



2ND ANNUAL

WP PUBLISHER SUCCESS WEEK

FEBRUARY 24-28, 2025

ONLINE EVENT

Summary of Learnings

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Note from SODP

Ecosystems empower publishers by integrating technical capabilities, contributors, communities, and systems, enabling them to focus on serving and nurturing their audiences more effectively.

Numerous surveys and studies highlighted by our event contributors (included in this report) underscore WordPress's dominance and reliability—particularly among enterprises that have struggled with custom-developed media properties. Many have encountered technical debt, stalled progress, and costly setbacks, reinforcing WordPress as a preferred solution.

Our goal with these learnings and our annual week-long WordPress event isn't to promote WordPress but to support publishers navigating its ecosystem. While the platform faces internal challenges, its contributors continue to drive innovation, making it a cornerstone for audience development and publishing success.

This year's theme, "**Migration to Action**," emphasizes how website migrations and digital transformation fuel new products and long-term business sustainability. We've assembled leading experts in SEO, product and audience development, WordPress, security, and hosting to guide you in taking meaningful action; step-by-step.

A special thank you to **Multidots**, a leading WordPress development agency and the sponsor of WP Publisher Success Week, for making this event possible. And, of course, our gratitude to the speakers who generously shared their case studies, experiences, and actionable insights!



Vahe Arabian

DAY 1

KEYNOTE



THE EVOLUTION OF WORDPRESS AND WHAT'S UPCOMING IN 2025

[WATCH VIDEO](#)

[SLIDES | RAELENE](#)

[SLIDES | VAHE](#)

The WordPress ecosystem entered 2025 on a rather turbulent note, thanks to widely publicized controversies/legal disputes involving leading figures and organizations. On the Day 1 presentation of the SODP Publisher Success Week 2025, the presenters attempted to clear the air and provide some clear-cut answers to publishers who are concerned about the long-term viability of WordPress as a publishing platform.



Raelene Morey
Publisher
The Repository



Vahe Arabian
Founder
SODP

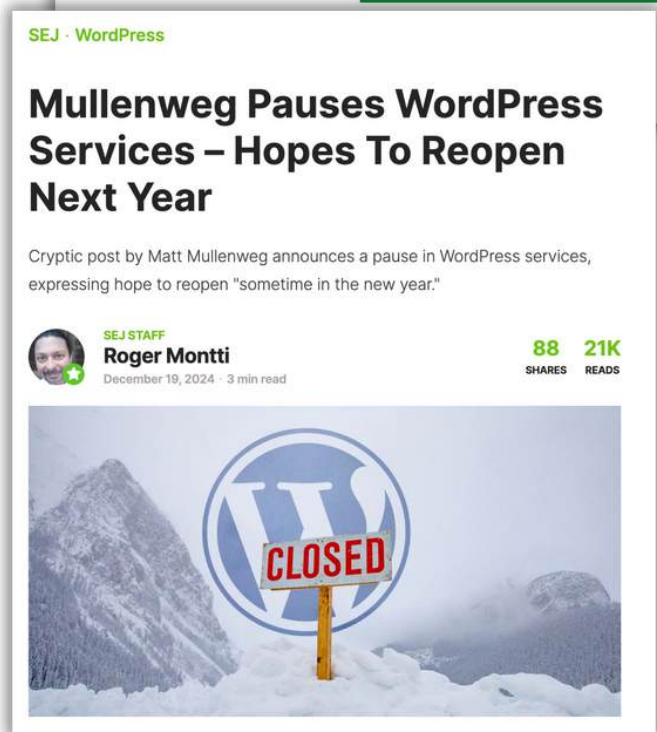
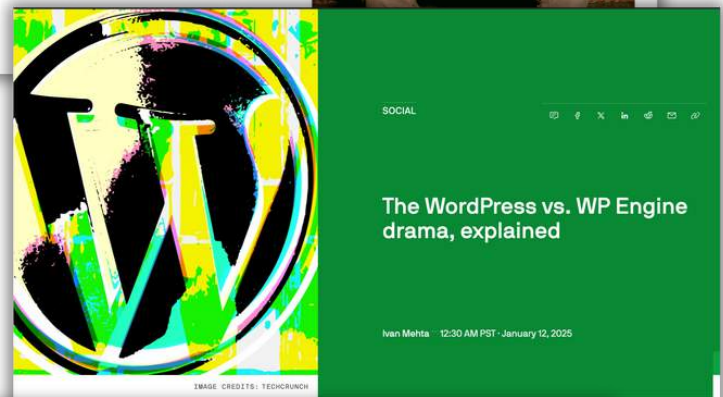
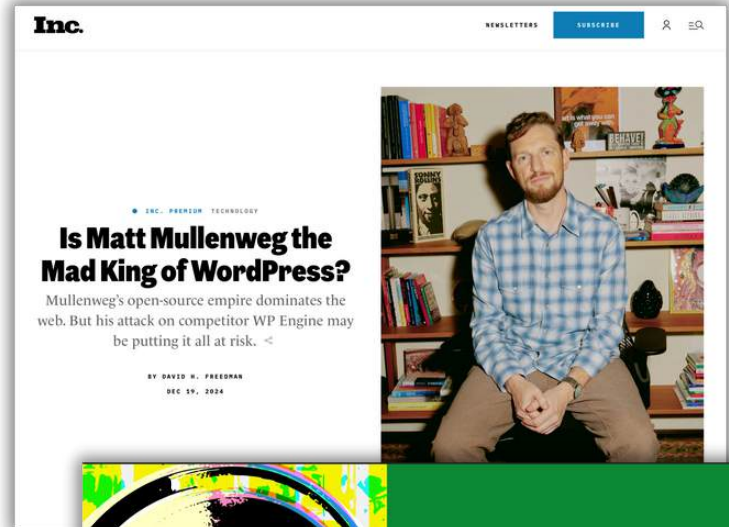
Is WordPress Stable for Publishers in 2025?

In 2024, the WordPress ecosystem was shaken by a heated conflict between two major hosting service providers – Automattic and WordPress Engine. Automattic is led by Matt Mullenweg, the co-creator of WordPress and the owner of WordPress.org.

Both sides are currently engaged in a legal battle, with a tentative trial date set for November 2026. In her presentation, Raelene Morey sought to cut through all the drama and social media noise and examine what publishers can expect from WordPress in 2025.

*Despite the headlines, WP remains a reliable, evolving platform powering publishers of all shapes and sizes. And it is driven by a **global community committed to its future.***

- Almost half the websites online (**around 43.4%**) run on WP.
- WP is a mature market leader with 61.7% of the CMS market share.
- Large-scale publishers like **CNN, Time, Al Jazeera, and NASA** rely on WP.
- Close to 900 developers from 191 global organizations are actively working on WP.



Although the legal drama has caused some instability in the developer space, the fallout has been minimal outside the “WordPress bubble,” according to Raelene. The brand sentiment among the wider userbase has been steady at 80% for the last 3 years.

While the sentiment hit an all-time low of 54% negative on X in October 2024, **overall sentiment has been extremely positive on all other social media platforms at 96% positive.** In short, most publishers and other end users remain largely unaffected by the legal tussle between Automattic and WP Engine.

3 Features That Can Help Publishers Adapt to WordPress in 2025

For publishers seeking to get the most out of WP in 2025, Raelene suggests focusing on the following three tech trends/tools:

1

Switch From Headless to Hybrid Websites

A few years ago, headless CMS was widely touted as the future of WordPress. While pure headless offers advantages in terms of speed and security, it does have some

drawbacks. Publishers would end up sacrificing many of WordPress’s highly useful built-in features, like SEO, plugins, and themes.

What we are seeing now is a shift from pure headless to hybrid models where publishers can combine templated content with API-driven flexibility. This allows for performance benefits of headless while content teams and journalists can continue using the familiar WordPress admin panel.

2

The Block Editor as a Game Changer

Also known as Gutenberg, the Block Editor is the most advanced built-in, no-code editor on the CMS market. According to Raelene, it has been a game changer for publishers, giving even non-technical team members the ability to build and publish websites without relying on developer assistance.

Major news organizations like The Times and Wall Street Journal have effectively utilized the Block Editor to speed up the production and publishing of news articles and reduce the time it takes to train and onboard new journalists.

3

Bolstering News Revenues with Newspack

Launched in 2019 by Automattic with support from Google News Initiative, Newspack is a publisher-first solution aimed at small and medium-sized news organizations. It aims to provide smaller publishers with a powerful and cost-effective publishing platform.

The turnkey solution has integrations for revenue generation, audience engagement, and publishing tools, making it easy for publishers to focus more on journalism. Around 300 news organizations currently use this platform.

One of the most exciting things about Newspack in the past year has been the launch of its revenue development program. It has already helped participating publishers generate over half a million dollars in new revenues.



The WordPress Product 2025 Roadmap for Publishers: Key Takeaways



Vahe Arabian highlighted three key phases WordPress will be going through over the course of the next couple of years – collaboration, translation, and migration. Multiple releases across 2025 will focus on enhancing the Gutenberg editor to enhance its collaborative features, site editing, and performance.

There have been many instances of effective utilization of core WordPress features by publishers in recent years. According to Vahe, the following are the top three use cases worth emulating:

1

Using Gutenberg for Deeper Audience Engagement

Gutenberg has made major strides in data centralization with recent updates. Now **it is possible to combine Gutenberg data with content APIs** to enhance audience engagement through improved personalization and streamlined publishing processes. Examples of this include political news sites like Slate using integration of API and centralized data to report on the US elections.

2

Staying Agile While Using REST APIs

Many publishers have hybrid business models that **combine content commerce and news publishing**. Sneaker News used REST APIs to centralize their pipelines into the WordPress database. Efficiently integrating data from sister sites, eCommerce partners, and website user data enabled them to create more accurate product recommendations.

3

Handling High Demand with Performance Tools

Both WordPress and certified agencies have developed various tools and performance monitors that offer **real-time updates on website performance, traffic demand, and various other metrics**. For example, sport-focused publishers have successfully harnessed these tools to manage traffic during peak demand events like the Olympics, live football matches, and so on.

DAY 2

CASE STUDY



STREAMLINING EDITORIAL WORKFLOWS FOR A MAJOR WORDPRESS MIGRATION

[WATCH VIDEO](#)

[ACCESS SLIDES](#)

For publishers still relying on legacy content management systems, migrating to WordPress can offer many benefits. In this presentation, Aslam Multani offered a detailed case study of a complex WordPress migration involving multiple sites for a large publisher. Learn how tools like Multisite, Gutenberg Blocks, and custom plugins can help you unlock scalability, flexibility, and other performance efficiencies.



Aslam Multani
Co-founder & CTO
Multidots

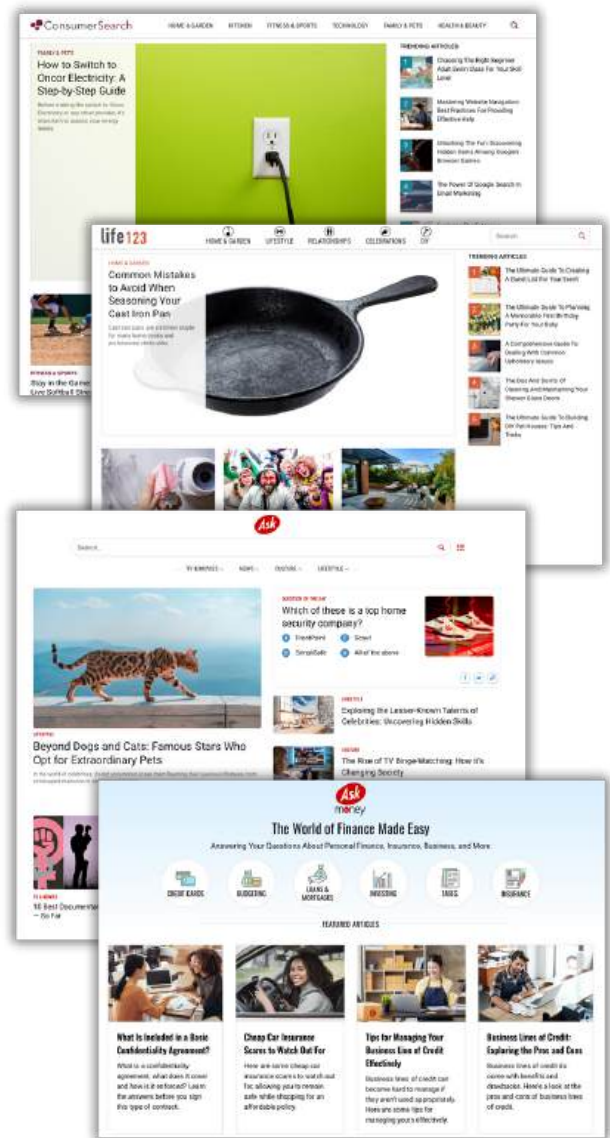
Ask.com – the Case Study in Focus

Aslam Multani's presentation focused on a case study involving a major Multidots client – the Ask Media Group. The company owns over 11 brand sites, including Ask.com, ConsumerSearch, AskMoney, and Smarter. Combined monthly traffic to these websites exceeds 10 million visitors.

Due to their reliance on an outdated proprietary content management system (CMS), **Ask Media Group faced the following challenges:**

- ⚠ Limited scalability and flexibility
- ⚠ Inefficiency in editorial workflows
- ⚠ Complex content management
- ⚠ Website performance challenges
- ⚠ Issues with ad management
- ⚠ Over-dependency on the engineering team

The company decided to migrate its entire catalog of websites and digital properties to WordPress to overcome these issues and chose Multidots as the technology partner.



Since it involved 10+ live websites with heavy traffic, seamless migration was a high-priority goal for this project.

Ask Media also wanted to reduce the dependency of the editorial staff on the engineering team. Additional goals included improvements in editorial workflow efficiency, increased page performance and overall user experience, and streamlined content/ad management.

Key Elements of the Multidots WordPress Migration Solution

To adequately address all the requirements and priorities of the client, Multidots leveraged various tools and features available on WordPress.

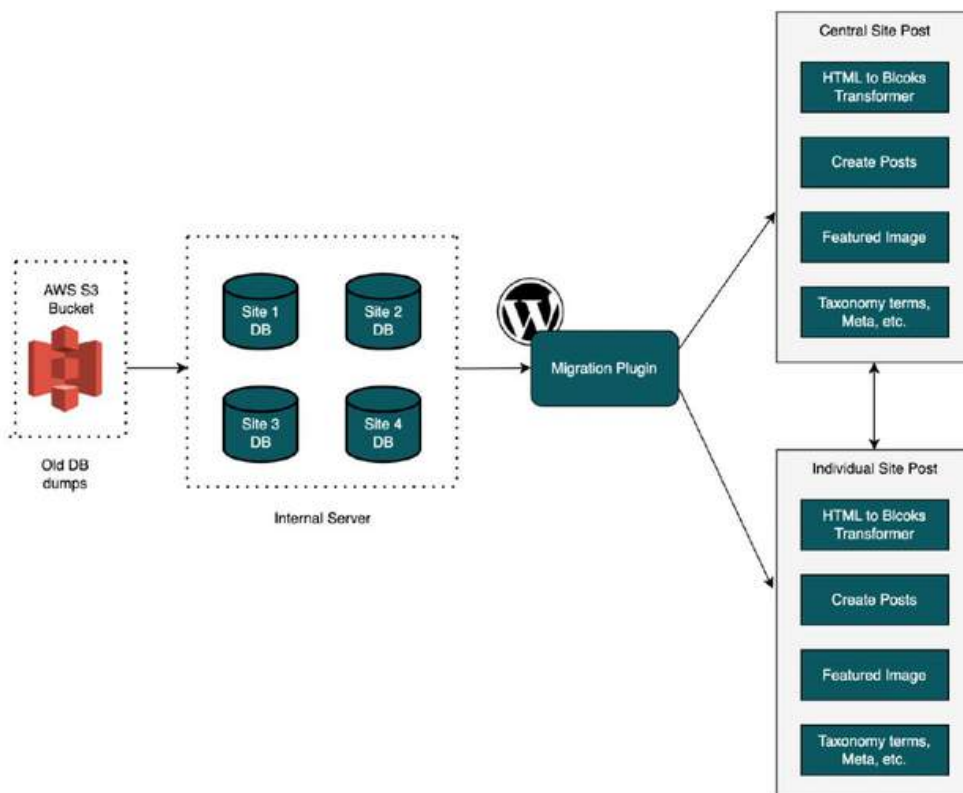
1 Multisite Installation

The WordPress CMS allows users to manage multiple sites through a single WP installation. With this feature, you can maintain distinct branding for all your sites, with the option to easily add new sites later.

The system is based on a single core instance, with shared plugins and core updates. Any updates to the core instance are also automatically applied to all the websites using the core instance. The maintenance workload can be significantly reduced with this feature.

At the same time, each website has a distinct branding, layout, and associated themes. The beauty of WordPress multisite is that you can have as many themes as you want, and each website can have different themes activated on them.

Other advantages include centralized user management, with simplified access controls and role management across the entire network of websites.



2

Centralized Content Management

With a large editorial team and multiple sites, Ask Media wanted a more centralized CMS with streamlined editorial workflows. Multidots developed a custom plugin in-house to achieve streamlined workflows.

WordPress Hooks and REST APIs were utilized to ensure seamless and comprehensive data syncing of all posts, media, taxonomy, and metadata to all selected sites. On the content moderation side of operations, sync logs ensured accurate tracking of all admin approvals and rejections of specific actions.

3

Gutenberg Blocks for Theme Architecture

For quick and efficient theme management in a multisite environment on WordPress, perhaps there is no simpler solution than Gutenberg Blocks. This is a modular content editing system that enables theme developers to create highly customizable and reusable layouts.

You can have unique blocks for each brand/website, or group multiple websites under a single block to ensure distinct branding

requirements and design consistency across sites. You can either use premade blocks from the in-built library or have your engineering team design custom blocks.

The Data Migration Strategy and Execution

One of the most important phases of handling a large-scale WordPress migration involves doing thorough database analysis and data mapping. It involves asking a lot of specific questions, such as:

- **Does your current CMS have a robust data export mechanism, such as JSON or XML?**
- **What post types and taxonomies do you have, and how do they translate to WordPress?**
- **Are there any content dependencies like custom relationships that need to be mapped?**

The next step is to follow the migration approach. For Ask Media, Multidots adopted a WP command line interface (CLI) approach, with customized scripts, WP import tools, and a few import plugins. Iterative testing resulted in a seamless migration of all 11 sites across 12 weeks, with zero downtime.

Key Takeaways for Publishers

WordPress is equally adept at handling the needs of both large-scale publishers and smaller publishers. High-traffic websites can improve operational efficiency through centralized content management, enhance performance (via advanced caching and CDN), and utilize Gutenberg blocks for a **balance between flexibility and consistency in branding**.

The **efficiency gains do not taper off for smaller website migrations** either. Multisite can save time in terms of upgrade/update management for organizations with smaller teams. The Gutenberg block editor is an excellent tool for small editorial and engineering teams. Implementing custom solutions is also relatively easy for smaller publishers.

In many instances, WordPress migration has reduced the time to publish by as much as 50% or more.



Google Docs-Style Collaboration in WordPress

The screenshot displays a WordPress editor interface with several collaboration features highlighted by handwritten annotations:

- Live User Collaborators:** Points to the top right corner where user avatars and a 'Share' button are visible.
- Inline Comment:** Points to a comment box on the right side of the editor.
- Live Collaborators:** Points to the text area where other users' cursors and names are visible.
- Suggestions:** Points to a list of suggestions on the right side of the editor.
- Team Collaboration:** Points to the list of team members on the right side of the editor.
- Reply & Resolve:** Points to a specific comment in the list on the right.
- Comment on Media:** Points to a comment on a media element in the text area.

The text in the editor reads: "Real-time co-editing demo for Multidots - Powered by Multicollab". Below this is a purple Multicollab logo and a paragraph of text: "Collaboration is the default in content creation apps like Canva, Notion, Sketch, Google Docs, and Microsoft 365, except WordPress". The text continues: "Yup- while it's easier than ever to start online publishing (thanks WordPress!), it's harder than ever to publish content faster and collaboratively". A list of three challenges follows: "1. You can't real-time co-edit in WordPress.", "2. There's no real way to directly leave comments on a piece of content in WordPress and empower collaboration.", "3. Copy and paste the content between Google Docs and WordPress leads to critical errors and wasted time."

DAY 3

PANEL



WEBSITE MIGRATION ESSENTIALS

WATCH VIDEO

Site migrations can make or break the fortunes of a website in terms of performance. In a panel discussion involving SEO and data analytics experts from various prominent news organizations, the panelists explore the pros and cons of site migrations and the essential ingredients for a successful migration.



MODERATOR

Jessi Willms
SEO Editor
The Guardian



Kyle Sutton
Senior Director, SEO
The Points Guy



Shelby Blackley
Manager,
Newsroom SEO
The Athletic



Bryan Davis
Product Director, Data
and Analytics
The Associated Press



An Introduction to Site Migration

As the moderator, Jessie Willms kickstarted the panel discussion with a quick overview of the day's topic:

Site migrations are fundamentally a business decision, something that has potentially a huge impact on traffic, user experience, and achieving your organization's long-term success and growth.

There are **four main types of site migrations**, each with their own unique set of pros and cons:

- 1.Redesign
- 2.Restructure
- 3.Re-platform
- 4.Relocation

Long-term success with any type of site migration hinges on properly weighing its pros and cons, knowing the best approach that fits your circumstances, and determining the key stakeholders who should be actively involved in the process.

When Does a Site Migration **Make Sense** for An Organization?

If you have ever worked in the publishing business, you have probably encountered major frustration with your platform or website. In most instances, that can be solved with a design refresh, refined workflow, or a new ad vendor.

It is crucial to explore all of those other options before even considering a full site migration because moving your website or platform is a major strategic decision.

cautions Bryan Davis.

Since it involves a considerable investment of money, time, and other resources, the business case needs to be compelling. It should be considered when current website limitations are holding your business back from achieving core objectives.

Here are some examples:

- Outdated technologies that do not support modern user expectations like mobile-first support or personalized content
- A CMS that slows down your editorial workflows and makes it harder to publish breaking news ahead of your competition

- Older platforms where security vulnerabilities and bugs are a major concern

According to Bryan Davis, **success in the news industry relies on your ability to quickly craft and deliver breaking news to the widest possible audience.** “When a migration works, it allows you to be more responsive, produce news faster, makes you more adaptable.”

The Biggest **Risks and Benefits** of Doing a Site Migration

Shelby Blackley, who has been actively involved in at least three major site migrations across her career, had this to say on the topic:

There are a lot of risks in migrations. You are ultimately moving something from one place to the other, whether that is a link, the whole site, or just one part of the CMS. Basically, everything is going to change.

And changes can lead to severe disruptions across the site in terms of search, traffic, user experience, and editorial workflows. If the migration is not properly executed, it can affect site indexing, user experience, editorial workflows, and even your ability to publish content.

On the plus side, **the potential benefit can outweigh the risks**, and can include:

- Unlocking new capabilities and features unavailable on legacy CMS platforms
- Better integration between the digital and print platforms
- Getting a visually more appealing site that can run faster

According to Kyle Sutton, **the risk versus reward debate often hinges on the type of migration**. For instance, when the migration only involves URL changes, backend/editorial workflows can remain largely unaffected. However, pages can break and SEO values can experience short-term volatility.

On the flipside, re-platforming and changing to a new CMS can cause widespread disruption to the backend workflows, if the transition is not properly managed.

In both examples, you have to track different types of KPIs to justify the move.

Identifying the Stakeholders Essential for a Successful Migration



Many organizations operate under the assumption that a migration is an IT project that can be left in the hands of the developers. “This is where things can go wrong,” says Bryan Davis. **“You have to have everybody involved from the very beginning.”**

In a CMS migration, the editorial team is the primary stakeholder since they are the end users of the software. The involvement of the technology team and product developers is also needed for a smooth transition.

The SEO team must also be kept in the loop to ensure that page rankings do not get tanked. Since migrations are expensive and time-consuming, the buy-in of the senior leadership is also vital for long-term success.

According to Bryan Davis, the biggest mistake is in treating any of these groups like an afterthought.

*It is like building and designing a state-of-the-art elevator but forgetting to the elevators and doors. **It might look nice from the outside, but nobody can get in!***

Maintaining Effective Communication Between Stakeholders

The importance of overcommunication for a successful migration cannot be overstated, according to Shelby Blackley. While a content migration only takes up to 3 months for bigger sites, re-platforming is a much longer process that can take anywhere from 6 to 18 months.

To maintain effective communication between all stakeholders, the panelists recommended using a combination of the following tools/processes:

- Weekly or bi-weekly check-ins for progress evaluation
- A central planning document with a place for adding feedback
- Regular Slack conversations

Shelby Blackley cautioned:

Everyone should be talking too much. If you are not receiving an email or Slack about something, it is likely that something is being missed.

KPIs to Measure Success After a Site Migration

Failure is relatively easy to spot after a migration. It usually looks like a big dumpster fire, according to Bryan Davis. Measuring success is a far more nuanced endeavor that requires a combination of both quantitative and qualitative KPIs.

Relevant examples of quantitative metrics can include:

- Website traffic
- User experience and engagement metrics
- Workflow speed and efficiency

Qualitative feedback or “soft” KPIs are also important for measuring the overall success of a migration project, particularly when it involves re-platforming. Relevant questions can include:

- Is the editorial team happy with the new CMS?
- Are they using all the new tools?
- Is the data flowing better/faster between teams?

To understand the ROI on migration from a business perspective, it is important to weigh all these metrics and see if there are enough benefits that justify the cost.

Recommended Resource: Site Migrations for News Publishers – Barry Adams’ slides from News & Editorial SEO Summit. [SEE MORE](#)

DAY 4

WORKSHOP

SECURITY AT SCALE: ENTERPRISE INSIGHTS WORKSHOP

[WATCH VIDEO](#)

[ACCESS SLIDES](#)

Cyber attacks and data breaches are increasing at an alarming rate each year. In this presentation, industry veteran Daniel Knauss looks at the common security risks facing WordPress sites in 2025 and identifies best practices publishers can take to improve website security and organizational resilience.



Dan Knauss
Senior Technical Architect
Multidots

An Introduction to WordPress Security

Nearly 65% of the sites on the internet are powered by WordPress. As a total ecosystem, it is a big target with a very large attack surface. In many ways, it is the lowest hanging fruit (for bad actors).

Organizations and their websites may have differences in terms of vulnerabilities and security challenges. However, the broad principles of WordPress security remain largely the same across industries and platforms.

Security breaches can cause long-term disruption to any organization through **data loss, reputation damage, revenue losses, legal liabilities, and hits to SEO visibility**. Unfortunately, it is impossible to maintain a 100% secure system.

Given enough time and determination, someone will always find a way to breach your defenses. The important thing is to realize that while you cannot be perfectly secure, you can still work towards being more secure on an ongoing basis.

While elite hackers and code crackers do exist out there in the digital wilderness, **time is the main antagonist of any security professional**. As time passes, the following things can happen:

- Users get complacent and unwittingly created security vulnerabilities
- Software systems get older and more vulnerable
- Attackers improve their tactics through experience/trial and error



Common Code Vulnerabilities and Attack Strategies in WordPress Websites

Dan identified three major vulnerabilities that build up over time and lead to breaches on WordPress sites – outdated plugins, weak/reused/stolen passwords, and vulnerable code.

In particular, **third-party plugins come with the following types of vulnerable code:**

- Cross-Site Scripting (XSS)
- Cross-Site Request Forgery (XSRF/CSRF)
- SQL Injections
- Broken access controls (allowing privilege escalation)

Attackers often **target weak/reused passwords** through basic brute-force login attempts and credential stuffing. A flurry of such attempts can also result in denial-of-service (D/DOS) attacks that take your website offline.

Another less technical, but often more effective strategy is **to target the human element behind websites** – admin and privileged users through phishing, social engineering, pretexting, and spear phishing. Such tactics are getting more sophisticated and convincing over time.

What Publishers Can Do to Minimize Attack Surface

Maintaining a firm grip on user access and user privilege control is a great starting point for better security. Publishing teams often have a large backend team where many users are given some level of editorial or administrator access.

If left untracked for too long, any of these user accounts could end up as a security vulnerability.

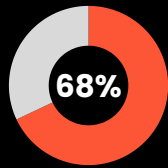
Reviewing account privileges frequently can help reduce this threat. Keeping privileged/admin access to a minimum as much as possible is also highly recommended.

On sites with larger publishing volumes, spam links, and other low-level breaches can go unnoticed. There are no easy ways to counter this, except through regular monitoring of site content. For vulnerabilities stemming from plugins, Dan had this to say:

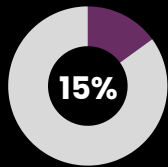
With plugins, fewer is better. Apply those updates, and pay attention to what is going on in their development – changelogs should tell you that. Six months to a year is probably a good time to audit what you are using and figure out if you should look for alternatives, or reduce the number of plugins.

The Overwhelming Role of the Human Element in Security Risk

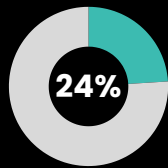
Findings from the Verizon Data Breach Investigations Report 2024:



of data breaches were caused by unintentional/non-malicious actions by users, often due to carelessness or neglect.



of successful breaches were the result of vulnerabilities created by third-party partners of websites.



of all breaches in 2024 were caused by people using their credentials through phishing and other similar attacks.



In the current security climate, **data breaches are almost inevitable in the long run**. Organizations have to update their security culture and practices to instill greater resilience to stress and harm in the event of a breach.

Evaluating and Minimizing Common Threats

The following best practices can help minimize technical risks:

- **Using a trusted enterprise hosting partner** with isolated resources, SSH networks, vulnerability scanning, DDoS protection, A+ SSL certificates, firewalls, and containerization.
- **Securing your network** with VPN for all, a Security Operations Center, and a Security Information and Event Management system

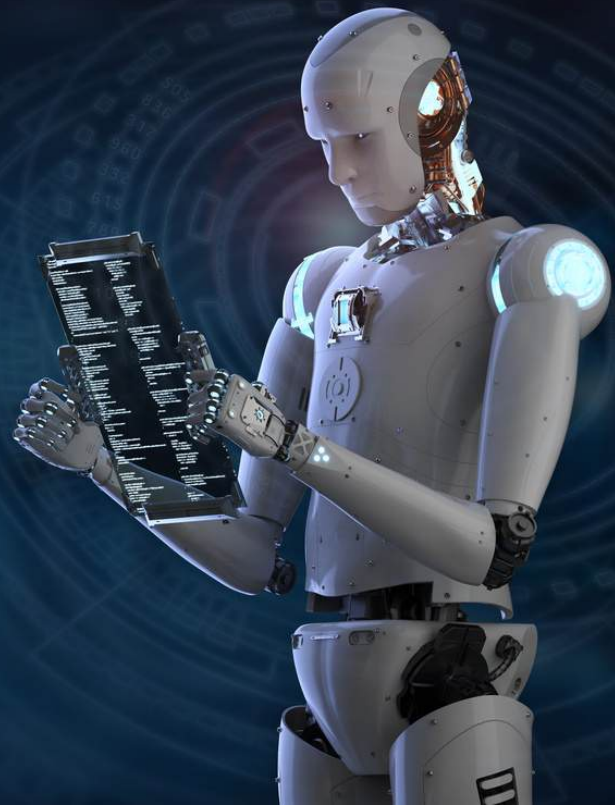
- **Involving your teams** in performing regular audits, practicing incident responses, and generally cultivating an inclusive security culture.

At the bare minimum, secure your internal user environment by enforcing two-factor authentication (2FA) and a strong password policy. When managing user access, diligently apply the principle of least privilege.

Continuous user verification and monitoring of privileged user activity can also help prevent breaches, or at the very least, help you catch them early and take timely action to minimize the damage.

DAY 5

PANEL



UNLOCKING AI POTENTIAL FOR MEDIA PUBLISHERS: REAL-WORLD STRATEGIES AND INSIGHTS

[WATCH VIDEO](#)

Like many other online sectors, the digital media publishing industry faces large-scale disruption from the rise of AI models. On the final day of the SODP WordPress Publisher Success Week, join a panel discussion involving two digital media experts to learn some insights about how AI models are changing the way publishers create content and generate revenues.



Matt Karolian
VP, Platforms and
R&D
The Boston Globe



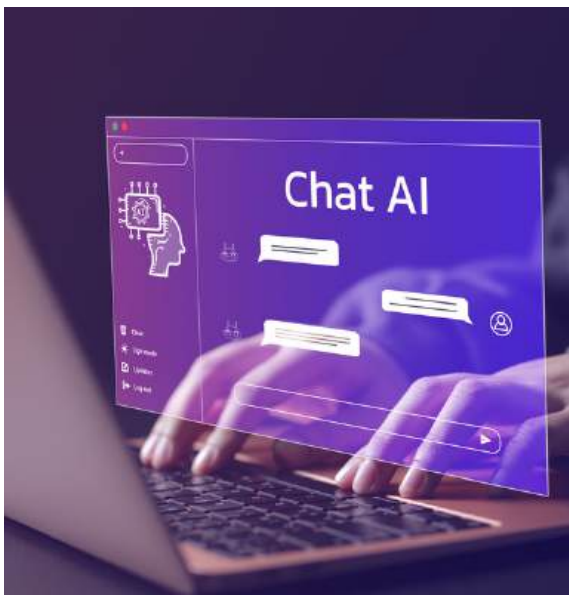
Pete Pachal
Founder
The Media Copilot

The Impact of Recent Developments in AI on **Commoditization**

AI models are becoming cheaper by the day. Features that were expensive a few months ago, like advanced reasoning models for online news, are now integrated into the free versions of models like Perplexity.

Although OpenAI and ChatGPT lead the pack by a distance with over 400 million users, competitors are catching up, and fast. It is still too early to see who will come out on top, but it will certainly be the one who manages to commoditize these different AI tools with greater efficiency.

As the competition heats up, a service you pay \$200 to OpenAI right now may only cost \$20 in the next couple of months. Content creators and publishers need to pay attention to this trend and try to find ways to effectively leverage it to their advantage.



The Commoditization of **Content**

Content during the scale phase of digital media was all about putting out short takes on a lot of different things to get as many clicks as possible in a short period. It still sort of factors somewhat in the strategy, but it is less important today because that kind of content is so easy to do with AI.

Pete Pachal highlights the rise of AI slop online as the bad version of this trend. While that is not something that publishers aspire for, they are trying to take advantage of the technology. Some recent examples include:

- ESPN using AI to cover certain marginal, more obscure sporting competitions
- Quartz uses AI for extracting dry financial news like earning reports and announcements

These are still early experiments and it will take publishers at least another year to figure out if AI should be used for reporting on the margins, according to Pete.

The Emergence of a New Revenue Model

A huge percentage of content that lives on most publisher sites is relatively commodity content – retakes that add very little to no additional reporting. The value derived from that was not the journalism that went into it, but a game of hacking distribution (to get to the top of SERPs, go viral, etc).

The writing is on the wall for this kind of model as AI gives you instant results within the browser or app window, according to Matt Karolian. As clicks get reduced and traffic dries up, publishers will be forced to look at alternative sources.

In the future, the focus could shift to finding ways to deliver content that cannot be reliably replicated by AI. This could result in a return to the basic values of journalism, where journalists bring value to the user through reporting, analysis, and original quotes from sources.

Matt also envisions a future where ad-based revenue models slowly fade away

It is going to give way to a future where consumer revenue is probably going to be required for many of the different publications.

The Rising Threat of AI Search to Google

After enjoying a monopoly in search for decades, Google is facing serious disruption from the new breed of AI search engines. Both Peta and Matt are huge fans of Perplexity, which they view as a clearly superior product to Google search in many ways.

People are even willing to pay for AI-powered search tools, which is something unprecedented. However, Google still has an edge in terms of market dominance and distribution. They are just playing catch-up at the moment.



The Legal Issues Related to Licensing

AI companies are facing multiple legal challenges from traditional media outlets on the issue of copyright infringement and licensing.

Examples include the New York Times lawsuit against OpenAI and NewsCorp's suit against Perplexity.

The outcome of these lawsuits could determine the future landscape of online search and content discoverability. If licensing becomes mandatory, consumer media of the future could end up resembling the B2B media or maybe the movie distribution networks involving theater chains like AMC.

Pete summarizes the situation like this:

We are all at this point where we want AI search to succeed, but the model really needs to get hammered out and make sure that it is not just serving the balance sheets on both sides of this tug of war, but the end users as well.

Strategies Publishers Can Adopt Now to Integrate AI

New York Times has already embraced AI tools for their newsroom, with a set of guidelines for reporters, including a ban on using AI to write or draft articles. Apart from a clear AI policy, the panelists suggest the following steps to trial AI:

- Using AI chatbots to improve audience experience and gain valuable insights.
- Create a dedicated group to test the various AI features and provide feedback.
- Try to experiment with off-the-shelf technology from reliable vendors as much as possible.

At The Boston Globe, the editorial team has been experimenting with building their own AI tech stack, in partnership with Nota. They also use browser plugins and WordPress plugins to generate social content for each news story.

It is important to be ambitious in this space. Mistakes will happen, you are going to build things that people may or may not like. AI will hallucinate, there will be human errors. You have to contextualize everything as being part of living in the real world.

Additional Resources



Publishers interested in exploring the complete potential of WordPress would do well to get in touch with Multidots, a WordPress VIP Gold Partner selected by Automattic – the company behind WordPress.com. Multidots specializes in WordPress migration and helping organizations maximize their web-based monetization by optimizing website performance and implementing efficient workflows.

[FREE CONSULTATION](#)

Performance Guide: 45 Actionable Tips to Optimize WordPress Performance for High-Traffic Websites (With Impact Score)

This guide is designed to provide actionable steps to optimize WordPress websites, tackling performance issues from server optimization to database management, media handling, and caching. By implementing these strategies, your site will be prepared to handle high traffic efficiently.

[ACCESS THE GUIDE](#)

AI Guide: How Big Enterprise Brands like TechCrunch, Spotify, Airbnb, and BBC Leverage AI on their WordPress Sites?

Learn how big media and enterprise brands like TechCrunch, Spotify, National Geographic, MIT, BBC, CNN, and BuzzFeed use AI in their publishing workflows.

[ACCESS THE GUIDE](#)

Security Guide: WordPress and Security: Securing WordPress for the Enterprise

Learn detailed steps to audit and safeguard your organization and teams.

[ACCESS THE GUIDE](#)

Media Partners



SUBSCRIBE

The Media Copilot examines how AI is changing media, journalism, and the news. While machine-generated content has been used by large newsrooms for the better part of a decade, generative AI effectively brought the technology to anyone and everyone. Media companies have been racing to understand and implement generative AI ever since.



BECOME A MEMBER

Founded in 1925 in France, FIPP is one of the world's oldest and most prestigious membership associations. Originally formed by a consortium of magazine publishers to enable them to share ideas, the organisation has grown over almost 100 years to include media owners and content creators from across the world.



SUBSCRIBE

The Repository is an independent media business dedicated to reporting news across the WordPress ecosystem. Since 2019, it has served a WordPress-focused audience via its popular weekly newsletter designed for people who want their news fast. In 2024, it expanded its offering to deliver weekly news coverage for those wanting to dive deeper into the latest headlines.



SUBSCRIBE

WTF is SEO? is a newsletter for news publishers. It helps you – whether your publication knows all the things about search or it's just you doing it all – understand, prioritize and make actionable growth for your outlet. You won't have to worry about missing anything. Every new edition of the newsletter goes directly to your inbox on Monday.



SUBSCRIBE

First on Storify then on a Gutenberg-driven website, Birgit Pauli-Haack has been curating Community voices about Gutenberg, the new visual editor for WordPress since June 2017, ever since she saw a demonstration of it at WordCamp Europe in Paris.



Expand your brand's reach. Join SODP events as a media partner!

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