Inside Time Magazine’s AI Overhaul

This story was originally published in On Background with Mark Stenberg, a free, weekly newsletter that explores the key themes shaping the media industry. You can sign up for it here.

Last August, Time partnered with the digital agency Code and Theory on an ambitious new venture: Together, the two parties aimed to reimagine the digital presence of the publisher, revamping it with features powered by artificial intelligence.

The project began with the decidedly unsexy task of restructuring the four different databases that, until then, had housed all 102 years of Time content, according to chief operating officer Mark Howard.

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