

## PRESS RELEASE

### **Less than a day from idea to deployment: United Robots build Corona Watch newsdesk tool for Swedish Aftonbladet**

In early March the spread of the corona virus picked up pace in Sweden. As a consequence the amount of related material published by authorities increased. The newsroom at Sweden's number one breaking news site Aftonbladet identified a need to gather it all in one feed in order to ensure nothing important got missed. In the morning of March 5, the newsroom sent a request to the United Robots development team for such a feed. After lunch the newsdesk started using Corona Watch to monitor the flow of information.

Corona Watch looks for relevant new information based on criteria defined by the newsroom and then sends it to the desk. According to Aftonbladet Managing Editor Michael Poromaa this solved the problem of updating the 21 regional healthcare authority websites every second, which would have been required in order to be the first to report on new corona cases. "There was an immediate effect," says Poromaa. "From having been, at best, second to publish new cases, we're now more often the first, as happened with 60 new cases in Stockholm on March 10 for example. It's extremely valuable for us that reporters get notifications through the robot alert channel in Slack."

United Robots work daily with Aftonbladet and other large and small media groups, providing the news sites with automatically generated texts about e.g sports, property sales and traffic. "The fact that we develop in such close collaboration with the newsrooms means that we can be very fast and flexible when there's a need for something like the Corona Watch," says United Robots CEO Sören Karlsson. "Our entire team is an extension of the newsrooms we work with."

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## 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. Schibsted title Aftonbladet has worked with United Robots since 2018, and is currently using the sports, real estate and traffic robots as well as the Breaking desk tool to surface stories in data and feeds. In early 2019 United Robots signed a group wide agreement with the Schibsted News Media group across Norway and Sweden. Most Swedish media groups partner with United Robots, including NTM, Mittmedia and Stampen.

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