

News Corp makes deal to let OpenAI use its content

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OpenAI and its chief executive Sam Altman have been making alliances with news organizations to get access to data needed to train generative artificial intelligence models to think as well as or better than people.

News Corp on Wednesday announced a deal to let ChatGPT-maker OpenAI use content from its publications in artificial intelligence

products.

OpenAI will get access to current and archived content from News Corp properties including The Wall Street Journal, Barron's, MarketWatch, and The New York Post, according to a joint release.

Financial terms of the deal were not disclosed, but the Wall Street Journal cited sources close to the company as saying it was valued at more than \$250 million over five years and included credits for News Corp using OpenAI technology.

Authors, artists, and news groups have been accusing OpenAI and its rivals in the generative artificial intelligence market of using copyrighted content for training models without asking permission or paying.

Generative AI models are trained on mountains of data in the effort to get software to think the way people do.

"This landmark accord is not an end, but the beginning of a beautiful friendship in which we are jointly committed to creating and delivering insight and integrity instantaneously," News Corp chief executive Robert Thomson said.

OpenAI gets permission to display News Corp content in response to queries by users of its technology, according to terms of the [deal](#).

"Our partnership with News Corp is a proud moment for journalism and technology," Open AI CEO Sam Altman said in the release.

"Together, we are setting the foundation for a future where AI deeply respects, enhances, and upholds the standards of world-class journalism."

ChatGPT's creator is also in the process of signing content licensing agreements with [media outlets](#)—including the Associated Press, Germany's Axel Springer Group (publisher of tabloid Bild), French daily Le Monde and Spanish conglomerate Prisa Media—to enrich its models.

The announcement of the agreement with News Corp comes on the heels of a new controversy, after actress Scarlett Johansson accused OpenAI of copying her voice for a new voice assistant without her permission.

Altman has apologized and announced the suspension of the voice, called "Sky."

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