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# Bertelsmann powers creativity and productivity with OpenAI

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Bertelsmann, the global media, services, and education company headquartered in Germany, will integrate OpenAI's technology across multiple brands around the world. It will be one of the largest deployments of ChatGPT Enterprise, giving employees in multiple continents the ability to develop products and services with AI at scale.

## OpenAI

collaboration with OpenAI as well,” said Rolf Hellerman, Chief Financial Officer and Chairman of the Tech and Data Advisory Board at Bertelsmann. “Together with our partners, we will continue to support the work of our creative professionals through a targeted and responsible use of AI.”

Bertelsmann will implement OpenAI’s solutions to increase the productivity in creative processes and efficiency in daily workflows, for example, through the broad rollout of ChatGPT Enterprise.

## Empowering creativity and innovation

Further, Bertelsmann established an AI Hub to define AI priorities across the company and integrate AI-powered solutions among different teams. Projects include:

- In RTL Deutschland, journalists in the newsroom will use OpenAI solutions to support their investigative efforts.
- In marketing, AI will facilitate processes, for example, personalized book recommendations on social media at Penguin Random House.
- On the streaming services RTL+ and M6+, AI-based solutions are improving search functions and personalizing program recommendations.
- Together with Fremantle and RTL innovative projects are planned in the area of video generation leveraging OpenAI’s products and solutions.

“Bertelsmann is one of the world's leaders in media, services, and education and we're thrilled to be working together at the intersection of AI and media,” said Brad Lightcap, Chief Operating Officer at OpenAI. “With Bertelsmann, we look forward to inspiring creativity and innovation across the broader AI and creative ecosystems.”

# OpenAI

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