

# Lil Durk Provides Corporate Update Regarding A.I. Software

TORONTO, ONTARIO, CANADA, October 25, 2022 /EINPresswire.com/ -- Media outlets are struggling to attract readers because the wire is flooded with news stories, and it's hard to keep up with them. Partially to combat this, many companies have been developing A.I.-driven news applications that determine what keeps people reading. The software will then proceed to generate a personalized profile for every individual. With the intention of garnering the attention of busy readers, this technology is being presented as the answer to a significant digital age problem.

Alexander Elder believes using such technology will help alleviate the "information overload" problem. He highlights the positive impacts the technology would have on news consumers and media outlets by relieving the burden of finding reading material. Younger generations are especially apt to dwell upon the stressful task of managing information, so Alexander is confident that the technology would help to protect them from falling into the clutches of misinformation.

Elder decided to start his media outlet [Lil Durk](#), intending to provide news content exclusively and uniquely by making use of this technology. He hopes to create a personalized experience for every reader. His goal is to develop a news reader that will be better than what is on the market now. Based in Toronto, Canada, Lil Durk seeks to expand into other cities and territories. Currently, Lil Durk media relies heavily on the support of its readers which generate ad revenue



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through Google AdSense. To help get more readers and investors, the company offers social media management and press release services as well.

Elder's overall impression of the situation is that news readers are overwhelmed by all the different news sources. Therefore if they could simply be fed stories that interest them instead, the problem would be solved or reduced. The issue is that the majority of current news systems don't operate that way, so Elder is hoping to build a more convenient alternative.



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Elder also mentioned he believes that in addition to helping people consume news more conveniently, it would also be helpful to the media outlets themselves. Many companies can't afford to restock their inventory of news stories daily because they are already stretched thin. Building a website has gotten progressively more complicated and expensive, so if this technology would allow the media outlets to cut down on the number of stories they need to write daily, they will be able to devote more resources elsewhere.

#### About Lil Durk

Lil Durk operates as a news and technology company providing comprehensive, up-to-date news coverage, aggregated from sources across the world.

Neither the TSXV nor its Regulation Services Provider (as that term is defined in the policies of the TSXV) accepts responsibility for the adequacy or accuracy of this release.

For more information about Lil Durk, please visit [www.LilDurk.com](http://www.LilDurk.com), its profile page on SEDAR at [www.sedar.com](http://www.sedar.com), and its profile page on EDGAR at [www.sec.com](http://www.sec.com).

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SOURCE Lil Durk

Alexander Elder

Lil Durk

+1 778-652-5349

[email us here](#)

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