



# GOSTIVARPRESS.MK

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# CASE

GPRESS.MK

“**Spoken News:**  
Developing Accessibility  
through AI

# STUDY

## IN SHORT

Gpress.mk has successfully developed and implemented a complete workflow for automatically generating audio versions of its news articles in Macedonian using text-to-speech (TTS) and AI technology.

## ABOUT THE NEWS OUTLET

Gostivarpress.mk is an independent online news outlet from Macedonia, covering daily news from the city of Gostivar and west part of Macedonia since 2017. The newsroom promotes professional, ethical, and inclusive journalism and continuously explores innovations that make information more accessible to all audiences.



## PROJECT OBJECTIVES

Gpress.mk set out to improve accessibility by enabling audiences to listen to news articles. The project aimed to better serve people with visual impairments or dyslexia, support safer news consumption on the go, and strengthen digital transformation by introducing audio journalism tailored to a Macedonian-speaking audience.



## IMPLEMENTED SOLUTIONS

The newsroom designed and implemented a complete workflow for automatically generating audio versions of articles using AI-based text-to-speech technology in Macedonian. Through iterative testing and manual quality checks, the team adapted texts to address language-specific limitations and integrated the feature into everyday editorial workflows to ensure consistent and reliable output.

Transitions

## WHY THIS PROJECT?

The motivation came from the need to make information more accessible for people with specific needs and preferences, such as those with visual impairments, older audiences, or limited time to read. As a local newsroom, Gpress.mk recognized the importance of inclusivity and the potential of AI technologies to remove barriers to information. The project “Spoken News: Accessibility through AI” emerged as a natural step in the outlet’s mission to modernize digital journalism and reach broader and more diverse audiences.

## HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

Applying design-thinking principles helped the Gpress.mk team focus on real user needs and create a practical, accessible solution. Through conversations, analysis, and feedback on how AI technology could be used productively, the newsroom identified key barriers faced by people with visual impairments and those with limited time to read. This user-centered approach led to the development of an intuitive “Listen to the news” tool. The process encouraged experimentation and continuous improvement, ensuring the AI truly serves its listeners.

## DID GPRESS.MK'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

The introduction of “spoken news” significantly increased audience engagement and diversified the way people consume content. Users began spending more time on the site, especially on mobile devices, and analytics showed a rise in average engagement time per article. The project strengthened the relationship between the newsroom and its audience, proving that accessibility is a key driver of trust and relevance.

## WHAT CHALLENGES DID GPRESS.MK ENCOUNTER AND HOW DID IT ADDRESS THEM?

The main challenges were related to pronunciation accuracy and the lack of optimized TTS models for the Macedonian language. The team had to test several solutions and fine-tune phonetic parameters to achieve a natural and clear audio output. Through research, experimentation, and collaboration with IT experts, Gpress.mk successfully established a stable and sustainable workflow that allows each new article to be automatically accompanied by its audio version upon publication.

## HOW WAS GPRESS.MK'S PROJECT RECEIVED BY ITS AUDIENCE?

The project was very positively received by the audience. Particularly strong feedback came from people with visual impairments and elderly listeners, who emphasized that the feature gave them easier access to information and a stronger sense of inclusion.

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## WHAT INSIGHTS OR LESSONS DID GPRESS.MK GAIN FROM THIS PROJECT?

Gpress.mk gained a deep understanding of how artificial intelligence can be practically applied in local journalism to improve accessibility and audience engagement. However, one of the most important lessons was that every automatically generated audio story was reviewed and edited by a journalist before publication. This underlines the team's belief that AI technology serves as an excellent assistant in journalism, but never a complete replacement for human judgment.

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## WHAT DOES GPRESS.MK PLAN ON DOING NEXT?

As it waits for improved support of "small languages" in TTS technology to achieve fully natural pronunciation, the newsroom is exploring the creation of audio stories and educational content for children.

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## WHAT ADVICE WOULD GPRESS.MK GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

Their advice is to start with small, achievable steps and continuous testing. Artificial intelligence can be a powerful ally, but solutions should always stem from real audience needs rather than technological trends. Technology should serve as a tool that improves access to information and enhances inclusivity, not as an end in itself. Equally important is for the team to embrace innovation as an expansion of what journalism can offer, not as a replacement for the traditional journalistic process.

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# VISUALS FROM THE PROJECT

## GPRESS.

### Spoken News Accessibility through AI



With this project, the media outlet Gostivarpress.mk introduced an innovative system for automatically generating audio versions of daily articles using (AI) and (TTS) technology. In this way, each publication receives an audio format that is directly integrated into the website and the mobile application. The feature significantly increases accessibility – providing people with visual impairments, people with dyslexia, and older users with equal and easy access to information. In addition, the team worked on localizing and optimizing the technology for the Macedonian language, resulting in the development of a model that can also be used by other media outlets in the country.



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