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# Experiential Value of AI News Products During the 19th Asian Games

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ABSTRACT

*In the news production process, artificial intelligence technology has been utilized to generate highly "immersive" news by integrating "emotional people" and "cold information," instead of merely copying them. Using the 19th Asian Games in Hangzhou as an example, this study investigates how the experiential value of intelligent news products changes over time. The transformation of experiential value is reflected in three aspects. First, the instinctive level is the sensory experience of "feeling with the body." Second, the behavioral level is the emotional experience of "experiencing with the heart." Third, the reflection level is the emotional experience of "testing with the way." The introduction of artificial intelligence technology into news production, together with innovation and the recognition of its experiential value, has resulted in the "sublimation" of intelligent human–computer collaboration. It can determine the motivation for presenting facts, create satisfactory sensory and emotional experiences in the information world, and offer new avenues for the expansion of the news industry and intelligent news.*

*Keywords: AI news products; experiential value; 19th Asian Games*

## INTRODUCTION

The 19th Asian Games in 2023 kicked off with a bang on September 23 in Hangzhou, Zhejiang Province. President Xi Jinping attended the inauguration ceremony and proclaimed the Asian Games open. The inauguration ceremony was attended by Cai Qi and Ding Xuexiang, as well as by dignitaries and VIPs from different parts of Asia (China Daily, 2023). The Hangzhou Olympic Sports Center Stadium, which is located on the banks of the Qiantang River, was beautifully lit with colored lights, and for the third time in China, the Asian Games torch which was designed to resemble a huge lotus flower, was ignited on the edifice of the stadium.

Over the course of 15 days, nearly 12,000 athletes from 45 Asian countries and regions competed for 481 gold medals in 40 major sports in 56 Asian Games and Asian Para Games competition venues in Hangzhou and the five co-host cities of Ningbo, Wenzhou, Huzhou, Shaoxing, and Jinhua. The Games included popular Asian non-Olympic sports, such as rattan ball, cricket, and katsu jujitsu, as well as skateboarding, which is popular among young people, and standard athletic sports, such as soccer, basketball, track and field, and swimming. "We present to the world a sports event with 'Chinese characteristics, Asian style, and excitement,'" announced Chen Weiqiang, who was the executive secretary general of the Hangzhou Asian Games Organizing Committee, deputy director of the Hangzhou Asian Games Event Command Office, and the main spokesperson of the Hangzhou Asian Games (Asian Para Games; China Daily, 2023).

The Hangzhou Asian Games aimed to present the unforgettable "Jiangnan Yi" (Asian Games mascots) to the world through intelligent technology and athletic sports. The Hangzhou Asian Games adhered to the "green, intelligent, thrifty, civilized" idea of the game organization. Technology enabled, the Hangzhou Asian Games made viewers feel the full force of its "sense of the future." "Intelligent Asian Games" was one of the themes of the Hangzhou Asian Games, and it was the first time in the history of the Asian Games that the term "intelligent" was incorporated into the Games' concept.

According to the BBC, the use of artificial intelligence (AI) technology in sports may become increasingly prevalent in the future, and the Hangzhou Asian Games may have been one of the most high-profile AI technology events in 2023. As the Asian Games drew to a close, novel immersive experiences and the use of AI technology were increased to provide the world with a "futuristic" sporting event (BBC, 2023). From the intelligent command platform of the Asian Games Village and intelligent decision-making support to the "Hangzhou Asian Games" app for athletes, technical officials, the media, and individuals who provide a full range of intelligent event services; the "Jiangnan Yi" mascot, who welcomed the guests; and the intelligent service robots that served as venue guides and provided tournament information, Hangzhou showcased the "seamless connection" between digital technology and sporting activities to empower the Asian Games and created a new benchmark.

Dark technology, such as naked eye 3D, an AR digital dome, the 3D dual Wia, and "8K AVS3 + Dual Vivid" ultra-high-definition broadcasting technology, shined during the Hangzhou Asian Games. The Asian Games organizers incorporated a number of innovative technologies to showcase the different events, such as the opening ceremony or viewing and the AR experience, which provided a unique viewpoint of the sporting events. In addition to improving audience experience, the big data + AI technology was used for events management and services, and "the opening ceremony directly realize the combination of virtual and real AR technology, its maturity technology application, and the scale of the grandiose, are enough to make people shocked."

The 19th Asian Games Main Media Center (MMC) in Hangzhou was formally opened on September 18, 2023. Around 11,000 media journalists from different Asian countries and regions attended the Asian Games to report the events to the world through text, photos, and images. The MMC served as a "home base" for the media journalists and as a "hub" for information transmission, as the headquarters of the OCA media operation, and as an important window for exhibiting images of the host country and city to the Chinese and foreign media.

## EXPERIENCE VERSUS EXPERIENTIAL VALUE

The term "experience" was first used in the field of philosophy, then in aesthetics and psychology until the 1970s, when it began to appear in economics and management. As an economic term, "experience" was first used by Toffler, who saw it as a product of the psychologization of goods and services, with an "economic value." Toffler stated that experience "will be based on simulated environments that allow customers to experience adventure, encounters, sensual stimulation, and other pleasures" (Toffler, 1970).

The end of the 20th century, when Pine and Gilmore declared that "the age of the experience economy has arrived" and "the experience economy is welcome" (Pine & Gilmore, 1998), witnessed a renewed interest in the definition and application of "experience" in economics and the active exploration of the academic community. Previous studies defined "experience" from two basic angles: macro and micro. In macroeconomics, experience is characterized as "a new source of value" and "a fourth economic provider" (Pine & Gilmore, 1999) that "already exists but has not been widely recognized." The authors also described experience as "the good feeling that arises in a person's consciousness when he or she reaches a particular level of

emotional, physical, intellectual, or even spiritual well-being" (Pine & Gilmore, 1999). Moreover, the authors posited that experience is "a style of spending time that is primarily personal, and from which one receives" and "an essentially personal way for people to spend a period of time with a series of memorable events" (Pine & Gilmore, 1998). The development of "good feelings," "events," and "reactions" characterize experience, and "reactions" represents tasks that organizations must perform to attain their objectives.

According to American academicians Pine and Gilmore, the experience economy has steadily superseded the service economy as the next stage of economic growth. Enterprises in the experience economy employ services as the stage, commodities as the props, and customers as the center to create memorable customer experiences (Pine & Gilmore, 2011). The experience economy and society, which comprises the fourth stage of human social evolution, is the successor to agricultural, industrial, and service societies, where people consume to meet their social and economic needs.

Pine and Gilmore classified experience into four categories: entertainment, education, sophistication, and aesthetics. However, in his book *Experiential Marketing*, Bernie Schmidt classified experience into five dimensions: sensory, emotional, thought, action, and connection. To differentiate between worship value and display value, which are characterized by aesthetic experience, Schmidt classified experiential value into three categories, namely, sensory, emotional, and spiritual, based on three levels, that is, instinct, action, and thinking, from the value dimension of cultural products (Schmidt, 1999). Digital media, intelligent networks, and smart technologies, which can be influenced by the consumer economy and culture industry, can further transform the display value of cultural products into experiential value, such as sensory experience, emotional experience, and spiritual experience, to meet people's physical and aesthetic needs of the body and the mind. As experiences become commodities, offering experiential value has become a critical corporate strategy (Li et al., 2023).

Human needs include physiological needs (air, water, food, shelter, and sleep), developmental needs (safety and security), love and belonging, respect (self-respect and respect from others), and self-development (truthfulness, goodness, beauty, activity, personal style, perfection, necessity, fulfillment, justice, order, simplicity, richness, optimism, wit, and so on). The experiential utility of desire to be respected and self-actualization can induce "mesmerization, ecstasy, epiphanic experience, mystical experience"; the "integration of the experiencer within himself or herself and consequently of the experiencer with the world"; "pure satisfaction"; and "unadulterated joy." "Pure satisfaction, pure expression, pure delight" can transform the experiencer into someone who is "more complete and unified, more unique, more dynamic and spontaneous, more perfectly expressive and uninhibited, more at ease and powerful, audacious and fearless, self-transcendent and self-forgiving" (Maslow, 1954). Their insatiable desire for new experiences can enable consumers to mentally sense the value of a product, resulting in "surprise," which is reflected in the external social setting and can create a full value chain of experience.

"New technologies and achievements will be continuously applied to news reporting" (Mei & Chen, 2018), and AI news technology is being developed. With the gradual integration of VR, AR, MR, and other technologies into the daily news production process, new immersive forms of communication have raised news broadcasting to a new level. The combination of 3R technology, 360-degree omnidirectional videos, 3D modeling, computer-generated graphics, and other visualization technologies has awakened and unified individuals' senses to varying degrees when receiving news. Thus, in the process of receiving news, various senses will be stimulated and integrated to varying degrees, resulting in amazing perceptual, spatial and temporal, and interactive experiences.

The application of AI technology in the media increased in recent years, and excellent journalism is on the rise. "This 3D Simulation Shows Why Social Distance Matters" is an

interactive piece from the New York Times that uses AR and 3D modeling to show readers how water droplets spread across real-world social networks. A 3D model simulating a multiperson social environment is created in the story's 3D modeling section. When the reader swipes the screen, it will shift from a top-down view to the first-person perspective of the reader, who becomes one of the actors in the simulated social scene and can directly witness the process of the droplets spreading from person to person. Through the use of AR scenarios, the report gives readers a highly immersive and realistic experience and emphasizes the importance of maintaining a safe social distance to prevent viral infections. The report employed a range of ordinary life scenarios, such as supermarket shopping and crossing the street, to determine the readers' safe social distance circle under scenario-specific circumstances. The social and scientific–educational value of the report is realized in its distribution.

In this study, we perceive news items to be cultural products and classify their experiential value under three categories, namely, sensory, emotional, and spiritual, based on three levels: instinct, behavior, and reflection. In the aesthetic economy and culture industry, digital media, intelligent networks, and intelligent technology can further convert the display value of cultural products into sensory experiential value, emotional experiential value, and spiritual experiential value to meet the physical aesthetic needs of the body and the mind.

The fundamental scope of human existence is emotional experience, which can be obtained from external stimuli, emotional stimulation, and infection and result in a specific "joy, anger, sadness, joy" and "love, desire, hate, hate" emotional response, indicating whether the object is in line with the psychological needs of the individual. A spiritual experience can result from external stimuli and inspire individuals and lead to cognition, spiritual consensus, a new identity, and eventually, to a new way of life. "Interaction," "engagement," "entertainment," and "fashion" are terms used to define the relationship between human body consciousness and the experiential value of a product. Thus, innate sensory experience means "to feel with the body," behavioral emotional experience means "to feel with the heart," and reflective spiritual experience means "to test with the way" (Xiang, 2015). Experience has become a type of commodity available in the experience economy, and the development of experiential value has become an important technique for achieving economic success.

## AI-GENERATED CONTENT (AIGC) TECHNOLOGY

The world is entering a new phase of the scientific and technical revolution and industrial development, with the rise of global communication, mobility, socialization, and visualization, driven mainly by AI. For example, in Zhejiang, where the digital economy is developing, AI technology is widely employed in education, medical care, culture, and the urban government. Thus, the province is an ideal setting for the rapid growth of intelligent media.

Over the past 71 years, China News Agency (CNA) has been committed to broadcasting China's voice and telling China's story, as a national news agency and the central government's main news organization. In recent years, CNA has accelerated the development of its media convergence to enable the world to understand China. The debut of CNA's AI digital human anchor "Xinmei" at the Hangzhou Asian Games was a significant move in its adoption of the trend and continuous enhancement of the all-media communication system.

Meanwhile, China News Service officially unveiled its virtual digital human anchor "New Sister" during the inauguration of the Hangzhou Asian Games. The AI anchor relies on AIGC technology, which is widely used in the new-media platform of CNA, China News Network, and CNA Zhejiang branch.

The Hangzhou Asian Games featured 40 main events, 61 subevents, and 481 minor events and awarded a maximum of 47 gold medals in a single day. In response to the tight

schedules and need for promptness, AIGC technology can assist news organizations in first seizing important information and disseminating it immediately through broadcast videos to provide audiences with up-to-date news on the Asian Games. AIGC technology was employed in CNA's "Daily Broadcast," "Today's Watch," and "Gold Medal Moment" segments, which added to the Asian Games intelligent coverage.

In their coverage of the Asian Games, reporters rapidly submitted text or voice information of the outcomes of the games for the "new girl" to "flash," accompanied by broadcast videos. Based on modeling, the appearance and voice of "New Sister" are not dissimilar to those of an actual human being and were reported to be rather "friendly."

The rapid rise of AIGC technology in 2023 has enabled digital human multi-simulation and human–computer interaction, which have increased in intelligence, refinement, diversity, and popularity. The use of AI digital human anchors has reached new levels, particularly in the domain of short videos and live television.

The use of AI and other technology to modify news products does not imply the replacement of human news providers with AI technology. China News Service has continued to strengthen the integration and development of talents, technology, and other key elements on the road to international communication; adopt creative practices; and implement content and method transformations for "telling a good story about China" to effectively present the image of the country.

## CLOUD BROADCASTING TECHNOLOGY

The Hangzhou Asian Games MMC Digital Technology Experience Center was formally launched on September 19, 2023. The event was reported in the published "Tongyi Wanxiang Generate Asian Games Family AI Map," the Hangzhou Asian Games AI mail folders, and other links. The Hangzhou Asian Games were the first Asian Games to use cloud computing, rely on AliCloud to accomplish 100% of its core system tasks, and implement cloud transmission. During the Asian Games, AliCloud revolved around the concept of "intelligent Asian Games." Cloud broadcasting technology can realize ultra-high-definition, low-latency, and low-cost broadcasting to allow viewers to watch every game from a close vantage point.

The Hangzhou Asian Games were livestreamed on the Internet for the first time. Compared with satellite broadcast capacity, cloud broadcast capacity ranges from million bits per second (Mbps) to gigabits per second and can be increased to the TB level, which is equal to the transmission of 500 high-definition movies in one second.

With the cross-region capability of the cloud network, the Hangzhou Asian Games Cloud Live Broadcast Center provided a clear signal for the Asian Games broadcast and ensured stable transmission to the AliCloud Video Broadcast Center in Shanghai and Beijing and to the AliCloud nodes located in Hong Kong, Singapore, Mumbai, India, and so on for real-time broadcasting for audiences in Asia and the world.

Anchor institutions employed advanced 4K/8K ultra-high-definition production and broadcasting technology, 3D color and sound, the CMG cloud, and intelligent viewing and other new technologies to empower event broadcasting and enable audiences outside the stadiums to enjoy a "different kind of wonderful." For ultra-high-definition video and audio production, the Hangzhou Asian Games used "4K HDR ultra-high-definition video + 5.1 surround sound" for the first time to produce the opening ceremony and event signal and "8K ultra-high-definition video + 5.1.4 three-dimensional sound" for the public signal, with shallow compression coding transmission and file recording, to provide audiences with clear images. Shallow compression technology features production and presentation characteristics such as high quality (visually lossless), low complexity, low latency, low iterative damage, and so on for the live broadcasting of ultra-high-definition 8K/4K signals.

Vertical screen broadcasting technology was also used in the Hangzhou Asian Games to meet the needs of cellphone users and allow viewers to watch the games on their mobile device. In the "intelligent viewing" competition, CMG employed Olympics-standard signal generation, VR, a "multi-angle view of the field," and other technologies.

Technological innovation has become the main driving force behind the broadcasting of large-scale international sporting events, and each technological advancement can provide the world with a brand-new viewing experience while promoting sports event broadcasting to achieve a qualitative leap.

## CLOUD INTERVIEWS TO OVERCOME EFFICIENCY PROBLEMS

The Hangzhou Asian Games and the Asian Para Games were held in 56 competitive venues distributed throughout Hangzhou, Ningbo, Wenzhou, Huzhou, Shaoxing, Jinhua, and other cities. Reporters conducted "cloud interviews" on the athletes in the different stadiums when pressed for time.

The competition venues in the co-sponsor cities were far apart; thus, the MMC set up a "cloud interview room" for media reporters in different competition venues, mixed zones, or press conference halls via the "cloud interview" system, with a 20 Mbps bandwidth connectivity. The "cloud interview" system's 20 Mbps bandwidth connection allowed media reporters in the MMC to interview athletes in the mixed zone of the different competition venues or in press conference rooms, thereby realizing the efficient linkage between the MPC and the venues and solving a major media problem. Moreover, the media reporters in Hangzhou could communicate with the athletes in the co-sponsor cities. The "cloud interview" system was divided into a main venue and branch venues, such as the Chun'an Jieshou Sports Center for the track cycling events, Ningbo Halfway Hill Beach Volleyball Center for the sand volleyball events, and Wenzhou Dragon Boat Sports Center for the dragon boat events.

## MULTIDIMENSIONAL SENSORY PERCEPTION

The five senses can impact human perception, judgment, and behavior (Krishna, 2012) and provide sensory experience through sight, sound, touch, taste, and smell. The external world enters the individual through their senses, and the subsequent bodily experiences become long-term memories that can influence their attitudes and behavior (Agapito et al., 2014). Sensory experience is part of the experience hierarchy (Zhang, 2003; Zhang, 2011). Based on the significance of the sensory components in the experience hierarchy, the body's senses can exert a major impact on the experience hierarchy (Agapito et al., 2017).

According to Zhang Tengxiao, vision is the most important source of information, accounting for more than 80% of the total amount of information obtained by individuals from their senses (Zhang & Han, 2013). The sense of hearing can fully mobilize the sense of smell, touch, taste, and sight to enhance the vividness of experiences and the sensitivity of the overall sensory system (Lu, 2006). Martin Lindstrom stated that the sense of smell induces 75% of human emotions. An individual's memory of a person's face can fade after three months, but their memory of their scent is 65% accurate. Meanwhile, information obtained from the sense of touch will likely be accepted and believed (Peck et al., 2006), and the sense of taste is distinguished by its high level of recall, which is an essential expression of "food" and one of the six components of experience sensation (Wu & He, 2022). Xu Hong et al. observed that odor landscape perception can have a substantial influence on attachment to the perceived location (Yu & Zhou, 2020), and Randhir et al. demonstrated that the five senses can be used in marketing to induce consumers' emotions (Randhir, 2016).

Studies on audience experience hierarchy based on user-generated content and on how it can influence news authority are scarce. The relevance of sensory experience in the experience hierarchy has been recognized, and the process of intelligent news production should focus on developing beneficial sensory experience while improving negative sensory experience. Sensory experience is the outcome of a wide range of sensory inputs, with each sensory dimension inducing a varied level and duration of stimulation. Only by considering the stimulation provided by each sensory dimension can news products provide audiences with one-of-a-kind and unforgettable experiences.

The main objective of news products is to transmit information. To improve information dissemination and efficiency, news products should not only provide visual sensory experience but also activate viewers' sense of experience, starting with the sense of taste. However, waiting for the audience to experience the "taste" effect would not be necessary, and allowing them to conduct an in-depth examination on their own to taste the flavors would be sufficient. The proportion of the influence of the other senses is considerably low. News products may intensify the stimulation effect of the senses. For example, news products can develop visual sense, as the core, into "aesthetics," which can dominate and enrich the sensory experience of tailored products from a multisensory dimension.

## CREATIVE ANTICIPATION OF AI NEWS PRODUCTS

AI technology can be used to build manipulable imaginative aesthetic spaces that can immerse audiences in a world of imagery. In accordance with subjective will and wisdom, information can be processed using AI news technology. Meanwhile, VR art can induce a more intense emotional experience compared with traditional art.

According to cognitive science, human emotions consist of three components: "physiological arousal on the physiological level, subjective experience on the cognitive level, and external behavior on the expressive level" (Shi, 2006). Emotional experience from AI news combines the three levels, that is, physiological perception, subjective feeling, and external behavior. The development of sense of beauty can be influenced by physiological perception, and Zhu Guangqian pointed out that "although we do not need to be obviously aware of the sensation of muscle movement and other physiological changes when we are concentrating, they can affect the experience of a sense of beauty" (Zhu, 2009).

In accordance with Hegel's observation that "the beauty of art is appealing to feelings, emotions, perceptions, and imaginations" (Hegel, 2017), AI news can not only bring the beauty of art to audiences' attention but also give them an opportunity to have a profound emotional experience through their audio-visual senses and find aesthetic pleasure from such an experience. Literary works depict images indirectly, and though movies express themselves intuitively, they depict the world of art restrictively, leaving audiences little choice but to observe the events from a distance. The interaction of AI news with network media characteristics will enable audiences to interact with news from various eyewitnesses and participate in the development of the news story. Thus, they will be able to experience personal emotions but will be unable to change the facts of the news. Specifically, AI news technology will allow audiences to experience news information from a first-person perspective.

Anticipation is a psychological state typically felt in daily life and an instinct formed in the evolutionary process of human beings to make predictions about the future and guide subsequent actions. Contingent negative variation, which is typically observed in psychological experiments, shows that psychological factors such as anticipation and intention play a role in the process of task completion (Zhu, 2015). Kant's "conformity to purpose" indicates the psychology of people's expectations on aesthetic objects in aesthetics: "The form of things conforms to our cognitive function (imagination and knowledge), and they have a certain form,

so that we can easily recognize their images and feel happy. They have a certain form that makes it easier for us to recognize their images and feel pleasure" (Zhu, 2005). Yao Si suggested that the "expectation horizon" refers to a reader's guided expectation of how a work would seem before reading and understanding it. This idea comes from the perspective of receptive aesthetics (Zhu, 2005). The main emotional content of music is orchestrated through the artist's anticipation, and the composer will occasionally disturb the listeners' expectations and delay the expected results, according to musicologist Leonard Meyer, who examined the phenomenon of anticipation in the process of creating and appreciating music as a separate concept (Meyer, 1956). This finding demonstrates that creative anticipation is a psychological activity in which people anticipate, envisage, and long for unknowable content, structure, and form based on their prior experiences. Anticipation occurs before or during artistic creation and reception. As the foundation of artistic activities, artistic anticipation is the first psychological step in the process of artistic creation and artistic appreciation. Many instances of artistic anticipation can be observed in creative endeavors, such as the appearance of a novel's central topic early in the writing process or audiences' speculative interest in a film's conclusion.

Intelligent news articles, with facts and emotions, are written and developed by intelligent news editorial staff, but audiences' views and feelings toward the news, as well as the news facts, will vary.

## BURSTING WITH THE BEAUTY OF SPIRITUAL EXPERIENCE

The purpose of aesthetic education can be achieved by the combined forces of aesthetic discovery and aesthetic experience to enable the educated to perceive, judge, and discover the beauty of art; develop their aesthetic experience; and improve their aesthetic perception. Schiller's "progressive" state of aesthetic education, that is, the discovery of beauty, the sensation of beauty, and experience in beauty, can be clearly observed in his idea of aesthetic education and its theoretical interpretation.

The discovery of beauty is based on the "art of beauty," as the benchmark to experience beauty; thus, regular people can gradually become aesthetic people, who are sensitive to beauty. With experience in beauty and sensitivity to aesthetics, individuals can learn to perceive the "art of beauty." Individuals' physical and mental states change constantly in the process of perception, which is the interaction of the "body" and the "art of beauty." This interaction is a type of infiltration by beauty that denotes an individual's gradual entry into an aesthetic state. Aesthetic consummation, which is a state that Schiller refers to as the "aesthetic game," will occur when the aesthetic state realizes a qualitative leap in the accumulation of quantity (Schiller, 1795). In this state, the spirit is sublimated, and human nature is fully realized, which is a form of complete freedom. The significance of aesthetic education goes beyond aesthetic discovery and aesthetic experience to include spiritual sublimation. Its benefits include the creation of aesthetic experience, the improvement of aesthetic perception, the balancing of sensibility and reason, and the transition from a natural human to a moral human.

Spiritual sublimation is the highest goal of aesthetic education, and the fulfillment of aesthetic experience is an effective addition and extension of aesthetic education. The highest realm of aesthetic education is concerned about the perfection of human nature and human civilization as symbols and return to the original value of aesthetic education to establish "order" and "harmony" in space and time to enable people to live with dignity. Despite the considerable distance between such trends and reality, they represent idealized trends. In the establishment of "order" and "harmony" in space and time, aesthetic education will enable people to not only live with dignity but also experience true freedom, with the ultimate objective of achieving global unification. Despite the rapid advancement of technology, we have yet to reach the age

of human–machine synergy, which is our ultimate goal, and evolve into spiritually sublimated creatures.

## CONCLUSION

The media resources of the 19th Asian Games in Hangzhou, as a top event in Asia, represent China's highest level of media products, from the application of cloud broadcasting technology and intelligent media production and editing to the "New Sister" AI anchor broadcasting and other technologies supporting the Asian Games coverage. As an intelligent news product, its experiential value process evolved, from the beginning to the middle stage, reflecting people and technology, the technology of the product, and the product as art in the process of change. Such change is not independent but echoed in macro social changes. The recognition of such changes will help in the development of modern intelligent news products. AI news products should not be viewed as isolated products and should be placed in macro cultural, artistic, and actual human situations. In the relationship between AI technology and news production, the authenticity of news facts should be considered. At the same time, AI technology's philosophical, artistic, and "human touch" features can maximize the retention of news products; thus, the evolutionary process of its experiential value is in line with that of people. The news production process has increasingly incorporated AI technology, and the evolution of its sensory value is the "sublimation" of intelligent human–computer collaboration. The news facts are driven by it, and it can open up new opportunities to improve intelligent news production. It can also generate satisfactory sensory and emotional experiences in the information world.

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