

Liquid Content

Lose the form, keep the trust

Nachrichten



histoire

Geschichte



confiance

Vertrauen



vidéo

story

actualités



Stimme

voix



Wahrheit

vérité

Mirko Lorenz, Innovation Manager, DW Innovation



Datawrapper



plain X



Babylon
Newsletter

Mission: Technology for journalism

Why I am here today



Pilot Projects and Preparatory Actions (PPPA)

Call for proposals

Citizen facing European TV and Video News Portal for Streaming, Search and Translation of European TV and video news and political documentaries produced or transmitted by accredited public and private media in EU Member States

(PPPA-2026-CITIZEN-PLATFORM)

EU Research Call from March 2026

What is liquid content?

“Content or stories that are not static but adapt in real time based on the viewer’s context, location, time, or interaction.”

Reuters Institute, Trends and Predictions 2026

Today: the artifact

A finished, static article, video file or podcast



Liquid: atomic objects

Facts, quotes, data and background as structured knowledge, assembled when a user asks

From selling documents to selling structured information.

Sources: Reuters Institute, Journalism, Media and Technology Trends and Predictions 2026, via Digiday (28 Jan 2026); MGID; Bottalk

Five characteristics

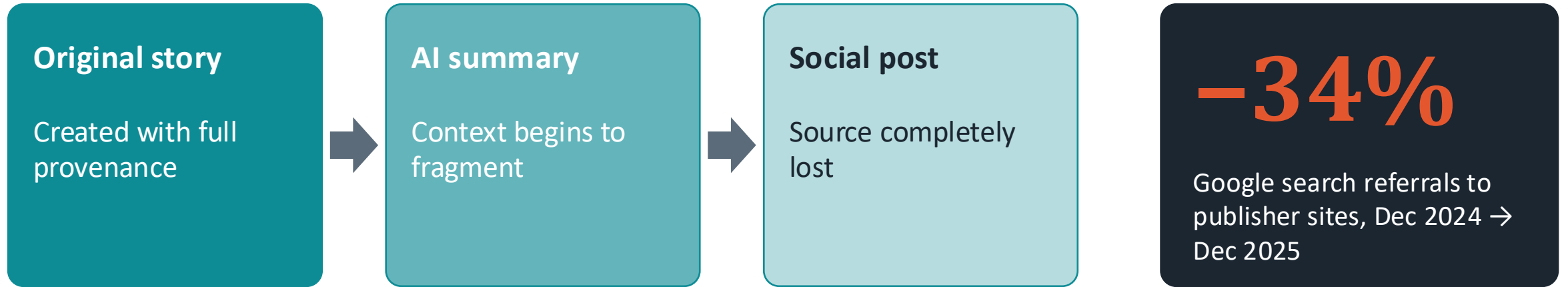
- 1 Modularity**
Atomic, reusable building blocks
- 2 Real-time adaptability**
Shape follows device, place, time
- 3 Multi-format fluidity**
One asset: text, audio or video
- 4 Personalisation**
Two users, two versions of one story
- 5 Reliability of meaning**
Key facts cannot be tampered with

Liquid: fluid

No finished piece. The pool stays; each version is made on demand.

Sources: MGID, “What is liquid content”; Nota, “Liquid content”

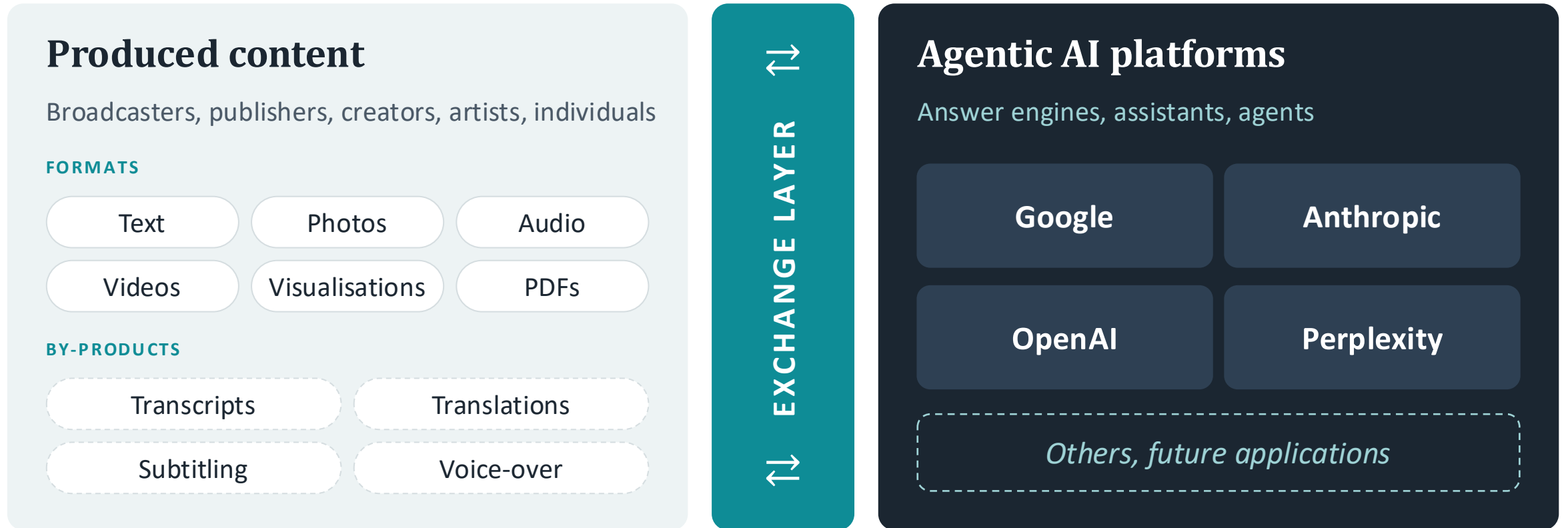
Content has already gone liquid



Remixed, screenshotted, summarised by AI. In this flow, the audience can no longer see who made it, how it was made, or whether it is the original.

Source: Mobile Stories / Citadel, "Liquid Content, Solid Trust" (2025)

The big problem: how is this used, quoted, paid for?



The exchange terms need to be defined, but so far there is no clear solution.

Rethinking the production of information



Yesterday

Static media, published once, through fixed channels, in a single format



Today

Liquid: content flows across devices and platforms, reshaped for each context



Tomorrow

Human and AI co-audiences interpret, remix and redistribute, simultaneously

This shift demands we rethink not just distribution, but how we create and structure journalism.

Source: Mobile Stories / Citadel, "Liquid Content, Solid Trust" (2025)

The new front door: news through agents

Platforms

- ChatGPT, Perplexity, Claude, Gemini
- A question goes in, an answer comes out
- Which source gets named is decided by the AI, not the publisher

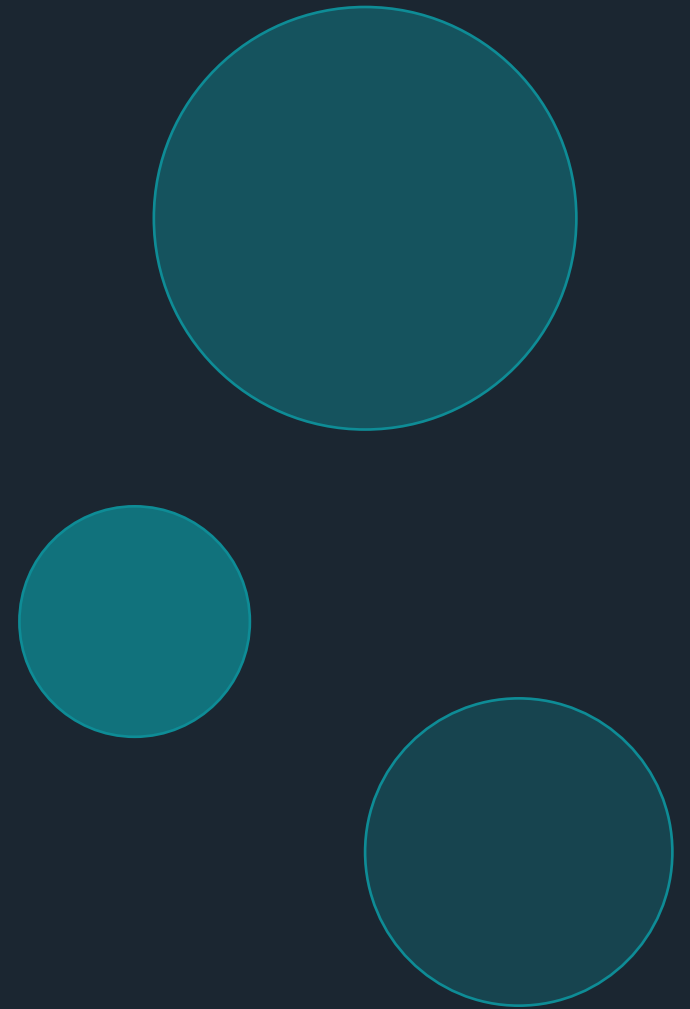
Self-built agents

- Personal briefings, ongoing research, “second brains”
- Built by journalists who do not code
- Editorial judgement written down as rules

The first reader of your story may no longer be a human.

Lose the form. Keep the trust.

Inspired by Mobile Stories: “Let go of control of the form. Keep control of the truth.”



Not a new format, but a production principle

Liquid content: a continuously updated pool of verified information, with machine-readable metadata and provenance, from which many forms (article, audio, video, chatbot answer) are derived on demand.

1

Context-aware

Adapts to the reader's context, device, time and needs

2

Multi-format native

Text, audio, video, chatbot answer, all from one source of truth

3

Continuously updated

"Last verified on" replaces a fixed publication date

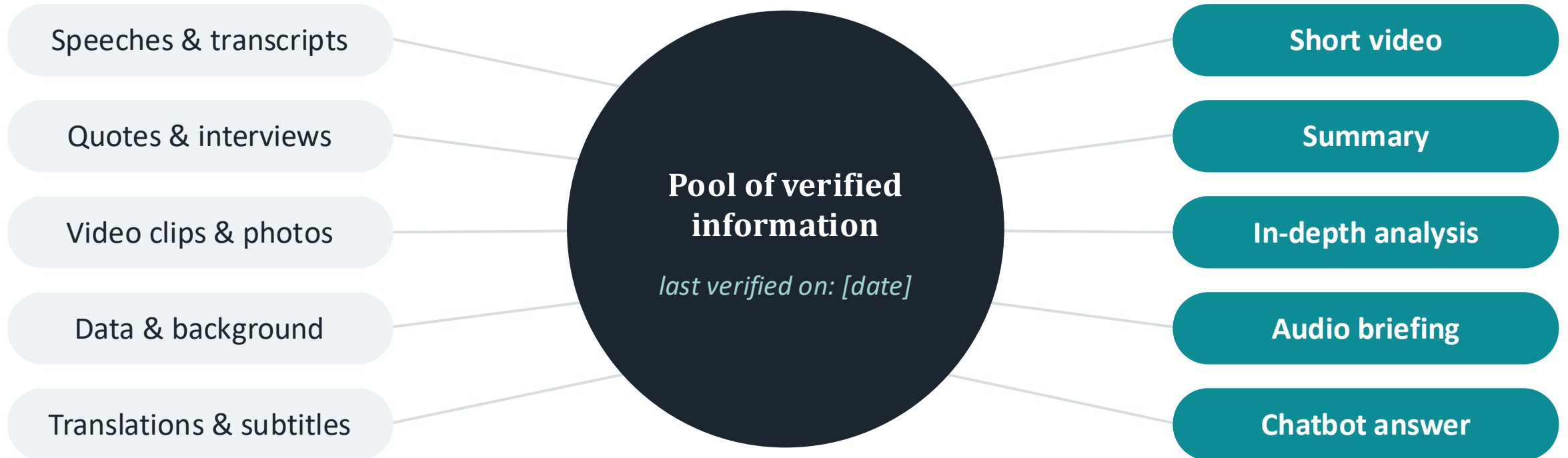
4

Human-authored, AI-augmented

Journalists create the core; systems handle the adaptation

Source: Mobile Stories / Citadel (2025); Liquid Content briefing (2026)

A pool of information, flexible publication in many forms



Same sender, same facts: the substance stays fixed, the form follows the user.

200 newsletters a day, 10 minutes of human time

170–230 newsletters a day, triaged by Claude every morning

10 min her daily part: approve, kill or redirect

155 items skipped on day one, briefing read in 4 minutes



“Automation relocates bottlenecks more often than it removes them.” The editorial judgement now lives in one page of plain-English rules.

Source: Ulrike Langer, “How I built an agentic system that evaluates 200 newsletters a day”, News Machines, Sept 2026

Marvin: a second brain built by a non-coder

- Built with Claude Code: prepares meetings, analyses documents, builds client prototypes
- “Hostile review”: a fresh model must confirm or refute every claim, and found five real errors on one page
- Autonomy is earned in five levels, per work area
- Anything going outward (mail, payment, publishing) needs his approval

“

Whoever keeps their data with only one provider will later rent it back for tokens.

Marco Maas

Source: Ulrike Langer, “How the data journalist Marco Maas used AI to build a second brain”, News Machines, 30 Sept 2026

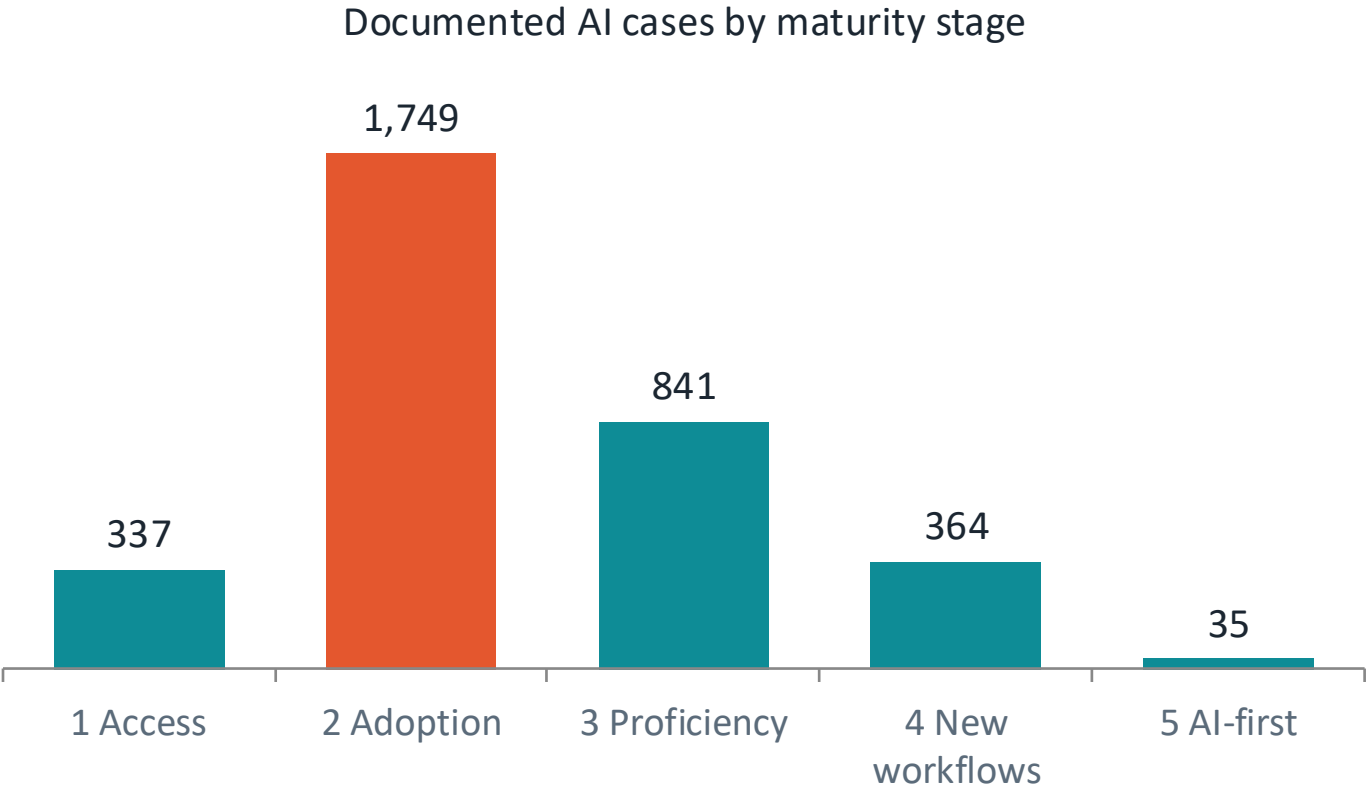
O'Reilly Answers: “The R in RAG stands for Royalties”



Same content, radically larger customer surface: the developer who never leaves the IDE. The limit: one company, one closed system. It does not yet scale to an ecosystem.

Source: Florent Daudens, “Sell to the Agent”, AI in the News, Feb 2026

Most newsrooms are still at stage 2



3,326

documented cases in 130+ countries

1%

have reorganised the business around AI

~10%

touch monetisation at all

“Augmentation is almost everywhere; transformation is almost nowhere.”

Source: Katya Gorchinskaya, J-Index (jindex.ai), via News Machines, 10 Sept 2026

Three lenses on the same shift



STRUCTURE

David Caswell

News as structured knowledge, not artefacts



ECONOMICS

Shuwei Fang

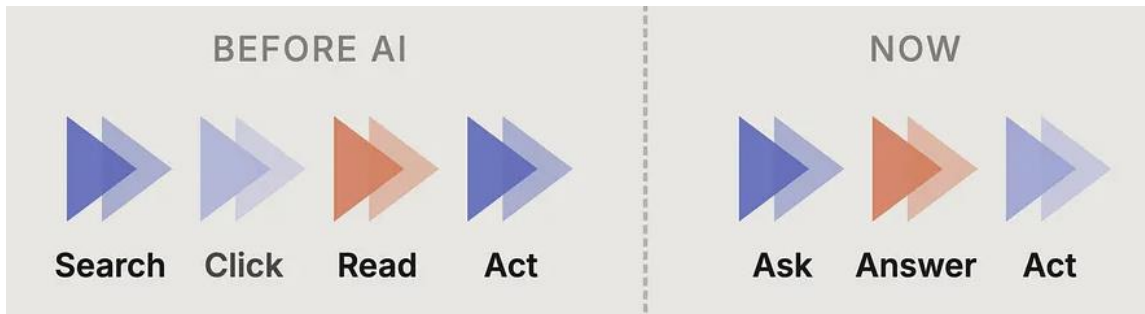
Who pays for the verified core?



MONETISATION

Florent Daudens

Sell to the agent: rights, access, payment



“Blocking AI is not a strategy. Pricing AI is. But pricing articles is thinking too small.”

Florent Daudens

Source: Florent Daudens, “Sell to the Agent” (Feb 2026); fdaudens.substack.com/p/the-click-is-dying-what-pays-next

RSL: Really Simple Licensing

- Machine-readable licence terms on your server, like robots.txt but with prices
- Training, answering, quoting: each use priced separately
- Launched Sept 2025; RSL Collective pools rights like a music society
- Backed by Reddit, Yahoo, Medium, O'Reilly and others
- Endorsed ≠ deployed: “barely any integrations yet” (Supertab CEO)

A large, bold, orange number '0' is centered in the upper half of a dark blue rounded rectangle.

recorded sales of content through
RSL, 13 months after launch

If a sale is all there is, that is thin.

Sources: Babylon Newsletter (Oct 2026); Ulrike Langer, News Machines (Aug 2026)

Two open problems



Identity

“A crawler’s name is just something it types about itself.”

Signed requests are coming, but hardly any crawler signs yet. You cannot verify who took what.



Europe

“What European law backs is the ‘no’, not the price.”

A machine-readable opt-out from text and data mining is recognised. Prose on a website may not be (Kneschke v. LAION).

If you cannot verify who reads, you need to identify the content itself.

Source: Ulrike Langer, “How to price your journalism for AI when you’re flying blind”, News Machines, Aug 2026

C2PA and ISCC

C2PA

Content Provenance and Authenticity

- A signed manifest embedded in the file
- Records who made it and what was edited
- Already in use across the sector
- Can be lost when files are stripped or re-encoded

ISCC

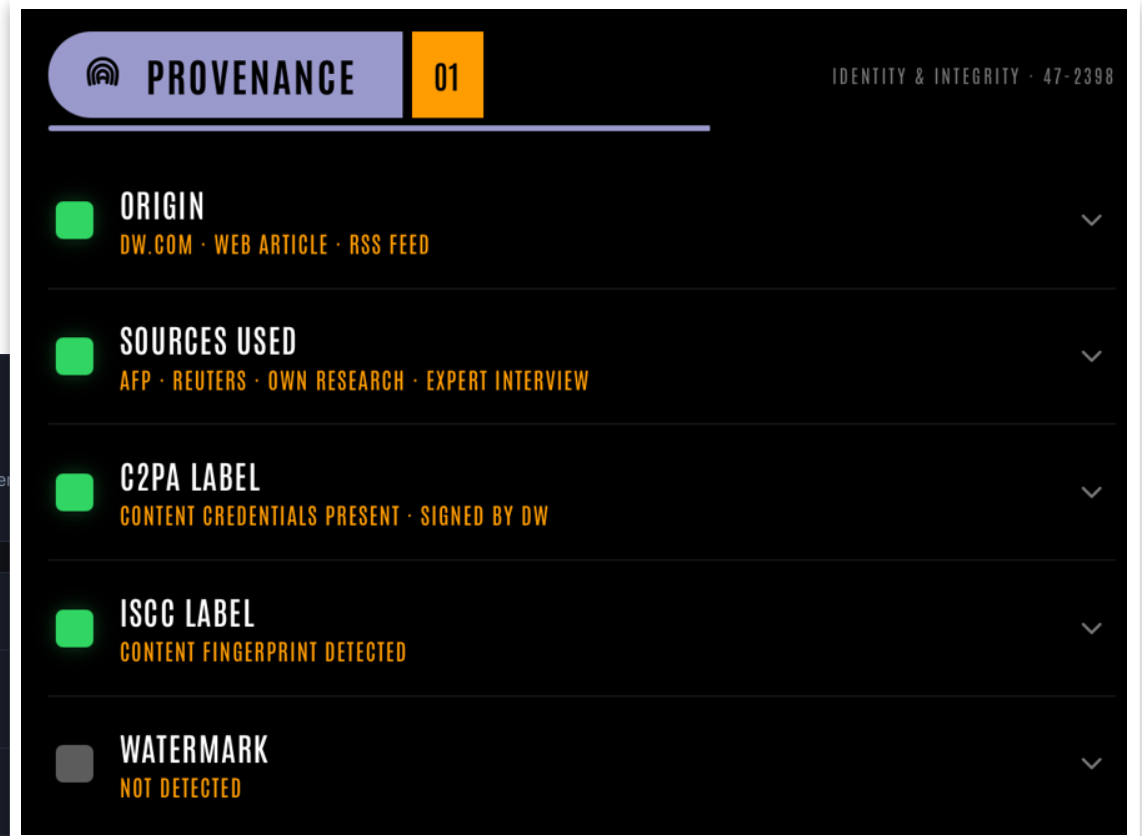
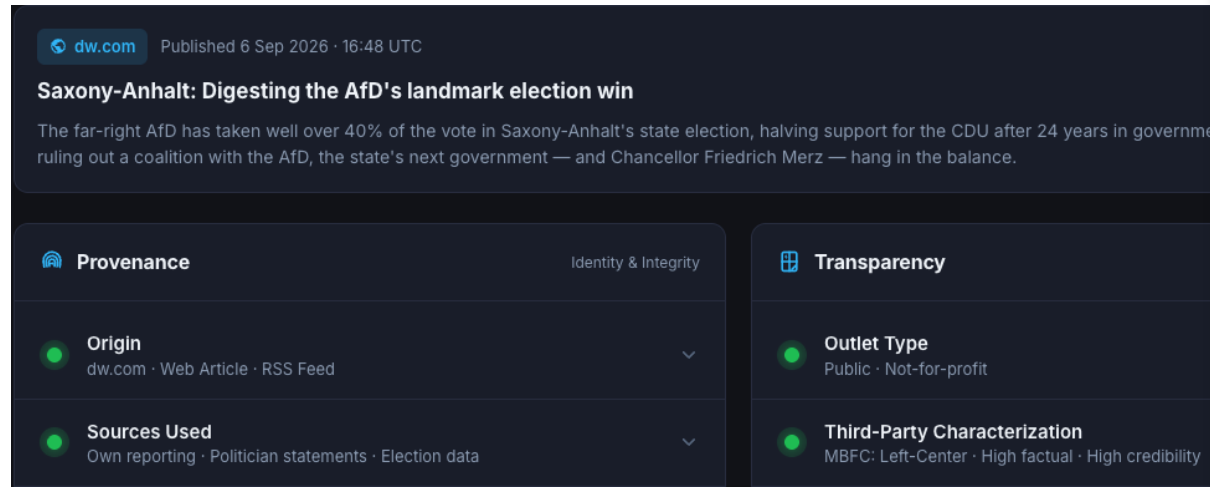
International Standard Content Code, ISO 24138

- A fingerprint computed from the content itself
- Still recognisable after copying or reformatting
- Open source, EU-compliant
- Identifies the content, not the signer

Complementary, not competing: C2PA says who signed it. ISCC says what it is.

Cleanfeed: provenance in practice

- Provenance & verification
- Fraunhofer FOKUS, castLabs, G&L
- Funded by BMFTR, 2026–2029



Cleanfeed News Reader, prototype interface studies (2026)

What you can do in the next 6–12 months

1

Start small

One pilot, one partner, one format: learn first.

2

Map your liquid options

Archives, feeds, transcripts, rights: what could flow?

3

Know your AI value

What can AI platforms get only from you?

4

Respect the complexity

New workflows, roles, culture: plan in months.

5

Consider alternatives

Including 100% AI add-ons, clearly labelled.

6

Watch standards & deals

RSL, C2PA, ISCC, AI licensing deals: name an owner.

In 2027: consider becoming part of our project.

Who to follow

Thinkers

David Caswell
structured news

Shuwei Fang
media economics

Thomas Baekdal
baekdal.com

Bahareh Heravi
University of Surrey

Trackers

Ulrike Langer
News Machines

Ezra Eeman
WAN-IFRA, Wayfinder

Florent Daudens
AI in the News

Katya Gorchinskaya
J-Index, jindex.ai

Builders

O'Reilly Media
O'Reilly Answers

RSL Collective
rsstandard.org

Discussion & Questions

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