

PRESS RELEASE

Robot-meets-human lifts local journalism: Sports robot Q&A function takes non-publisher to two media awards finals

This week, Swedish United Robots proved that newsroom automation can make a real difference to journalism, as the company was nominated in two prestigious media competitions – a very rare feat for a non-publisher. The company's Sports robot Q&A function – the robot interviewing team coaches via text message – has been announced as a finalist in INMA's Global Media Awards as well as Sweden's Årets Dagstidning, organised by the country's news publisher's association.



United Robots work in partnership with news publishers, and its NLG (Natural Language Generation) products are based in the needs expressed by newsrooms. The

Q&A is a perfect example of this – as it helps in particular local publishers with limited resources do stories that would otherwise not get done. With the Q&A function, United Robots help create a virtuous circle between news publishers, local sports teams and fans. The robot articles with Q&A combine to provide a platform for coaches to promote their teams and players, and give publishers a way to better service local readers and communities.

Says Bäringsbladet's (part of the Mittmedia group) Editor-in-chief Helena Tell: "For a small local title like ours, with no dedicated sport reporters and limited staffing during evenings and weekends, the coaches comment function is a huge asset. We get match reports – immediately after the final whistle – which are comparable in quality to a story over phone by a reporter. The clubs and fans get the attention and the information they hunger for. The newsroom can instead spend our time chasing the the "real" stories, in other words content which we know a broader set of readers interested in sports want to read."

According to United Robots CEO Sören Karlsson, the Q&A function is a perfect example of how automation can really help local publishers lift their journalism. "Our mission is to support the business of journalism in concrete ways, based on newsroom needs. The Sports robot Q&A getting into the awards finals this week proves that we're making a real difference."

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About the Sports Robot Q&A

Almost all Swedish local news groups publish automatically generated post-match reports of all games in all divisions in all sports, using United Robots NLG based Sports robot. Adding a human element to the stories, a Q&A function was launched, whereby, after writing the article, the robot sends match relevant questions via text message to team coaches after each match. The coaches' quotes are automatically inserted into the articles published on the news publishers' sites.

About United Robots

United Robots AB, founded in 2016, is a Swedish technology company working in automated editorial content. The company, which was founded by journalists, leverages structured data to provide publishers with automatically generated articles about sports, real estate, traffic, weather, local businesses and the stock market.

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