



Westlaw Precision Launch Media Round-Up

November 17, 2023



Launching AI-Assisted Research on Westlaw Precision and Additional Generative AI-Powered Solutions

On Nov. 14, Thomson Reuters hosted an in-person and virtual media briefing for leading legal trade journalists in New York City – connecting with 20+ journalists in total and eight in person. The event, under embargo, launched a series of generative AI initiatives, including AI-Assisted Research on Westlaw Precision, the new generative AI assistant connecting all Thomson Reuters generative AI products; Thomson Reuters Generative AI Platform, generative AI capabilities in Practical Law; and CoCounsel Core.

David Wong kicked off the day-long event, followed by an in-depth presentation from **Mike Dahn** on AI-Assisted Research on Westlaw Precision. In addition, **Emily Colbert** shared what's under way and what's to come in Practical Law, and **Jake Heller** highlighted how Casetext and CoCounsel are being integrated across Thomson Reuters offerings.

Their presentations were followed by a fireside chat with David Wong, **Shawn Malhotra**, and **Rawia Ashraf** with a look at the technology and engineering behind the Thomson Reuters Generative AI Platform. In addition, journalists were given the opportunity to try AI-Assisted Research with 1:1 demos with Westlaw Precision subject matter experts.

Journalists were highly engaged throughout the event, asking questions of all Thomson Reuters presenters and eager to learn more about the AI integrations and offerings. When the embargo was lifted the following day at noon, their enthusiasm was reflected in their coverage.



Westlaw Precision Media Coverage by Mentions: Nov 14 - 17



304

TOTAL MENTIONS*



100%

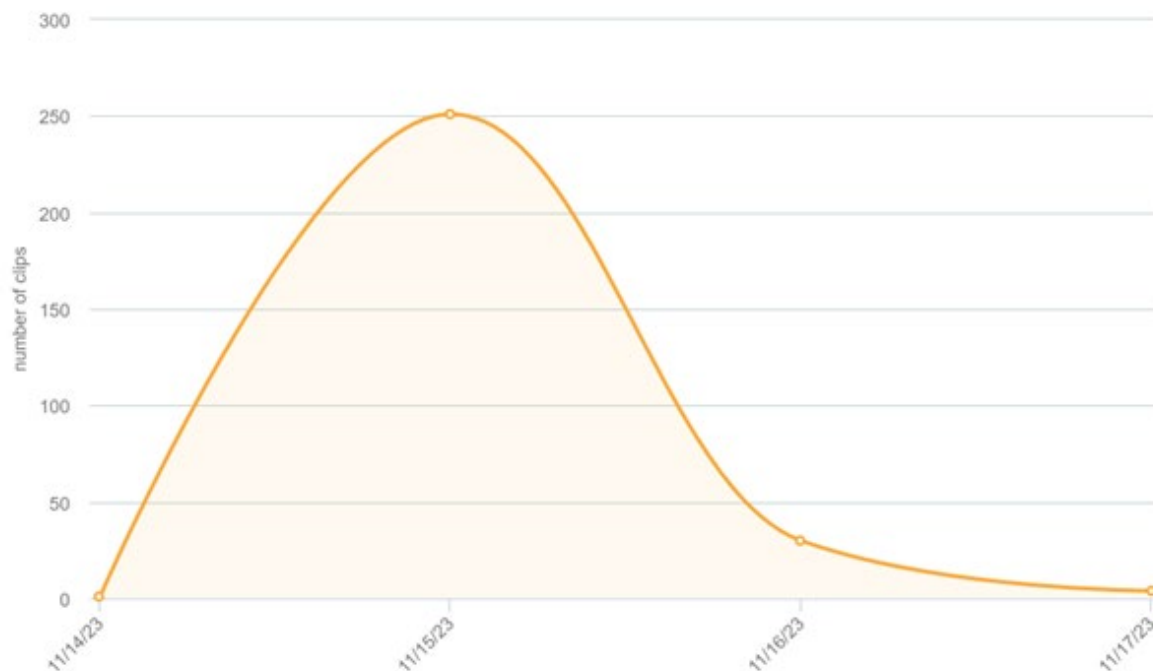
POSITIVE/NEUTRAL
SENTIMENT



47.6%

PROMINENCE vs.
TOP COMPETITORS*

Total Mentions



Top Coverage by Outlet:

- [Yahoo Finance](#): Generative AI will be 'transformative': Thomson Reuters CEO
- [Fox Business](#): Thomson Reuters launches generative AI tools for legal research
- [Law.com](#): Thomson Reuters Announces Generative AI Capabilities for Westlaw Precision, CoCounsel Integrations
- [LawSites](#): Major Thomson Reuters News: Westlaw Gets Generative AI Research Plus Integration with Casetext CoCounsel; Gen AI Coming Soon to Practical Law
- [PYMNTS](#): Thomson Reuters Introduces Generative AI Tools for Legal Professionals
- [Morningstar](#): Thomson Reuters Launches Generative AI-Powered Solutions to Transform How Legal Professionals Work
- [ABA Journal](#): Thomson Reuters announces new AI initiatives and CoCounsel integration
- [TechLaw Crossroads](#): Thomson Reuters Unveils Next-Gen AI Tools with a Vision for the Future

*See Glossary on Slide 11 for definitions

Social Media Coverage



2.6 million+
TOTAL IMPRESSIONS
Owned and Earned Channels



144
CLICKS DRIVEN
From Thomson Reuters Channels

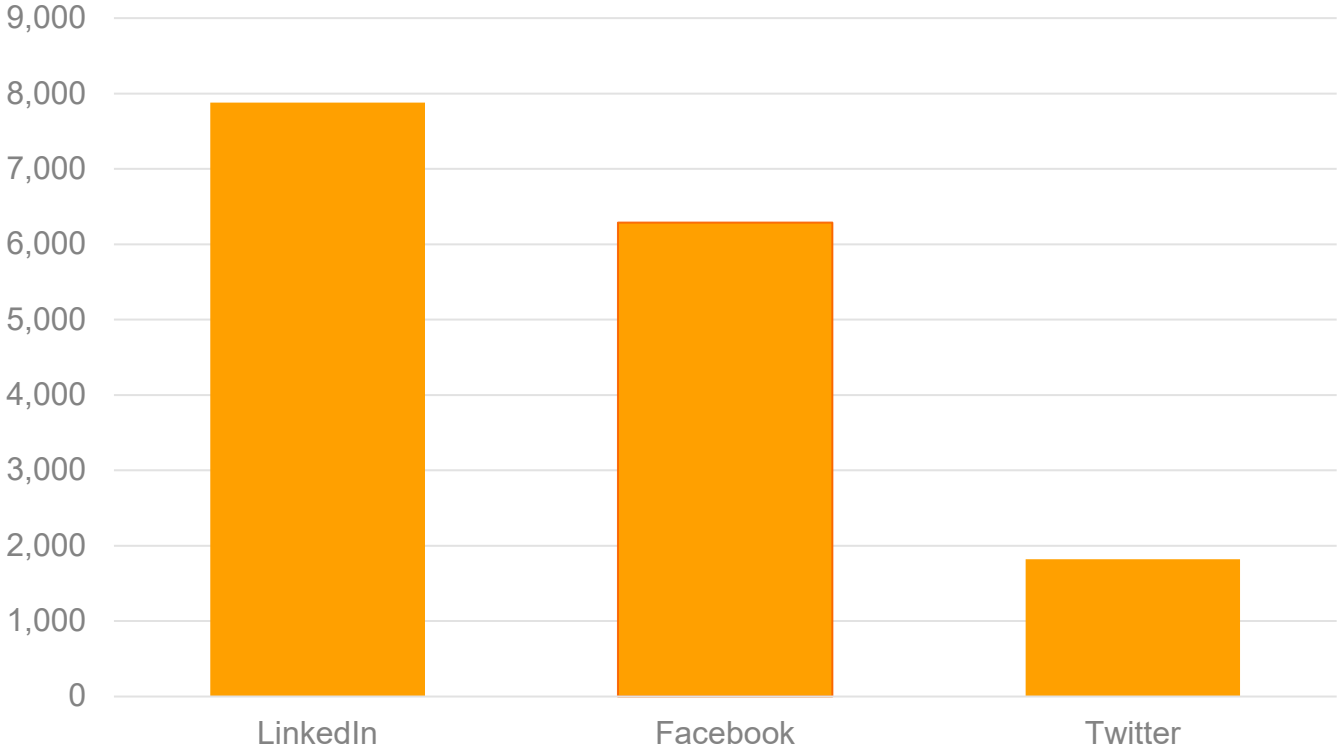


100%
POSITIVE/NEUTRAL
SENTIMENT



3.24%
ENGAGEMENT RATE
Industry benchmark: 1.37%

Impressions by Thomson Reuters Platform



Impressions by Thomson Reuters Platforms:

- LinkedIn: 7,879
- Facebook: 6,268
- Twitter: 1,821

Earned Social Impressions by Media on Social:

- [Yahoo Finance](#) – 1,707,385 impressions
- [Fox Business](#) – 873,975 impressions
- [Bob Ambrogi](#) – 70,416 impressions
- [Ron Friedmann](#) – 63,726

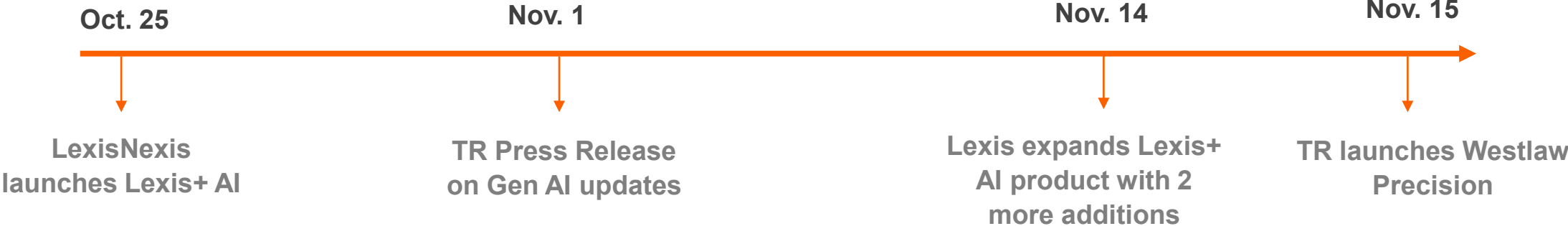
Comparative Analysis - Messaging

- **Thomson Reuters** takes a more transformative and strategic approach, focusing on long-term integration across multiple platforms and fundamentally changing legal research and workflow practices
- **LexisNexis** seems more oriented towards delivering immediate, practical applications of AI in legal workflows
- For LexisNexis, the focus is on immediate application, whereas for Thomson Reuters, the focus is on broad, strategic transformation. In addition, LexisNexis's Oct. 25 announcement launching Lexis+ AI touted that it delivers "hallucination-free" results. In response, the media quotes Mike Dahn stating that hallucination free is "a low bar" and that accurate results are more important.
 - This exchange was highlighted in several outlets, drawing attention to the companies' different approaches to integrating generative AI
- Below is a side-by-side comparison of the companies' messaging*

LexisNexis	Thomson Reuters
<p>AI Suite Expansion: Introduction of Lexis Snapshot and Lexis Create into the Lexis+AI suite, enhancing legal professionals' efficiency and productivity.</p>	<p>Strategic AI Integration: Emphasis on strategic AI integration post-Casetext acquisition, enhancing Westlaw Precision and Practical Law, signaling a shift in legal research and workflow tools.</p>
<p>Commercial Availability and Transformation: The availability of these products underlines LexisNexis's commitment to AI expansion, reflecting a shift in how legal professionals use AI.</p>	<p>Transformational Impact: Described as a monumental shift in legal research, comparable to the transition from print to digital.</p>
<p>Future Outlook: Plans to globalize Lexis+AI and increase collaborations with academic and commercial entities.</p>	<p>Broad Strategic Shift: Coverage focuses on long-term, strategic AI integration across multiple platforms.</p>

*Note: this analysis was done using generative AI

Comparative Analysis – Total Mentions and Share of Voice: TR vs. Lexis



Share of SoV Mentions



Thomson Reuters: 78% LexisNexis: 22%

Oct. 24 to present:

- Thomson Reuters: 1848 mentions
- LexisNexis: 167 mentions

Nov. 14 to present:

- Thomson Reuters: 447 mentions
- LexisNexis: 80 mentions

Legal Industry Reaction - Quotables

Bob Ambrogi, LawSites: “But what TR has going for it over any of its competitors right now is the one-two punch of AI-Assisted Research and CoCounsel, two complementary AI tools that, together, both facilitate legal research and provide an AI ‘legal assistant’ for other common tasks. As Wong said, that creates ‘a generative AI-based toolkit’ for legal professionals that is useful for legal research and beyond.”

Jean O’Grady, Dewey. B Strategic: “It offers a foundational move toward a new way of performing research and integrating research into workflow. I need to remind myself that there is a future of legal research I can’t yet imagine.”

Isha Marathe, Law.com: “‘It can be hallucination-free and still be wrong ... hallucination-free is a low bar,’ he explained, stressing the importance of training data. He added that currently, Westlaw Precision is trained on primary sources, but in the coming months it will be trained on secondary ones as well. Additionally, as the underlying technology and the LLMs on the market evolve, Dahn hopes that the processing time will drop from the current ‘90 second to two minute’ mark.”

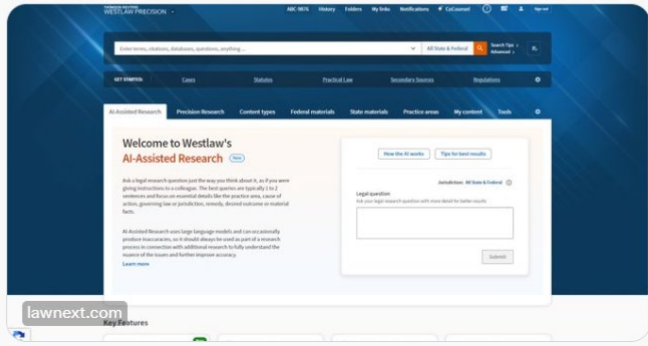
Steve Embry, TechLaw Crossroads: “What stood out from Thomson Reuters’ new product announcements was the attitude behind them. The sprinted integration with Casetext. The clear vision is to create a ubiquitous virtual assistant. And the recognition that ease of use is so crucial to the users of legal technology products.”

Joe Patrice, Above the Law: “Mike Dahn, Head of Westlaw Product Management, explains that solving hallucinations is actually a pretty low bar to clear if you know what you’re doing. Retrieval Augmented Generation (RAG) is a fancy way of saying the large language model draws on trusted data — in this case, the Thomson Reuters library of materials — and can more or less handle the hallucination risks that crop up with unfiltered AI.”

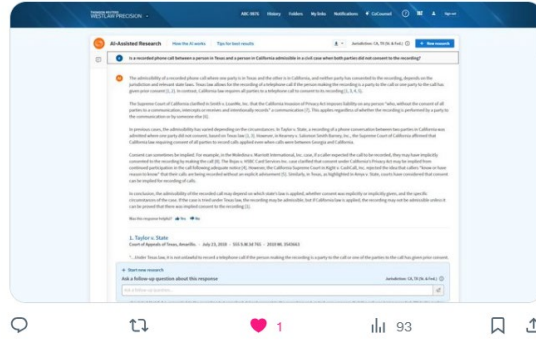
Matt Reynolds, ABA Journal: “‘Thomson Reuters is using an AI framework called ‘retrieval-augmented generation,’ he [Dahn] added, a technique that guards against hallucinations by having the tech draw upon the most up-to-date and reliable information when producing an answer.”

Legal Industry Reaction on Social

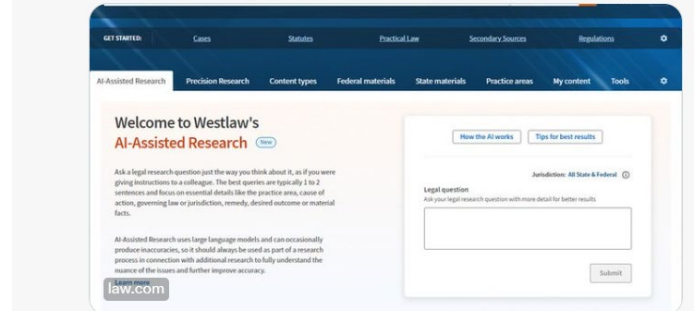
Bob Ambrogli @bobambrogli · 12m
 Major Thomson Reuters news: **Westlaw** gets generative AI research plus integration with Casetext CoCounsel; Gen AI also coming soon to Practical Law. @Westlaw @thomsonreuters @casetext



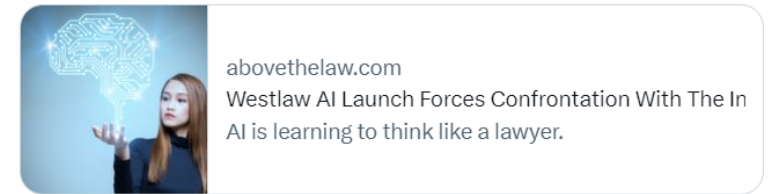
Kevin O'Keefe @kevinokeefe · 45m
 Mike Dahn, SVP and head of @Westlaw product management, calls AI assisted legal research "the biggest transformational change in legal research since the move from books to online legal research." buff.ly/49Ar1lH from @bobambrogli



Rhys Dipshan @R_Dipshan · 4h
 ICYMI: @thomsonreuters announced new #generativeAI capabilities for @Westlaw, as well as other Gen AI integrations and upcoming updates, a direct result of its acquisition of @casetext earlier this year. From @IMarathe at @Legaltech_news:



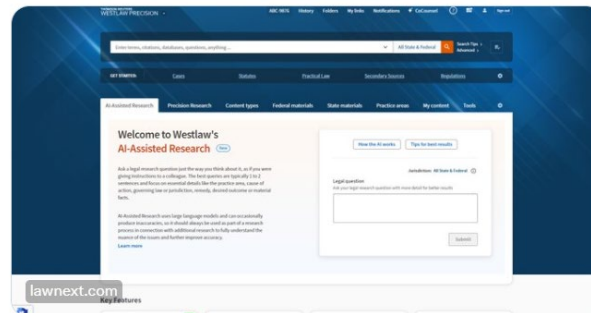
Above the Law @atblog · 23m
 AI is learning to think like a lawyer.



Steve Embry @stephenembryjd · 2h
 Thomson Reuters announces new GenAI products and has a vision for the future @legalsolutions @casetext Thomson Reuters Unveils Next—Gen AI Tools with a Vision for the Future



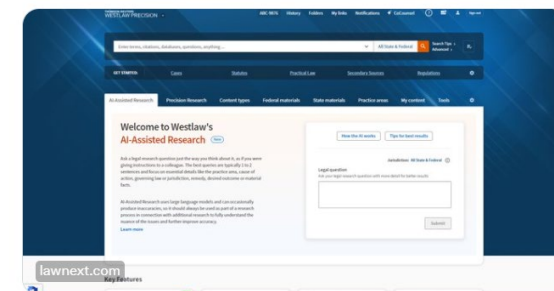
ronfriedmann @ronfriedmann · 11h
 Major Thomson Reuters News: **Westlaw** Gets Generative AI Research Plus Integration with Casetext CoCounsel; Gen AI Coming Soon to Practical Law @bobambrogli provides details on product features and tech behind them



Legal Tech StartUp Focus @LegalTechStrtUp · 3h
 Thomson Reuters announces its offering of AI Assisted Research for the Westlaw Precision product. TR also announces the integration of Casetext CoCounsel to provide an AI legal tool that assists in use of a variety of TR products.

lawnext.com/2023/11/major-...

#legaltech



Featured Coverage

TR Links:

- *Thomson Reuters Launches Generative AI-Powered Solutions to Transform How Legal Professionals Work*
 - [PR Newswire](#)
 - [TR Newsroom](#)
 - [Legal Current](#)

Tier 1 Coverage:

- [Yahoo Finance](#): Generative AI will be 'transformative': Thomson Reuters CEO
- [Fox Business](#): Thomson Reuters launches generative AI tools for legal research

Key Trades:

- [Law.com](#): Thomson Reuters Announces Generative AI Capabilities for Westlaw Precision, CoCounsel Integrations
- [LawSites](#): Major Thomson Reuters News: Westlaw Gets Generative AI Research Plus Integration with Casetext CoCounsel; Gen AI Coming Soon to Practical Law
- [PYMNTS](#): Thomson Reuters Introduces Generative AI Tools for Legal Professionals
- [Above the Law](#): Westlaw AI Launch Forces Confrontation With The Inner Workings Of A Lawyer's Mind
- [ABA Journal](#): Thomson Reuters announces new AI initiatives and CoCounsel integration
- [TechLaw Crossroads](#): Thomson Reuters Unveils Next-Gen AI Tools with a Vision for the Future
- [Benzinga](#): Thomson Reuters Launches Generative AI-Powered Solutions to Transform How Legal Professionals Work
- [LexBlog](#): Thomson Reuters Launches Generative AI-Powered Solutions for Research and Workflow – Previews Generative AI Strategy
- [Morningstar](#): Thomson Reuters Launches Generative AI-Powered Solutions to Transform How Legal Professionals Work
- [Stockwatch](#): Thomson Reuters rolls out GenAI to Westlaw Precision
- [Webappia](#): When legal research merges with generative artificial intelligence technology #Airesearch
- [Information Today](#): Thomson Reuters Lays Out a Strategy for Using Artificial Intelligence Throughout Its Business
- [Canadian Business Journal](#): Thomson Reuters Launches Generative AI-Powered Solutions to Transform How Legal Professionals Work
- [Canadian Lawyer](#): Thomson Reuters launches series of Generative AI solutions for legal professionals
- [Dewey B. Strategic](#): Thomson Reuters Launches Generative AI-Powered Solutions for Research and Workflow – Previews Generative AI Strategy
- [Legaltech Newsroom Update](#): Thomson Reuters Announces Generative AI Capabilities for Westlaw Precision, CoCounsel Integrations
- [Legal Reader](#): Thomson Reuters Unveils Generative AI Strategy Designed to Transform the Future of Professionals

THE HILL

INSIDER

Forbes

AXIOS

Bloomberg Law

FASTCOMPANY

FORTUNE

THE GLOBE AND MAIL

LAW.COM

Tech Talent.ca

FINANCIAL TIMES

accountingTODAY

REUTERS®

yahoo!finance

HRDIVE

The Logic

 THOMSON REUTERS®

Coverage Comparison

Thomson Reuters

In addition to the coverage in trade outlets, below, the press release was distributed over the wire and picked up in prominent business and finance outlets.

1. LawSites: [Major Thomson Reuters News: Westlaw Gets Generative AI Research Plus Integration with Casetext CoCounsel; Gen AI Coming Soon to Practical Law](#)
2. Dewey B. Strategic: [Thomson Reuters Launches Generative AI-Powered Solutions for Research and Workflow – Previews Generative AI Strategy](#)
3. Dewey B. Strategic email: [Thomson Reuters Launches Generative AI-Powered Solutions for Research and Workflow – Previews Generative AI Strategy](#)
4. Law.com: [Thomson Reuters Announces Generative AI Capabilities for Westlaw Precision, CoCounsel Integrations](#)
5. Law.com: [The Cost of Lexis and Westlaw's AI](#)
6. Legaltech News Newsroom Update: [Thomson Reuters Announces Generative AI Capabilities for Westlaw Precision, CoCounsel Integrations](#)
7. Legaltech News Morning Update: [Thomson Reuters Announces Generative AI Capabilities for Westlaw Precision, CoCounsel Integrations](#)
8. ABA Journal: [Thomson Reuters announces new AI initiatives and CoCounsel integration](#)
9. Above the Law: [Westlaw AI Launch Forces Confrontation With The Inner Workings Of A Lawyer's Mind](#)
10. Above the Law Daily: [Westlaw AI Launch Forces Confrontation With The Inner Workings Of A Lawyer's Mind](#)
11. TechLaw Crossroads: [Thomson Reuters Unveils Next-Gen AI Tools with a Vision for the Future](#)
12. LexBlog: [Thomson Reuters Unveils Next-Gen AI Tools with a Vision for the Future](#)
13. Information Today: [Thomson Reuters Lays Out a Strategy for Using Artificial Intelligence Throughout Its Business](#)
14. Australasian Lawyer: [Thomson Reuters launches series of Generative AI solutions for legal professionals](#)
15. Canadian Lawyer: [Thomson Reuters Launches Series Of Generative AI Solutions For Legal Professionals](#)
16. PinHawk Law Technology Daily Digest: More AI tools (Nov. 16, email only)
17. Practice Source: [Press Release: Thomson Reuters Launches Generative AI-Powered Solutions to Transform How Legal Professionals Work](#)
18. Legal IT Insider: [Legal IT Latest: Gen AI product announcements](#)
19. Legal Reader: [Thomson Reuters Unveils Generative AI Strategy Designed to Transform the Future of Professionals](#)
20. ILTA SmartBrief: [Thomson Reuters plans on adding AI to multiple products](#)
21. KnowItAALL: Thomson Reuters Launches Generative AI-Powered Solutions for Research and Workflow; Previews Generative AI Strategy (Nov. 17, email only)

LexisNexis

LexisNexis issued a press release, but it doesn't seem to have generated coverage beyond the legal trades.

*** Denotes coverage that mentioned LexisNexis but primarily focused on Thomson Reuters*

1. LawSites: [LexisNexis Unveils Two New Generative AI Products](#)
2. Dewey B. Strategic: [Lexis+AI Suite Of Tools Expanded with Lexis Snapshot and Lexis Create](#)
3. Law.com: [LexisNexis Expands Generative AI Offerings With Lexis Snapshot and Lexis Create Integration](#)
4. Law.com: [The Cost of Lexis and Westlaw's AI](#)
5. KnowItAALL: Lexis+AI Suite Of Tools Expanded with Lexis Snapshot and Lexis Create (Nov. 15, email only)
6. ILTA SmartBrief: [LexisNexis rolls out 2 more products powered by AI](#)
7. PinHawk Law Technology Daily Digest: More AI tools (Nov. 15, email only)
8. ABA Journal: [Thomson Reuters announces new AI initiatives and CoCounsel integration](#) **
9. LawSites: [Major Thomson Reuters News: Westlaw Gets Generative AI Research Plus Integration with Casetext CoCounsel; Gen AI Coming Soon to Practical Law](#) **
10. Legal IT Insider: [Legal IT Latest: Gen AI product announcements](#)
11. Inside Legal AI Newsletter: [LexisNexis Launches Lexis+ AI, a Generative AI Solution with Hallucination-Free, Linked Legal Citations - Legal Reader](#)

Glossary

Traditional Media

- **Total Mentions:** Displays the total number of articles, by date, that match the monitoring search terms for the date range selected
- **Share of Voice:** The Share of Voice (SOV) offers a competitive look at total coverage counts (against TR top competitors: LexisNexis and Wolters Kluwer)
- **Prominence:** Ranks top-level domains with the highest possible reach value from each Earned Media search (against TR top competitors: LexisNexis and Wolters Kluwer)

Social media

- **Impressions:** Impressions are the number of times a piece of content was seen, including multiple views from individual users. This figure is valuable because it indicates favorable performance on an algorithm as well as user inquiries/searches.
- **Clicks Driven:** Clicks measure the number of times users click the links on our posts, indicating a successful call to action.
- **Engagement Rate:** Engagement rate is a metric used to assess the average number of interactions your social media content receives per follower.
- **Follower Growth Rate:** Follower growth rate represents the total number of new followers you gained on a specific social media channel over a specific time period. This metric measures the speed at which a social account is gaining or losing followers.
- **Verified Followers:** Verified refers to the process by which an account or profile on social media is confirmed as authentic and genuine by the platform itself. LinkedIn verifies users on a monthly basis, to ensure authentic interactions on the platform. Though their follower rate may fall below platforms like Instagram and TikTok, LinkedIn is the most trusted due to their efforts to prevent fraud and protect a brand's reputation.
- **User Inquiry/Search:** Social Search is a behavior of retrieving and searching on a social searching engine that mainly searches user generated content such as news, videos, and images on platforms including LinkedIn, Facebook, Twitter and Instagram
- **Algorithm:** A social media algorithm is a set of rules and signals that automatically ranks content on a social platform based on how likely each individual social media user is to like it and interact with it. Algorithms are a way of sorting posts in a user's feed based on relevancy instead of publish time.