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DECODING THE SUCCESS OF INDIA'S FIRST AI NEWS ANCHOR LISA: A STUDY OF VIEWERSHIP AND AUDIENCE ENGAGEMENT ON OTV'S ENGLISH YOUTUBE CHANNEL

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ABSTRACT

The integration of Artificial Intelligence (AI) in the field of journalism and mass media has given rise to the advent of AI anchors, the personalities designed by advance computer technology for news delivery. Odisha Television Network (OTV) introduced AI anchor LISA in 13th July 2023, India's first AI news anchor in the Odia language, making remarkable landmark in the evolution of journalism. This research aims to examine LISA's performance on OTV's YouTube channel of English by analysing viewership's trends, audience engagement to particular content and content effectiveness. The paper focuses on understanding the factors and causes contributing to the decline of viewership of AI anchor LISA's presented news YouTube videos. By analysing viewership data of YouTube videos, the study identifies trends and patterns that reflect a decrease in audience engagement over time. The paper also tries to explore the effectiveness of LISA's content in terms of viewer retention, interaction and satisfaction. The study employs a mixed-methods approach, combining quantitative analysis of viewership data with qualitative feedback from viewers. Surveys and focus group discussion are done to gather insights into audience perceptions and preferences about LISA's AI integrated news delivery. The findings reveal that several key factors affecting viewership, including the novelty effect (This indicates that people get very excited and interested in new things when they are initially introduced but gradually its effect decreases) wearing off, competition from traditional anchors, and potential issues with content relevance and presentation style.

Keywords: AI Anchor, LISA, News Delivery, OTV, Content Effectiveness, Regional News Media

1. INTRODUCTION

As species change with time, so too has artificial intelligence (AI), which started in the middle of the 20th century, advanced significantly. Alan Turing's seminal work and the formal introduction of artificial intelligence at the Dartmouth Conference in 1956 marked the beginning of it all (McCarthy et al,2006). Using ELIZA and other programs as models, the first phase, known as "Symbolic AI" or "Good Old-Fashioned AI" (GOFAI), concentrated on creating AI using rules and symbols (Crevier, 1993). Between the middle of the 1980s and the beginning of the 2000s, artificial intelligence changed to "Machine Learning", in which systems used statistical techniques like decision trees and neural networks to learn from data (Mitchell, 1997). The fields of "Deep Learning" and "Neural Networks," which have produced noteworthy results like AlphaGo and GPT-3, have flourished in the past ten years. This progress is due to better computers and more data,

allowing AI to handle complex tasks like understanding language, recognizing images, and playing games at a human-like level (Russell & Norvig, 2016; LeCun, Bengio, & Hinton, 2015). AI has dramatically altered the mass media industry, much like its evolution in other fields. AI was first applied to straightforward jobs like automating repetitive procedures (Flew, 2020). It has advanced over time, allowing for deep fake detection, personalized content suggestions, and automated journalism. Newsroom productivity has increased thanks to artificial intelligence (AI) techniques like machine learning algorithms and natural language processing (NLP), which enable reporters to process vast volumes of data rapidly without sacrificing accuracy (Manu & Verma,2024). Additionally, AI-driven statistics have provided media companies with deeper insights into audience behaviour, supporting targeted content delivery and enhancing user engagement (Zhai et al., 2020). However, ethical issues like algorithmic bias and disinformation are also brought up by the use of AI in journalism (The Day After AI News, 2025).

The integration of generative AI in mass media has led to the launch of AI anchors, marking a significant milestone in media history. First AI anchor began with the introduction of "Xin Xiaomeng," the first AI anchor by Xinhua News Agency of China on November 7, 2018 (Xinhuanet, 2018). AI Anchor basically a computer generated virtual human replica which deliver news. This paper primarily focuses on Odisha largest news channel Odisha Television Network, OTV's AI Anchor LISA launch and its performance on YouTube platform by analysing viewership's trends, audience engagement and content effectiveness.

Uses of AI in the Field of Journalism

Artificial intelligence (AI) is being increasingly utilised in journalism across various aspects of the industry. Here are some ways AI is used in journalism:

- **Automated Content Creation**: AI algorithms can generate news articles, reports, and summaries from structured data sources like sports scores, financial reports, or weather updates. These algorithms are more efficient than human journalists at sorting through huge datasets and producing articles.
- **Personalized Information Delivery**: To provide individualised news information, recommendation engines driven by AI examine user interests and activity. By offering material that is customised to each reader's interests, this aids media outlets in increasing reader engagement and retention.
- **Data Analysis and Insights**: Artificial intelligence (AI) tools are capable of analysing large volumes of data to find patterns, trends, and insights that human journalists would miss. This can help with investigative journalism by pointing up patterns and irregularities in intricate databases.
- **Fact-Checking and Verification**: Journalists may more effectively verify sources and fact-check information with the aid of AI-powered technologies. Algorithms for natural language processing are able to identify false information and fake news by evaluating the reliability of news sources.
- **Automated Translation and Transcription**: AI technology can translate text from audio and video recordings into text without the need for human transcription, saving journalists' time. When accessing foreign sources, translators driven by artificial intelligence (AI) also assist journalists in overcoming linguistic difficulties.
- **Audience Engagement and Interaction**: AI chatbots and virtual assistants can interact with viewers and readers, responding to queries, offering more details, and improving the user experience on social media and news websites.
- **Content Moderation**: By identifying and eliminating offensive or unsuitable content, AI algorithms can help moderators of user-generated content on news websites and social media platforms.
- **Predictive Analytics**: News organisations may make data-driven decisions regarding content development, distribution, and marketing strategies by using AI algorithms to estimate audience behaviour, content performance, and emerging trends.

About AI anchor LISA

LISA is a humanoid female AI news anchor who uses anthropomorphic voice to deliver news. In its first appearance, LISA wore a red saree, while in subsequent appearances, it wore a coat and pants. LISA is ageless and works 24/7. It has the ability to speak eight languages and can easily and accurately translate between Odia and English. LISA auto-generated the news speech, which utilises the latest Large Language Models (LLMs) technology to analyse data from texts and various web articles. LLMs automate data and content analysis, which typically takes humans hours, but LISA can do it in seconds or minutes. By using this technology, LISA analyses more than 3000 articles to publish content accurately. LISA also performs repetitive tasks like reading news headlines autonomously. In the OTV Odia channel, LISA reads the

weather report, while in the OTV English News Portal and its English YouTube channel, it reads daily news headlines, special stories and gadget reviews. The typical time for LISA's news reading is 1-2 minutes, though in some instances, it can extend to 3-4 minutes. (OTV and PTI article of 2023).

Aim of the Research

The aim of this research is to study the performance of OTV's AI news anchor, LISA, by looking at YouTube viewership trends, audience engagement, and content effectiveness. It focuses on identifying reasons for the decline in viewership and how well LISA's content retains and satisfies viewers. The study uses both numerical data and feedback from viewers through focus group discussion to understand their perceptions and preferences about LISA's AI news delivery.

Research Objectives

The objectives of the study are,

i. To analyse AI anchor LISA's Performance in OTV English You Tube channel videos by examining viewership trends, audience engagement, and content effectiveness.
ii. To find out the cause for which of AI anchor LISA's presented YouTube videos viewership affected over the time.

Research Questions

i. What are the overall viewership trends of AI anchor LISA's videos on the OTV English YouTube channel?
ii. Which types of content presented by LISA receive the highest and lowest viewership?
iii. What factors contribute to fluctuations in LISA's video viewership over time?
iv. How do video topics impact the views of LISA's content?
v. Does the frequency of video uploads affect audience engagement with LISA's content?

2. REVIEW OF LITERATURE

2.1. AI Anchors Related Studies

- Li (2025) explored the impact of AI virtual anchors on traditional news anchors, highlighting the advantages of AI in terms of efficiency, reach, and multilingual capabilities, while emphasizing the irreplaceable role of human anchors in providing emotional depth, critical thinking, and personal connection, ultimately advocating for adaptation and innovation among traditional anchors to maintain relevance in the evolving news landscape.
- Nourani et al. (2021) investigated in Anchoring Bias Affects Mental Model Formation and User Reliance in Explainable AI Systems that how anchoring bias, specifically the order in which system strengths and weaknesses are presented, affects user mental model formation, task performance, and reliance on explainable AI (XAI) systems. Their study, using an explainable video activity recognition tool, revealed that users who initially observed system strengths exhibited automation bias and made more errors despite forming a more accurate mental model, while those who first encountered weaknesses relied less on the system, made fewer errors, but underestimated system capabilities. This research highlights the importance of considering cognitive biases, like anchoring bias, in the design of XAI systems to ensure appropriate user reliance and accurate understanding.
- Xue et al. (2022), in the paper What Do You Think of AI? Research on the Influence of AI News Anchor Image on Watching Intention investigates how the image of an AI news anchor influences viewers' willingness to watch the news. Their study suggests that non-humanoid female AI anchors with human-like voices are perceived as most attractive. This attractiveness, however, has a complex effect on viewership. While it initially draws people in, it can clash with traditional expectations of news anchors, ultimately reducing watch intention. The study contributes to understanding how audiences respond to AI newscasters and the factors influencing their acceptance.
- Wang & Zhu (2022) The Application of Artificial Intelligence in AI News Anchor. The study focused on AI news anchors and explored the application of AI in broadcasting. It went over ideas that enable AI to behave like a human, such as machine learning, deep learning, neural networks, and big data. Based on developer input, the investigation demonstrated that existing AI can produce news anchors with synthetic faces and synthesized voices. The use of AI in media is fraught with difficulties, and the technology is still in its infancy. AI news anchors of the future are probably going to broadcast in an interactive and emotionally sophisticated manner.

2.2. Technology behind Language Automation

- A study on "AI News Anchors" With Deep Learning-Based Speech Synthesis by Kurihara et al. (2021) explores the use of deep learning for text-to-speech synthesis (TTS) in creating an AI news anchor. Their system achieves high-quality, human-like speech and allows for control of speaking styles (e.g., news reporter, conversation) to better suit the content. Evaluations confirmed the effectiveness of the system in conveying information and improving comprehension for language learners. The authors discuss the potential of this technology for news broadcasting, especially considering the need for flexible production methods in the current climate, and propose cloud-based systems for future exploration.

2.3. AI Journalism Related Studies

- Sultan et al. (2024) Reimagining Journalism: Exploring the AI Revolution - A Thorough Analysis of Potential Advantages and Challenges. The paper explores use of AI in journalism and its potential to enhance efficiency, accuracy, and personalization. However, concerns about algorithmic bias, transparency, privacy, and job displacement are also discussed. The review emphasizes the importance of ethical guidelines, human oversight, and a balance between AI and human judgment to ensure the responsible and beneficial integration of AI in journalism.
- Yu and Huang (2021) investigate What you think about AI Friend or foe. Human journalists' perspectives on artificial intelligence in Chinese media outlets examine how Chinese journalists view the rise of AI in media. While AI offers media outlets efficiency and the potential to expand their reach, journalists fear being replaced by automation. The study explores these concerns through interviews with media professionals, investigating how journalists perceive their ability to adapt and how media companies are shaping the conversation around AI's role in the workplace.
- Noain-Sánchez (2022) discuss the impact of AI on journalism through interviews with experts, journalists, and academics. While concerns exist about AI replacing journalists or compromising quality, the study reveals a more optimistic outlook. Experts believe AI can enhance journalists' capabilities by streamlining tasks and improving efficiency. However, the research emphasises the need for journalists to adapt and receive training on using these new tools. Additionally, the rise of AI necessitates ongoing monitoring to ensure ethical use and maintain journalistic integrity.
- Munoriyarwa et al. (2021) Artificial Intelligence Practices in Everyday News Production: The Case of South Africa's Mainstream Newsrooms Journalism Practice examine how South African newsrooms are adopting AI, highlighting a more cautious approach compared to research on European and US media. The study finds a slower, more varied integration of AI, with journalists and editors expressing concerns about job security, cost, training needs, and the ethical implications of AI in a democratic society. This scepticism contrasts with the optimism observed in other regions, suggesting a need for a context-specific understanding of AI's role in journalism.

2.4. YouTube Viwerships Related Studies

- Saurabh and Gautam (2019) Modelling and statistical analysis of YouTube's educational videos: A channel Owner's perspective analysed a popular educational YouTube channel to understand the characteristics and impact of educational videos on the platform. Using private YouTube analytics data, they conducted a time-series analysis to identify trends, seasonality, and temporal patterns, exploring the relationship between uploading activity, channel age, and popularity. The authors employed an entropy-based decision tree classifier to determine key features influencing video popularity, observed a Zipf distribution for video rank and views, and found correlations between viewer location and related industry location. Additionally, they examined viewing devices, traffic sources, playback locations, translation activity, and viewer demographics.
- Aggarwal and Arora (2019) Behaviour of viewers: YouTube videos viewership analysis investigated YouTube viewer behaviour, focusing on the impact of video length and age on viewer engagement. They hypothesized that these video characteristics influence viewership. Their analysis correlated video length and age with view counts to understand how these factors contribute to video popularity. The study aimed to model viewer behaviour by examining the relationship between video attributes and user engagement, providing insights into content strategies for maximizing video reach on the platform. Their findings contribute to understanding user preferences and optimizing content creation for YouTube.

- Gajanayake and Sandanayake (2020) Trending Pattern Identification of YouTube Gaming Channels Using Sentiment Analysis examined trending patterns in YouTube gaming channels to identify key features for video popularity. Employing sentiment analysis and feature extraction, they analysed user interest in various video types and features. This analysis aimed to pinpoint the most appealing content characteristics. Machine learning techniques were then applied to these extracted features to generate recommendations for YouTube gaming channel creators. The study sought to provide data-driven insights into content creation strategies, enabling creators to optimize their videos for increased viewership and engagement. By understanding trending patterns and user preferences, creators can tailor their content to better resonate with their target audience and enhance their channel's visibility. The research contributes to a deeper understanding of audience engagement within the competitive landscape of YouTube gaming content.
- Lupsa-Tataru and Lixandroiu (2022) YouTube Channels, Subscribers, Uploads and Views: A Multidimensional Analysis of the First 1700 Channels from July 2022 conducted a multidimensional analysis of 1700 YouTube channels across 17 categories to identify crucial factors for success in social media businesses on the platform. Their research focused on the impact of channel domain and description, finding that educational channels outperformed non-profit /activism channels in ranking. While subscriber count emerged as a key driver of views, the number of uploads showed a weaker correlation. Furthermore, the study emphasized the importance of a clear and positive channel description. These findings offer valuable insights for individuals and organizations seeking to establish a successful presence on YouTube, highlighting the strategic importance of channel characteristics and audience engagement. The research contributes to understanding the dynamics of YouTube as a business platform and provides practical recommendations for content creators.

2.4. Novelty Effects Related Studies

- Feng and Xie (2018) Demystifying Novelty Effects: An Analysis of Consumer Responses to YouTube Videos Featuring Augmented Reality Out-of-Home Advertising Campaigns explored consumer responses to augmented reality (AR) out-of-home (OOH) advertising campaigns featured on YouTube, extending previous research on ad creativity beyond traditional formats. Recognizing the increasing use of AR in OOH advertising and its dissemination through social media videos, the study analysed viewer comments on four such YouTube videos. Employing a qualitative textual analysis approach, combining machine and human coding, the research identified six distinct types of viewer conversations surrounding these AR OOH campaigns. Based on these findings, Feng and Xie proposed a theoretical framework to predict different consumer responses to this novel advertising format. The study also discussed managerial implications for marketers and advertisers, offering insights into how to effectively leverage AR OOH campaigns on social media platforms. Furthermore, the authors suggested directions for future research in this emerging area of advertising.
- Wells et al. (2010) The Effect of Perceived Novelty on the Adoption of Information Technology Innovations: A Risk/Reward Perspective examined how perceived novelty affects the uptake of improvements in information technology (IT). The authors proposed that novelty is a matter of personal perspective, challenging the notion that freshness is intrinsic to the innovation itself. According to their research, one of the most important affective beliefs in the nomological network of IT adoption is perceived novelty. They specifically looked at how perceived novelty affects how perceived risk and reward interact during the adoption decision-making process. Wells et al. showed that perceived novelty is in fact a key influence in IT adoption through two empirical investigations with 424 and 138 participants, respectively. Their research advances our knowledge of the psychological aspects of technology adoption and has useful ramifications for organizational IT deployment decision-making.
- Lee and O'Connor (2003) The Impact of Communication Strategy on Launching New Products: The Moderating Role of Product Innovativeness, addressed the divergent opinions of the impact of the disputed relationship between product innovativeness and new product performance (NPP). They investigated product innovativeness as a moderator between communication strategy and NPP, acknowledging the differing perspectives of producers and consumers. Three dimensions of innovativeness were defined in the study: market newness, customer superiority, adoption difficulties, and product newness to the company. Preannouncement (presence/absence and message type: customer education, anticipation generation, market pre-emption) and advertising strategy (emotional/functional appeals) were used to examine communication strategy. After examining 284 product manager questionnaires, they discovered that innovativeness moderates the association between communication strategy and NPP, with different innovativeness characteristics having different effects.

This emphasizes how important it is to match communication tactics to the particular kind of innovative product. Their findings provide valuable insights for new product development and marketing, emphasizing the need for tailored strategies based on the level and nature of product innovation.

2.5. Evolution of the Indian Journalism Industry due to AI

- Ashfaq et al. (2022) Artificial Intelligence and the Indian Media Industry: the Future is Now Journal of Artificial Intelligence, Machine Learning and Neural Network explore the evolving landscape of the Indian media industry due to Artificial Intelligence (AI). Their paper acknowledges the potential of AI to revolutionise news creation and consumption, with benefits like increased efficiency, personalisation, and real-time news delivery. They also recognise the challenges that come with AI adoption, including job displacement, ethical considerations, and the need for better infrastructure and data management. This research aims to comprehensively analyse the current state and future of AI in Indian media by examining its impact across various aspects and exploring both the opportunities and hurdles associated with its implementation.
- Biswal and Gouda (2019) Artificial Intelligence in Journalism: A Boon or Bane? explore the overall impact of AI on journalism, acknowledging both its potential benefits and drawbacks. They recognise the transformative role of information technologies in the media landscape and highlight the rise of AI-powered tools like robot reporters and automated journalism. The paper suggests that AI is influencing all stages of news production, from creation to distribution and consumption. The authors aim to provide a broad assessment of AI's implications for journalism on a global scale.

2.6. Ethics in AI Journalism

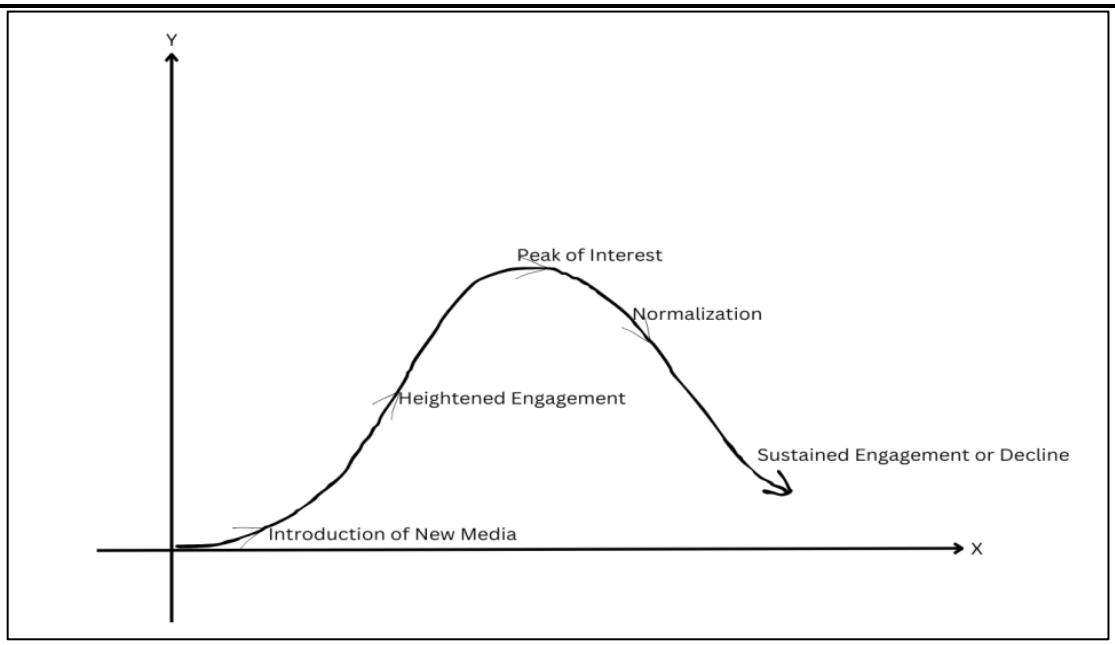
- Dörr and Hollnbuchner's (2017) Ethical Challenges of Algorithmic Journalism examine ethical challenges, particularly with the rise of algorithmic journalism that utilises natural language generation for content creation. Their framework analyses these challenges through the lens of established ethical theories (deontology, utilitarianism, etc.) and across various levels of responsibility (organisational, individual, social). The study identifies potential issues related to objectivity, authority, transparency, and embedded values within algorithmic news production. This highlights the need to further explore ethical considerations in journalism as it integrates more AI-powered tools.

2.7. Theoretical Framework of the Study

2.7.1. Novelty Effect

The phenomenon known as the "novelty effect" in mass media describes how new or inventive media or technology initially receive more attention and engagement because of their newness. (Fitzpatrick et al,1995, Leon-Carrion & Giannini, 2001, Omlor et al., 2022)

Image 1: Graph of Novelty effect



i. **Introduction of New Media**: When a new form of media or technology is introduced (e.g., television, social media), it captures significant interest and excitement due to its newness and unique features.
ii. **Heightened Engagement**: This initial excitement leads to increased engagement and usage as people are curious and eager to explore the new medium.
iii. **Peak of Interest**: The engagement reaches its peak as more people adopt and utilize the new media, often resulting in significant changes in behaviour and consumption patterns.
iv. **Normalization**: Over time, the novelty wears off, and the medium becomes more familiar and integrated into everyday life.
v. **Sustained Engagement or Decline**: Depending on the medium's relevance and value, engagement either stabilizes at a sustained level or declines as the initial novelty fades and newer technologies emerge.

3. RESEARCH METHODOLOGY

This study employed a multi-method approach, combining both primary data and secondary data collection. Primary data was gathered through focus group discussion (FGD), while secondary data was obtained from articles and YouTube videos related to AI anchor LISA. The research combines both qualitative and quantitative analysis methods to provide a comprehensive understanding of the subject.

Content analysis was conducted by examining articles about AI anchor LISA and examining YouTube viewership data on a monthly basis to evaluate its popularity and audience reception. These data were also presented using bar diagrams and line graphs. Additionally, a focus group discussion was conducted to explore viewers' perceptions of AI anchor LISA. Participants in the focus group discussion previewed two distinct videos: one featuring AI anchor LISA delivering news and another featuring a traditional news anchor reading news in Odia. The discussion provided valuable insights into participants opinions and perceptions of AI anchor LISA. This mixed-methods approach ensures a broad and nuanced perspective on the AI anchor's impact and audience engagement.

4. FINDINGS AND ANALYSIS

4.1. Data from content analysis

LISA, the AI anchor, is capable of generating content in eight languages. It efficiently translates Odia to English and vice versa, leveraging LLMs technology. It generates accurate and correct data by analysing over 3000 articles to deliver news stories and articles through automated speech technology. LISA delivers the weather report in Odia language on OTV, while she delivers English news headlines and other stories such as gadget reviews and special features on the OTV English web portal and its YouTube channel named "OTV English News." The duration of each video is 30 second to 3 minutes. The viewership data of LISA from July 2023 to January 2025 is shown in a Table 1 & Table 2.

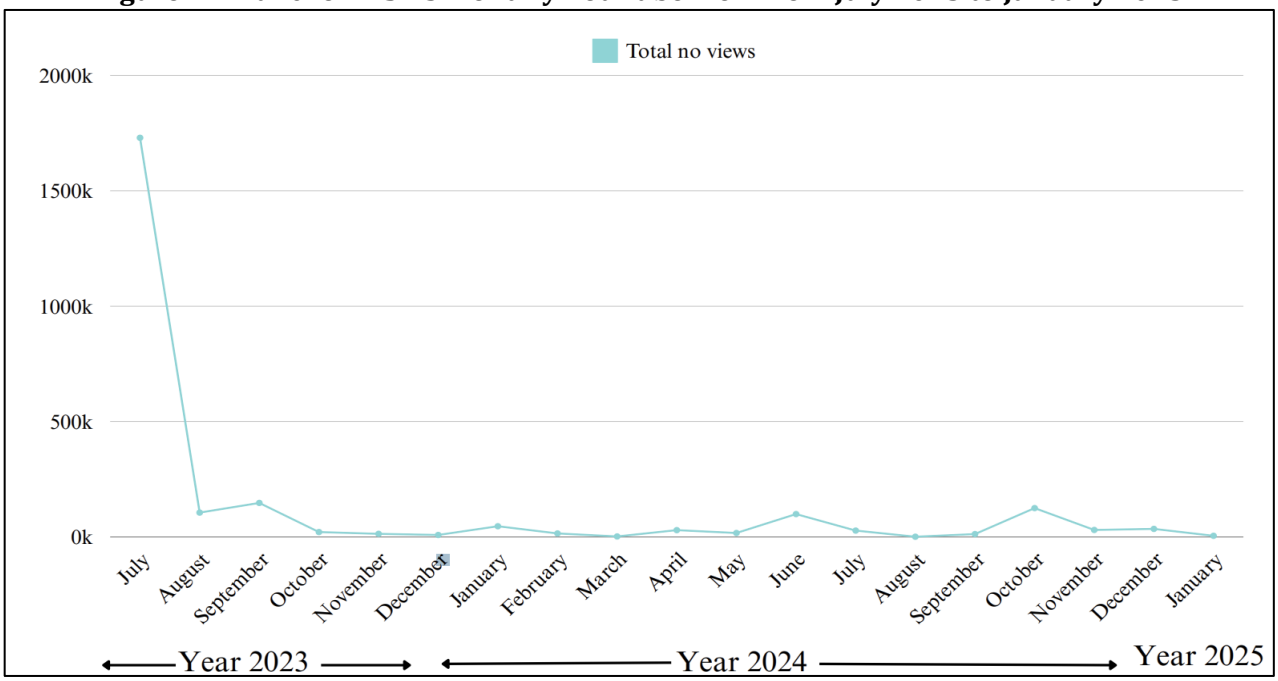
Table 1: AI anchor LISA Performances from July 2023 to March 2024

Month	July	August	September	October	November	December	January	February	March
Total no of views	1.73m	105.7k	147.6k	21.4k	13.7k	8.8k	46.6k	15.4k	2.4k
Monthly no of videos uploaded	22	34	39	32	18	11	5	8	6
Peak view of the moth	772k (LISA's shorts launch video)	19k (Independence Day wish by LISA)	83k (G20 submit Delhi)	2.8k (ISRO Gaganayan Misson)	4.3k (Children's day special)	2.7k (New criminal law bill)	38k (New Year wish)	9.5k (ISROlaunch weather satellite)	0.6k (Samsung Galaxy S24 Launch)

Table 2: AI anchor LISA Performances from April 2024 to January 2025

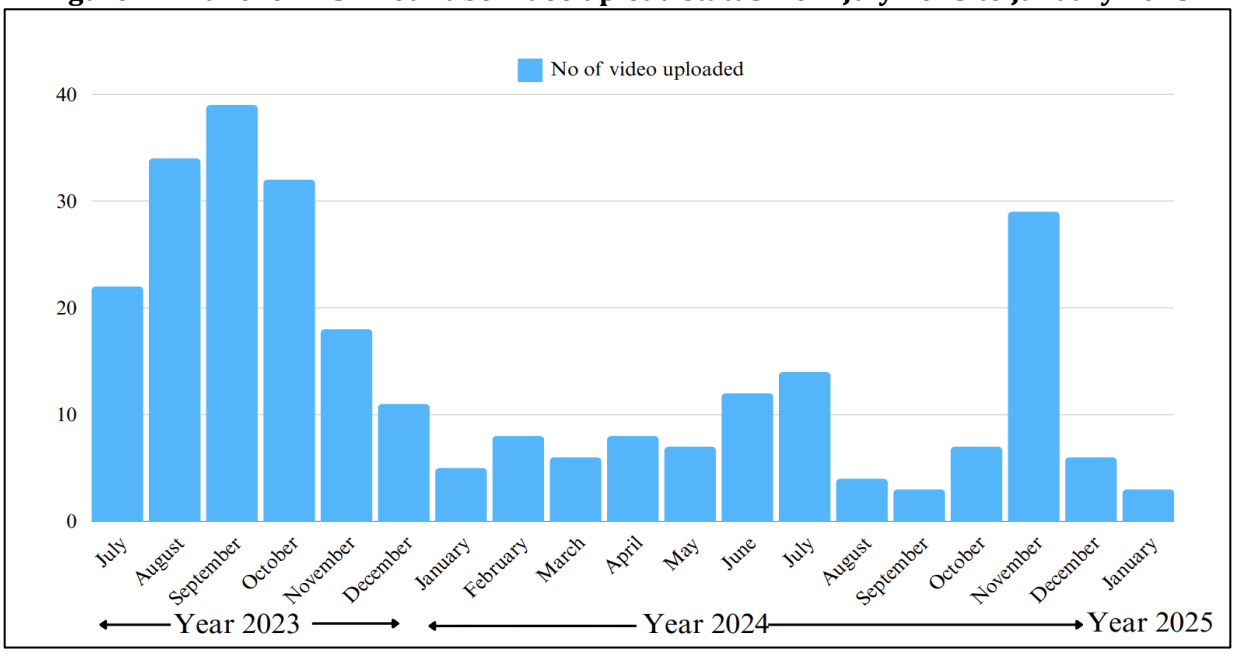
Month	April	May	June	July	August	September	October	November	December	January
Total no of views	29.7k	17.3k	99.3k	27.8k	1.2k	12.6k	125.2k	30.5k	35.1k	5.2k
Monthly no of videos uploaded	8	17	12	14	4	3	7	29	6	3
Peak viewof the moth	12k (Brahmos delivery to Philippines)	12k (LISA Headlines)	12k (Puri Mandir gate opening)	20k (LISA's Headlines)	366 (LISA's Headlines,RG kara)	11k (Teacher's'sday)	77k (Navaratri wish)	7.4k (News relatedElon musk)	33k (One cabin rule video)	0.6k (2025 New year)

Figure 1: AI anchor LISA's monthly YouTube view from July 2023 to January 2025



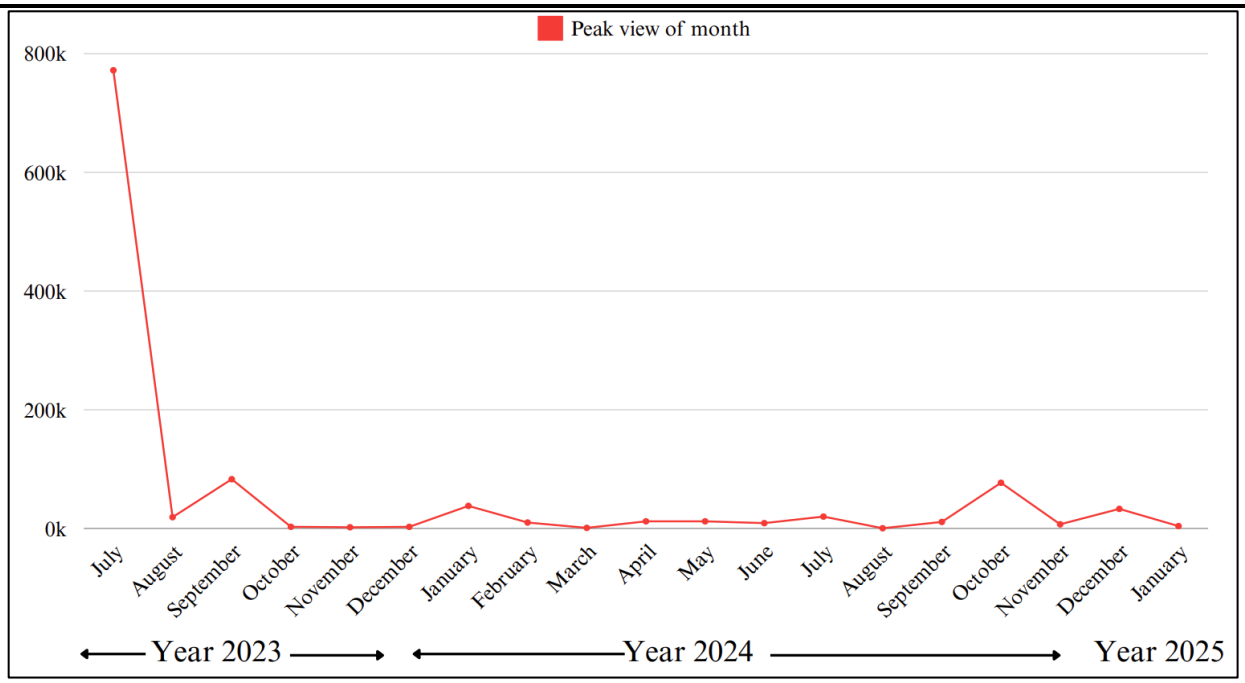
In figure-1 the line graph represents the monthly views of videos uploaded by OTV English news YouTube channel, in which LISA was either the news presenter or providing voice over. The above data are shown according to second rows of Table 1 and Table 2 This data shows the result from July 2023 month to January of 2025.

Figure 2: AI anchor LISA YouTube video upload status from July 2023 to January 2025



In figure-2 the histogram represents the month wise no of videos uploaded by OTV English news YouTube channel, in which LISA was either the news presenter or providing voice over. These data are shown according to third rows of Table 1 and Table 2. Also, the above data is from July 2023 to January 2024. Shorts videos are also included.

Figure 3: AI anchor LISA's YouTube video peak view of month



In figure-3 the line graph reflects the month wise peak viewership among monthly videos uploaded by OTV English news YouTube channel, in which LISA was either the news presenter or providing voice over. This line graph reflects 4th rows of the Table 1 and Table 2.

4.1.1. Month wise analysis of viewership

July 2023: Total views are 1.73million, making it the highest views month ever, a total number of 22 videos were uploaded. Among them particular 'LISA's launch video in YouTube shorts format' gained 772kviews. Also, introduction video of LISA is second highest views 376k which was also LISA introduction video but other 20 video over all views is less than 700k.In this month videos were uploaded from 13th July, in 18 days of short span LISA's content gain a massive view which reflect highest audience engagement after launch of AI news anchor LISA.

August 2023: Overall views are 105.7k and 34 videos were uploaded. 'Independence Day wish by LISA' is got top views at 19k. However overall views are 90% lower than July month. In this month daily videos uploaded but audience engagement is too low which reflect lack of loyal audience.

September 2023: There were 147.6k views, most number of videos uploaded ever which was 39. The video which titled 'G20 submit Delhi' received the maximum views at 83k, which accounts for 50% of the overall views for this month. Additionally, the views this month increases more than previous month.

October 2023: 21.4k over all views, 32 videos was uploaded. The video titled 'ISRO Gaganyaan Mission' has got 2.8k views till date. The views are much lesser than previous months.

November 2023: This month total views are lower than past months which are 13.7k. Although 18 videos were uploaded which is 40% less than October month. The video related to 'Children's Day wish' likely generated 4.3k views, but overall audience engagement is low.

December 2023: 8.8k views, 11 uploads. The video thumbnail of "New criminal law bill" has received 3.4k views. While this video has got more than 50% views of this month which indicate Peoples interest in particular issue rather than other common or special stories videos represent by LISA.

January 2024: 46.6k views, 5 uploads. This month showed drastic decline in the number of videos uploaded and also in this month 'new year whish' video by LISA alone got 38k views.

February 2024: 15.4k views, 8 uploads. There was a slight increase in videos uploaded but decline in total views. A news video presented by LISA related to launch of weather satellite by ISRO got 11k view while other 7 videos collectively got 4.5k views.

March 2024: 2.4k views, 6 uploads. Least views month till date only informative stories covered. 'Samsung Galaxy S24 ultra Launch' video has received 718 views, which reflect audience low interest on contents.

April 2024: 29.7k views, 8 uploads. In this month a news presented by LISA related to 'Brahmos missiles delivery to Philippines' received 12k which shows that military news which is current affair got highest views.

May 2024: 17.3k views, 17 uploads. This month a news video consists of Headline reads by LISA got 12k views, which is highest views common headlines among past months. Also, this month increase significantly no of uploads.

June 2024: 99.3k views, 12 uploads. A headlines video which is a keyword 'Puri Mandir gate opening' generate highest number views at 64k alone suggests coverage of a religious affair gained people's interest. Additionally, this month shows a clear increase in viewership among past 8 months.

July 2024: 27.8k views, 14 uploads. 'LISA's Headlines' again gained 20k viewership's which key word was 'Puri Ratna Bhandara opening'. This is also related to religious sentiments got highest views but less successfully than May, indicating falling returns or less powerful LISA-related content.

August 2024: 1.2k views, 4 uploads. With 366 views, LISA's headline video about the "RG Kara Hospital Case" received the most views. However, the views were extremely low in comparison to the depth of the news. This might indicate that due to the sensitive topic and the emotional nature of the event, there was a decline in LISA's viewership.

September 2024: 12.6k views, 3 uploads. Even if 90% of the views this month were motivated by a "Teachers' Day" desire, overall engagement was still low. This month also saw the lowest total amount of video uploads ever.

October 2024: This month received a significant increase in views, reaching 125.2K, with 7 videos uploaded. However, the primary driver of these high views was a single video where LISA wished for 'Navaratri', which alone garnered 77K views. Additionally, the informative video about 'Cyclone Dana' received 27K views due to its relevance, and the 'Diwali' wishes video gained 7.1K views. This month's high view count appears to be driven by event-related content.

November 2024: 30.5K views ,29 uploads. A focus on popular subjects was evident from the 7.4K views LISA earned for a video in which she provided news about Elon Musk's prediction regarding the prime minister of Canada. Nevertheless, the overall viewing was not remarkable, even with a high upload frequency.

December 2024: 35.1k views, 6 uploads. A video where LISA explained the 'One Cabin Rule' went viral, garnering 33K views alone—more than 95% of this month's total views. This suggests that content related to specific topics or trends performed moderately well.

January 2025: 5.2k views, 3 uploads. 'New Year Wish' by LISA had 4,000 views in this first month of the year, also it is the second-lowest video submitted, after September 2024**.**

5. KEY FINDINGS AND ANALYSIS

5.1.1 Significant Fluctuations in Viewership

The channel experienced dramatic variations in viewership over time. The peak occurred in July 2023, with 1.73 million views, largely driven by LISA's YouTube Shorts launch video, which alone gained 772K views. However, there was a sharp 90% drop (105.7K views) in August 2023, suggesting that the original success was not maintained. Since then, viewership has remained inconsistent, with occasional short-term spikes driven by event-based content.

Event-Based Content Drives Engagement

Audience engagement is strongly influenced by significant events, festivals, and national occasions. Festivals and National Events for example October 2024 (125.2K views) was one of the best-performing months due to LISA's 'Navaratri Wishes' video (77K views) and 'Cyclone Dana' coverage (27K views). January 2024 (46.6K views) was driven by a 'New Year Wishes' video (38K views). September 2024 (12.6K views) saw most of its engagement from a 'Teachers' Day Wish' video. Religious and Cultural Topics Perform Well: June 2024 (99.3K views): 'Puri Mandir Gate Opening' (64K views). July 2024 (27.8K views): 'Puri Ratna Bhandari Opening' (20K views). This suggests that religious and cultural affairs generate substantial audience interest.

Mixed Performance of News & Headline-Based Content

While certain news topics performed well, others failed to attract significant attention like Trending or unique news stories gained traction: May 2024 (17.3K views): LISA's Headlines video (12K views). November 2024 (30.5K views): Elon Musk's prediction video (7.4K views). December 2024 (35.1K views): 'One Cabin Rule' explanation (33K views), contributing over 95% of total views for that month. General news coverage often struggled to engage audiences Particularly when the topics were not highly compelling. For example, in August 2024 (1.2K views), the "RG Kara Hospital Case" video had the highest views (366), which remained extremely low. This suggests that sensitive or highly emotional topics might not be appealing to LISA's audience.

Decline in Upload Frequency and Audience Retention

The highest number of uploads was in September 2023 (39 videos), yet the total views were only 147.6K, demonstrating that increased content production does not always translate into higher engagement. November 2024 (29 videos) accumulated only 30.5K views, reinforcing the idea that a high upload frequency does not guarantee viewership. January 2025 recorded the second-lowest uploads ever (3 videos), with only 5.2K views, highlighting a significant decline in content production and audience interest.

LISA's Decreasing Influence Over the Time

While LISA's presence contributed to strong initial viewership, her recent videos have seen lower engagement, particularly in general news or informative content. August 2024 (1.2K views, 4 uploads) was the weakest month in terms of viewership, indicating a sharp decline in audience interest. The lack of engagement in certain news topics, such as the "RG Kara Hospital Case" video, suggests that when a sensitive topic involves human there is need of emotion in news delivery may be due to lack of LISA's emotional appeal and facial expression news is less appealing may be cause of low views despite happen there is a need of emotion LISA's influence alone is not enough to drive viewership. Instead, the success of a video depends on the relevance and appeal of its subject matter.

Findings from Focus Group Discussion (FGD)

- The AI anchor LISA initially attracts viewers with its novel appearance and presentation style. However, because of its purported lack of emotion and human characteristics, viewers may eventually lose interest. Boredom and a decline in trust may result from this, particularly in audiences with little technological expertise.
- Regarding audience retention, the videos that AI anchor LISA presents on the YouTube channel are identical to those of other news outlets and its own traditional anchors. Some people watched the film because it was first released, but it shows that people value human credibility more than artificial intelligence. Additionally, since LISA doesn't have any regular videos, the AI anchor's video isn't recommended by YouTube's personalized content distribution system.
- Since LISA is an AI anchor for a regional television channel and OTV has a limited viewership, it might not have expanded its reach by providing news in English because of its low popularity and the audience's ignorance.
- Moreover, offering real-time news reporting that necessitates human feeling and empathy presents difficulties for the AI anchor. Viewers may find it difficult to trust it, especially in contrast to traditional anchors who are thought to have a closer relationship with the public.
- There are worries in the newsroom that the AI anchor may displace more conventional positions like reporters and weather presenters, creating a sense of job insecurity. Which may affect the institution over all performances. AI anchors may save media company's money on labour expenditures, but they also add to the strain of the technology department.

- Yet, there are advantages to using AI anchor LISA, including increased news accuracy and trustworthiness because to its extensive data analysis skills and fact-checking support. Notwithstanding these benefits, issues with audience participation, establishing trust, and the possible influence on conventional newsroom functions still need to be addressed.

6. DISCUSSION

This section discusses viewership trends and their root causes for AI anchors LISA on the OTV English YouTube channel. It examines general variations in viewership, emphasizing the early peak, a sharp drop, and then instability. Through content analysis of YouTube viewership counts and focus group discussions, it was discovered that the audience's preferences play significant role in these trends. The analysis highlighted the importance of content type, and revealing that although general news and human-interest stories fail, event-based, cultural, and religious issues have better involvement. Event-driven spikes, irregular material updates and audience preferences for human anchors are some of the factors that are explored as contributing to these swings. The influence of video topic on views is also addressed, juxtaposing trending news with sensitive emotional content. The section concludes by analysing the weak relationship between engagement and upload frequency, placing more emphasis on the relevance of the content than its volume.

AI Overall Viewership Trends

The overall viewership trends of AI anchor LISA's videos on the OTV English YouTube channel have shown significant fluctuations over time. While the initial launch of LISA's YouTube Shorts video in July 2023 led to a peak of 1.73 million views, this success was not sustained, as evidenced by a sharp 90% drop in August 2023 to 105.7K views. Since then, the viewership has remained inconsistent, with occasional short-term spikes driven by event-based content.

Content Types with Highest and Lowest Viewership

The types of content presented by LISA that receive the highest viewership include significant events, festivals, and national occasions. For example, October 2024 saw 125.2K views due to videos such as 'Navaratri Wishes' and 'Cyclone Dana' coverage. Additionally, religious and cultural topics perform well, such as the 'Puri Mandir Gate Opening' in June 2024. Conversely, general news coverage often struggles to engage audiences. Topics that are not highly compelling, like the 'RG Kara Hospital Case' in August 2024, tend to receive the lowest viewership. It reflects LISA's lack of emotion and facial expressions when delivering human-related news, which got the least views despite its depth and sensationalisation.

Factors Contributing to Fluctuations in Viewership

Several factors contribute to fluctuations in LISA's video viewership over time. Event-based content is a significant driver of engagement, with spikes during significant events, festivals, and national occasions. However, the lack of regular content updates and the audience's preference for human anchors over AI due to credibility issues also play a role. The initial novelty of LISA's AI presentation style may attract viewers, but the lack of emotional connection can lead to a decline in long-term interest.

Impact of Video Topics on Views

The video topics significantly impact the views of LISA's content. Trending or unique news stories such as Elon Musk's prediction and the 'One Cabin Rule' explanation attract higher viewership. On the other hand, sensitive or highly emotional topics, where human emotion and empathy are crucial, often see lower engagement. The audience finds it difficult to connect with LISA on these topics due to the AI anchor's lack of emotional appeal and facial expressions.

Effect of Upload Frequency on Audience Engagement

The frequency of video uploads does not necessarily affect audience engagement with LISA's content. High upload frequency, as seen in September 2023 with 39 videos, did not translate to higher engagement, with total views only at 147.6K. Similarly, in November 2024, 29 videos accumulated only 30.5K views. This indicates that upload frequency alone is not a determinant of viewership. Instead, content relevance and appeal are crucial factors driving audience engagement.

7. CONCLUSION

The viewership trends of AI anchor LISA on the OTV English YouTube channel have shown ups and downs, mainly influenced by the type of content and what the audience prefers to watch. When LISA was first introduced in July 2023, many people were curious about an AI news anchor, leading to a high number of views. However, over time, interest decreased because viewers found it harder to trust an AI anchor and missed the emotional connection that human anchors provide. Videos about major festivals, cultural events, and trending news stories tend to get more views, while regular news updates and sensitive topics like 'RG Kar Hospital' do not attract as much attention means the story where human included there is still need of a human anchor who present emotionally the news and connect with audience more strongly. Also, simply uploading more videos does not necessarily lead to higher engagement. Instead, what matters most is whether the content is interesting and relevant to the audience.

The viewership trends of AI anchor LISA on the OTV English YouTube channel align with the novelty effect theory in mass media, which suggests that new technologies or formats initially attract high engagement due to their uniqueness but may struggle to sustain long-term interest. LISA's launch in July 2023 saw a peak in views, driven by curiosity and the novelty of an AI news anchor. However, as the initial excitement faded, engagement declined, reflecting audience preferences for human anchors who provide emotional depth and credibility. This trend underscores that while technological innovations can generate short-term spikes in viewership, sustained engagement depends on content relevance, trust, and emotional connection rather than novelty alone.

CONFLICTS OF INTEREST

None.

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