various AI tools, such as BloombergGPT, are leveraged to automate financial reporting and data summarisation. According to these results, AI enables journalists to focus on analytical and investigative work rather than repetitive production. All these studies suggest that AI makes newsroom operations more efficient, but it is not autonomous, and newsrooms remain reliant on humans.

2.2 Effects of AI on Journalism and News

The various consequences of artificial intelligence in journalism include efficiency, personalisation, and changes in professional roles. According to Sultan et al. (2024), Artificial Intelligence enhances news production, making news more accurate and faster, but raises concerns about bias and job displacement. Lopez et al. (2023) similarly highlight that the success of AI integration depends on how effectively it is incorporated into the journalistic process and professional values. According to Noain and Sánchez (2022), greater productivity is not without its problems. As in the past, professionals need to be more alert to the quality of their outputs and to professional standards. In the Indian case, Ashfaq et al. (2022) argue that AI helps facilitate real-time updates and personalised content delivery, but is hampered by infrastructural and ethical concerns. Satapathy and Panda (2025) argue that AI-driven news, specifically powered by AI anchors, may generate high viewership, but the appeal seems only temporary. According to AI Anchor Lisa's researchers, audience interest in the news story drops as the event progresses. Due to a lower emotional attachment and less relevance of the content, this drop occurs. In contrast, the news story, which is event-based and culture-centric, generates greater audience interest. Multiple studies indicate that AI is changing journalists' workflows and skills, rather than taking over their work. However, these bots will only keep people engaged for a limited time, not in the long term.

2.3 AI Usage in Journalism

The emergence of Generative AIs is going beyond journals as they find applications. According to Gutiérrez-Caneda et al. (2023), AI tools like ChatGPT for content and data creation have emerged and are being utilised by newsrooms to automate various processes. Nevertheless, their use also carries the risk of misinforming people, providing contextually irrelevant content, and dehumanising people. This means AI undeniably improves productivity, but it must be integrated carefully, and the editor must approve the content.

2.4 Ethical Concerns in AI-Assisted Journalism

Ethical Values Are Still a Key Theme in AI Journalism. Porlezza and Schapals (2024) note that opacity, accountability, and bias affect AI-generated content. Similarly, the paper by Dörr and Hollnbuchner (2017) highlights concerns about objectivity and algorithmic bias. The paper by Biswal and Gouda (2019) discussed the conflict between technology and job security. All these indicate that we need a proper ethical framework and human oversight.

2.5 Research Gap

Although there is now more research on this issue, most studies focus on global or advanced-technology media, with little attention to regional media. India and other multilingual nations face challenges in language, culture, and resources in advancing artificial intelligence. Furthermore, while broader studies have addressed Human–AI Interaction and Automation Bias, there has been little focus on regional newsroom settings. Research into how regional media journalists use AI technologies and how the technological change alters their everyday routines is scarce. The study of Odisha Television Network helps fill the gap and provides important insights into AI adoption in the regional media newsroom.

2.6 Theoretical Framework

The concept of Human–AI Interaction explains how humans and artificial intelligence systems work together in professional settings and will inform the study. The framework has its roots in early human-computer interaction work, which emphasised this area (Card et al., 2018). Further, the framework's conceptualisation also draws on more recent work on human-machine communication that studies intelligent systems in media (Lewis et al., 2019). AI enhances human capabilities rather than displacing them, as the framework highlights. You could say that, on the one hand, journalism uses certain AI practices. For example, newsroom practices. AI is used for various functions such as data analysis, automated content generation and translation. It is also used for real-time news dissemination (Graefe, 2016; Carlson, 2015). Despite these technological capabilities, the contextual interpretation, ethical judgment, and fact verification of human journalists remain crucial. The presence of AI in journalistic spaces creates a hybrid model of journalism in which AI and human actors coexist and complement one another. This model would be relevant to regional data, where our languages (Indian languages), cultural contexts and resources need continuous human intervention (Joshi et al., 2020). Moreover, automation bias is taken into account when studying the risks associated with AI use. The term Automation Bias refers to the over-reliance on automated systems without critical evaluation (Parasuraman & Riley, 1997). In journalism, heavy reliance on AI could lead to the uncritical acceptance of AI-generated content, facilitating misinformation, bias, and reduced editorial scrutiny (Diakopoulos, 2019). In this study, Human–AI Interaction is combined with Automation Bias to create a comprehensive framework that analyses the various possibilities and challenges presented by AI in newsrooms. It provides insight into how AI is reshaping journalistic practices while continuing to stress the need for humans in accuracy, credibility, and ethical standards.

2.7 Conceptual Framework

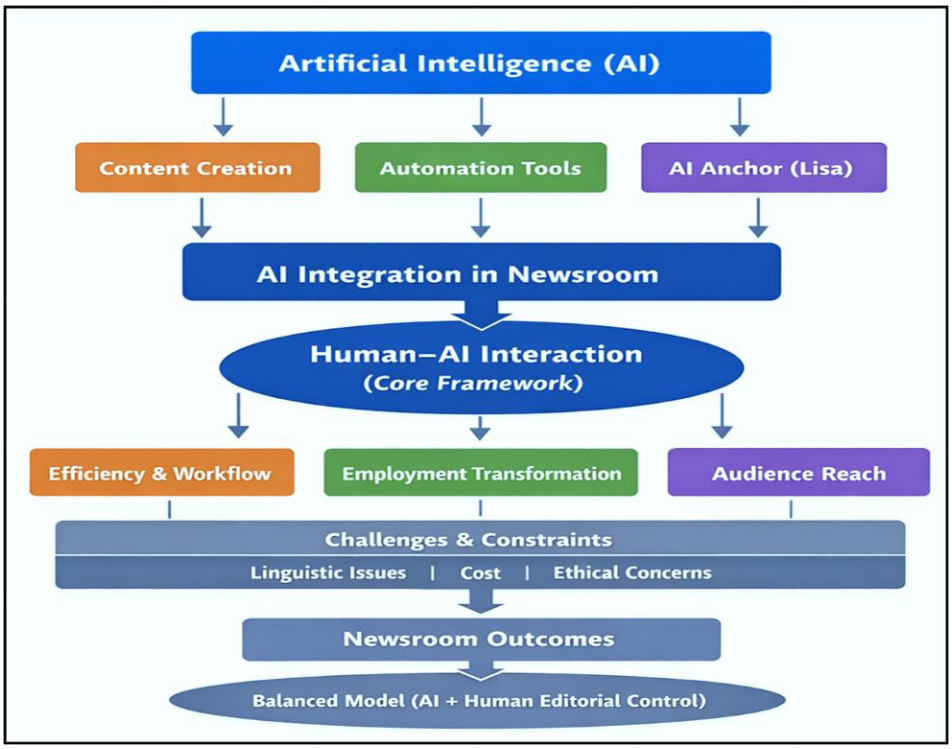


Figure 1: Conceptual Framework of AI Integration in Regional Newsrooms

This study framework illustrates how the integration of Artificial Intelligence (AI) transforms the newsroom in the regional media. The Human-AI Interaction perspective describes how AI technologies and human journalists jointly shape newsroom practices according to this framework. AI applications for content generation, automation tools, synthetic anchoring, etc., in the newsroom enhance efficiency and effectiveness, change job roles, drive job growth, and expand audience outreach. However, these results are contextually challenged by language, financial, ethical and other issues. The model indicates that AI's effectiveness in journalism is feasible when technologies and human editorial efforts are balanced within a hybrid newsroom model.

3. RESEARCH METHODOLOGY

This research article employs a qualitative case study design to examine the integration of Artificial Intelligence (AI) in the newsroom. The case focuses on Odisha Television Network (OTV), a regional media organisation in Odisha that has successfully built Lisa, its virtual news anchor and incorporated AI technologies in its newsroom. The case study method allows for a detailed investigation of the techniques, technology, and context used by an organisation to deploy AI in a media setting. Data were collected through content analysis and in-depth interviews for the study. Content analysis to explore outputs and practices at an AI-enabled newsroom. Contents are collected from different news articles, press releases, and YouTube videos related to "AI in OTV" from a publicly available OTV dataset. The content analysis has focused on how AI is being used for content creation, presentation and audience engagement. This process included considering how AI technologies improved newsroom efficiency and how they interacted with human editorial processes. In addition to content analysis, two in-depth interviews were conducted to generate primary qualitative data. An interview with a member of Odisha Television Network's AI division was conducted via email regarding the organisation's implementation of AI technologies. The second interview with a media technology expert, conducted over the phone, was held to gain wider insights into the adoption of AI in media practices. Both interviews were semi-structured, flexible yet consistent with the research objectives. Interview data were transcribed and analysed based on thematic analysis. The data were examined systematically, which involved recognising, organising, and interpreting recurring patterns in the material. The recurring patterns were then grouped into principal themes. The analysis of discussions focused on the application of AI in newsroom operations, efficiency and workflow, changing journalist roles, regional media challenges, and the ethics of using AI in newsrooms. Participants who were highly knowledgeable and had first-hand experience in AI were chosen using a purposive sampling technique. This technique ensured that the data collected were relevant to the context and aligned with the study's goals.

4. FINDINGS

4.1 Interview Findings: OTV Technical Expert

The interview of the technical expert with Odisha Television Network reveals how organisations are adapting to AI technologies. People are considering Lisa a technological revolution. According to the respondent, *"On the occasion of the introduction of Lisa, India's first regional AI news anchor and Odisha's first AI Odia anchor, OTV achieved a new milestone."*

The result shows that newsrooms operate faster thanks to AI. A respondent mentioned, "*AI speed and precision in research have made the work of the reporter efficient."* Thus, a reporter can obtain information more quickly and effortlessly.

The interview further discussed job displacement as a pseudo-concern. The respondent stated, "*Lisa's function does not replace the workforce but complements them*." This indicates that AI is used to support journalists rather than substitute them.

AI has also contributed to expanding audience reach. As stated, *"Lisa's ability to deliver news in eight languages, including Odia, English, and Hindi, has significantly broadened OTV's audience base."* This highlights the role of multilingual capabilities in increasing accessibility and engagement.

Furthermore, the integration of AI has influenced newsroom culture. The respondent observed that *"The introduction of Lisa has created a collaborative and innovative atmosphere within the newsroom."* This reflects a shift toward a more technology-driven and adaptive work environment.

The findings also highlight the broader impact of AI on the organisation's reputation. It is noted that *"Lisa's debut has brought global recognition to OTV, with international media like BBC and CNN applauding the pioneering move."* This implies that embracing AI has put the organisation at the global level.

4.2 Interview Findings: Media Specialist

The media specialist interview gives a larger view and insight into the integration of AI across media organisations. The research findings highlight the significant usefulness of AI in newsroom processes. According to the respondent, *"AI has the potential to revolutionise media companies by enhancing and automating many of the functions that are currently performed manually."*

Artificial Intelligence is highly effective at creating content. The respondent said, *"AI can automatically produce news content, particularly for reporting on normal streams or breaking news items."* In other words, we can expect AI-generated content.

In addition, AI supports verification and research activities. It is noted that *"AI can assist in streamlining the process of confirming facts and obtaining information by swiftly analysing vast amounts of data."* This demonstrates its role in improving accuracy and efficiency.

The results also indicate evolving trends in employment. As per the respondent, *"A significant impact of AI coming into the media engineering and technological workflow will be a reduction in the requirement of juniors and mid-level staff."* However, at the same time, it was added, *"There will always be a need for senior editors who can assess and improve the AI-generated content."* This points to the fact that roles will shift and only certain functions will be eliminated, and not whole jobs.

The challenges of regional media are highlighted in the interview. It has been noted that *"AI systems trained on datasets that are non-native or synthetic may not take into account the cultural and linguistic nuances that regional languages are endowed with."*

Financial limitations are seen as a major barrier. The respondent noted that *"developing specific AI models for regional languages necessitates a significant financial outlay."* This prevents smaller media organisations from embracing such technologies.

Finally, ethical concerns are emphasised. The respondent pointed out that *"AI-generated information might not always be able to be distinguished from human-made content."* This raises issues related to transparency, credibility, and accountability in journalism.

4.3 Findings from Content Analysis

In this study, we conduct content analysis to know the practical use of AI technologies for news production and distribution at Odisha Television Network. The analysis highlights that AI tools, including large language models, are being used for information processing, content generation, summarisation and fact-checking. By utilising these tools, the management of enormous news datasets over a short period of time becomes possible. The findings indicate that movies, as well as television and web clips, use textually produced artefacts. The news industry utilises artificial intelligence for news presentation in a structured format, i.e., video news anchor Lisa. People prefer using AI-generated content and are sharing it on social media. The analysis highlights the importance of human editor oversight despite such advancements. The OTV editorial team reviews and enhances material generated by the AI-based tool to ensure it is error-free. Thus, AI is not completely working autonomously in the newsroom. In other words, this content analysis found that AI can make the newsroom more efficient and scalable, but it ultimately requires a human touch for quality control.

5. DISCUSSION

5.1 Triangulation of Findings through Human–AI Interaction

The study finds a persistent human–AI co-creation in newsroom practice, as shown through interviews and content analysis. Findings from three studies reveal that AI's involvement in the editorial process may enhance efficiency by automating repetitive tasks. This includes generating content, processing data, and fact-checking, which, in turn, ensures sharper human oversight. The Interaction framework indicates that AI will be part of a system that aids humans in their work rather than taking over from them. As regards the Odisha Television Network case, AI systems operate in an environment overseen by human cognition. The integration of automation with human effort is an example of a hybrid newsroom model. This serves to reinforce the theoretical judgement that a successful AI take-up relies on interaction, not automation.

5.2 Human–AI Interaction and Role Reconfiguration

The findings suggest a clear differentiation between AI systems and Human journalists in the newsroom. Data-intensive tasks are handled by AI Systems, while journalists still play an essential role in interpreting and contextualising the outcomes. The ethical decision-making and regional language stories are still created by humans, while their translation into English and other languages is handled by AI. The reshaping of positions illustrated a key idea of Human–AI Interaction: augmentation, but not replacement. AI has shown that, by removing the human element from the process, it cannot display contextual sensitivity or sound ethical reasoning in journalism. It means journalism

and other complex contexts cannot afford to switch to AI alone, as the headline suggests. The implementation of the chatbot technology depends on how humans utilise it in the work process; it is only possible when it enhances productivity without undermining professional standards.

5.3 Efficiency as a Function of Human–AI Collaboration

The study reveals that efficiencies occurring in newsrooms come not just from automation but from how artificial intelligence melds with human oversight. Currently available AI systems can assist with faster processing of very large datasets and the generation of structured content, while human oversight can ensure correctness, relevance, quality, and so on. Relational efficiency, not technological efficiency, matters more in AI-assisted journalism. With human intervention and skill, the best and optimal results can be achieved in anything. This finding reinforces the Human-AI Interaction perspective that the autonomy-enhanced editorial decision must strike the right balance for optimum performance.

5.4 Employment Transformation and Skill Adaptation

The changes in Human–AI Interaction processes have reflected changes in employment trends in newsrooms. Journalists will not lose their jobs to AI, but they may not have to do as much of the hard work. However, it creates other jobs that need humans. As a result, we can conclude that AI is not stealing our jobs, but rather, it is taking our jobs and redesigning them. The ability to interact with, interpret, and assess the outputs of Artificial Intelligence has become necessary for journalists. The shift highlights a conceptual theory: technology is not replacing humans but altering people's functions.

5.5 Regional Restrictions within Human–AI Interaction

In local media, Human-AI Interaction adds more complications. The performance of AI systems has been influenced by linguistic diversity, cultural specificity, and data sparsity. Here, influence refers to the impact on human-machine interaction. When artificial intelligence is unable to comprehend local languages, human involvement becomes crucial, and journalists must step in. Human-AI interactions may not be universal. Rather, they are contextual or situational. There should be greater human involvement in the regional area to ensure accuracy and relevance.

5.6 Moral Consequences of Automation Bias

The paper also points out ethical issues related to the implementation of AI, such as bias, misinformation, and transparency. Through the lens of automation bias, a tendency to rely too heavily on automated systems. Cases like this happen: if journalists take these at face value, their faith can compromise journalistic standards. Nonetheless, the findings suggest that, due to editorial control at Odisha Television Network, outputs are checked for authenticity before being aired. A sustainable, repeatable model of a “Human-Controlled AI” solution is proposed. It prevents errors and loss of credibility through continuous, real-time human monitoring of the automated process.

6. CONCLUSION

Odisha Television Network (OTV), an Indian regional TV channel, is changing the regional media process substantially through its newsroom's use of Artificial Intelligence. The study shows that AI will enhance efficiency in the newsroom. With AI, the newsroom can create content quickly. Additionally, AI will reach a larger audience because of its ability to easily translate content in multiple languages and digital dissemination. As noted, the study shows that artificial intelligence operates within the parameters of human control, and that editorial judgment, contextual understanding, and ethical responsibility matter. The research highlights the importance of context, especially for regional media, and the challenges of language, datasets, resources, and the ethics of bias and transparency in integrating AI into newsroom production. Similarly, these factors also limit the effectiveness of AI systems, underscoring the need for a contextual approach to technology adoption in regional journalism. From a Human–AI Interaction perspective, the paper shows that AI will not replace any journalistic task. On the contrary, this optimisation will change the nature of these tasks by shifting the focus on supervision, verification and analysis. It is a combination of human intelligence and technology in a hybrid newsroom model. In conclusion, journalism will not be automated. It will be a combination of artificial intelligence and human editorial intervention. This paper builds upon the broader discussion of AI in journalism by providing actual examples from a regional newsroom context. At the same time, it argues for credibility, accountability and journalistic professionalism in light of increasing automation.

7. LIMITATIONS OF THE STUDY

Since the research was based on a single case study of Odisha Television Network, its findings do not allow a generalisation of the entire media. The heterogeneity of the study may raise concerns due to only two in-depth interviews. Additionally, the audience angle, which is also relevant to AI journalism, is not included in the report. The report contains organisational and expert viewpoints.

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