

## PRESS RELEASE

### United Robots and Schibsted Media Group sign agreement

Schibsted News Media and United Robots have signed an agreement about a new strategic collaboration which means United Robots will offer automated editorial content to all of Schibsted's media houses in Sweden and Norway.

Aftonbladet and United Robots have developed Aftonbladet's acclaimed robot journalism together since late 2017, for coverage including Premier League football and real time traffic news.

– Schibsted have defined areas where automated texts can create content in a way previously impossible. This includes existing areas of coverage, such as traffic and sports, as well as new areas. This will constitute a very useful complement to our journalists' work, says Aftonbladet managing editor Lotta Folcker, who is responsible for Aftonbladet Labs in a Schibsted press release.

– This enables increased engagement with our readers. The collaboration provides new opportunities to give readers fantastic service in a number of areas and we already see how robot journalism, as in the case with our traffic reports, has become a valued and natural part of our promise to the users, says Aftonbladet Publisher Lena K Samuelsson in the press release.

United Robots is the leading provider of automated content specifically tailored for the news industry.

– We're of course proud and happy to be able to develop automated content together with a significant partner such as Schibsted. This agreement means all their news titles in Sweden and Norway will have access to the services United Robots have already developed. It also means we'll be able to co-develop completely new automated services long term with Schibsted, says United Robots CEO Sören Karlsson.

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## **About United Robots**

United Robots AB is a Swedish tech company focused on automated editorial processes. Currently the company provides Scandinavian media groups with automated content on sports, property sales, traffic, weather and local business. The company is based in Malmö and is owned by Sören Karlsson AB, MittMedia AB and Djäkne Startup Studio AB.

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