



Generative AI Video Company Waymark & UK Media Company National World plc enter partnership

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Waymark's Ground-Breaking AI Advertising Platform Will Allow National World's Digital & Regional News Outlets to Sell Affordable Video Ads to Local Businesses Across UK

Waymark, a leader in AI video creation technology, and UK-based National World plc, have signed a local advertising deal that will feature Waymark's groundbreaking Generative AI technology rolled out across National World's digital and regional news outlets in the United Kingdom.

Through its partnership with Waymark, National World can now offer its local advertising partners instant and affordable video creative that overcomes traditional barriers to video advertising.

Waymark's AI-powered video platform enables local businesses to generate high-quality commercials with professional voice-over in five minutes or less.

National World provides news and information services in the United Kingdom through a portfolio of multimedia publications and websites. National World owns more than 100 newspapers and websites in the UK, including The Scotsman, Yorkshire Post and Belfast's The News Letter.

Liz Percy-Robb, Head of Digital Commercial at National World, said: "Video content has come into its own within our network, growing robustly in reach and impact. Our aspiration to escalate our video offerings has led us to Waymark, whose tool is a game-changer for crafting slick and professional video pre-roll adverts at scale and speed.

"This investment reflects our commitment to deliver superior messaging and interactive content, ensuring client brands have the most engaging and compelling narratives for their audiences.

"Waymark is at the cutting edge of video editing and production, and we couldn't be happier to partner with them. This tool is not just about upgrading our video creation, it's about inspiring our clients and broadening their vision of what can be achieved through dynamic video content."

Hayden Gilmer, Waymark's VP of Revenue said: "We're truly excited to partner with National World and help their teams transform local advertising in the UK through our affordable AI videos designed for local businesses.

“National World has implemented a groundbreaking operating model for news publishing that’s powered by the latest in technology, and we believe that our platform is the perfect addition to further grow their local ad sales initiatives.”

Its deal with National World plc is the latest leading media company to sign on with Detroit, Michigan-based Waymark within the past year, following agreements with The E.W. Scripps Company, FOX TV Stations, Spectrum Reach, Gray Television, Beasley Media Group and Morgan Murphy Media.

The partnership with National World marks the second international pact for Waymark, following its announcement late last year with Nine in Australia. Waymark is using creative AI to make professional video production easier than it’s ever been.

The tech startup has combined multiple generative AI models to create an end-to-end video creation platform. With their tool, anyone who can type basic instructions can produce ready-to-air commercials fit for TV, streaming, and digital.

About National World plc

National World plc has carved a distinct space in the media landscape with a unique blend of local touch and national reach, complemented by a forward-thinking global perspective. Their portfolio of over 100 publications includes The Scotsman, the Yorkshire Post, and Belfast's The News Letter, alongside TV channel Shots! National World is dedicated to professional journalism, ensuring that readers and viewers receive content that is not only informative but also engaging and reliable. Constantly evolving, the company is dedicated to echoing the voices of the people, sparking dialogue, and bringing informative content to audiences across the UK and around the world.

About Waymark

Waymark is using creative AI to make professional video production easier than it’s ever been. The tech startup has combined multiple generative AI models to create an end-to-end video creation platform. With their tool, anyone who can type basic instructions can produce ready-to-air commercials fit for TV, streaming, and digital. Waymark works with a diverse array of clients: from agencies to leading media enterprises who need to create stunning, agency-quality commercials for their companies and clients. <https://waymark.com>

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