

Business Reporter: AI-enabled DXPs are changing content management

How the editorial function will change as a result

LONDON, UNITED KINGDOM, August 28, 2026 /EINPresswire.com/ -- In an article published on Business Reporter, CoreMedia talks about how the role of the CMS is evolving from a publishing tool into the foundation for trusted, AI-ready content as AI is becoming central to how customers discover brands and content is produced. Content management systems (CMS) help marketers improve search visibility, personalise customer experiences and automate content creation across digital channels. What makes AI-powered platforms different is that – unlike humans – they evaluate content based on how structured, consistent and verifiable it is. They prioritise authoritative information that can be confidently interpreted and reused, while fragmented or outdated content risks being ignored, or worse, generating inaccurate responses.

For enterprises managing content across multiple regions, brands and channels, getting these foundations right is essential. A single source of truth ensures websites, mobile apps, digital stores and AI agents all access the same authoritative content, avoiding translation loss, conflicting information and governance issues that undermine trust. AI is also reshaping the editorial function. Rather than simply generating text, editorial AI works alongside editors to create localised content, automatically produce metadata, schema markup and summaries, recommend audiences, analyse performance and support customer service with the same intelligence. When selecting a digital experience platform (DXP), organisations should prioritise model flexibility, deployment freedom, unified content governance and AI capabilities that extend beyond marketing.

To find out more about what to look for when choosing a DXP, [read the article](#).

About Business Reporter

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About CoreMedia

The CoreMedia Experience Platform pairs a powerful CMS with omnichannel engagement tools, built to guide customers through the buying journey and get the right content to the right person at the right time. It's an intuitive, adaptable DXP that fits the tech stack you already have, so global brands can bring ideas to market fast and optimize every digital touchpoint across all channels, markets, and audiences.

Built in Europe and headquartered in Hamburg, CoreMedia hosts in European data centers and runs however your data governance requires: public cloud, private cloud, on-premises, or hybrid. That's why brands like Henkel, Finnair, and Emerson, and public institutions including the Deutsche Bundesbank, the Deutscher Bundestag, and Enterprise Ireland, trust it with content and data that can't leave their control.

<https://www.coremedia.com/>

Business Reporter

Lyonsdown

+44 20 8349 6488

[email us here](#)

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