

PRESS RELEASE

Automation supports the journalistic mission: Publishers who don't consider using robot texts for basic reporting are missing out

Crises always drive automation: for the news industry that's not a threat, it's an opportunity.

The global pandemic is putting additional pressure on an already challenged news publishing industry. The demand for journalism is growing, but a lot of the revenue underpinning it is disappearing. Reporters are increasingly spread too thin to produce all the stories editors need and readers expect. One solution to this problem can be to **free up journalists' time by having robots do the routine reporting.**

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Text robot at work writing about house sales.

Looking back at periods of recession over the past decades, [there's been a leap in automation each time](#) — in different ways for different industries. For the media industry automation is about maximising the impact of our most valuable newsroom resource, the journalists – and let robots take over the relatively predictable writing; the stuff which is easily be automated.

United Robots has been proving the value of newsroom automation across newsrooms in Scandinavia for some years already. Like at local media group Mittmedia, where robots do all match reporting, letting journalists write sports stories that drive digital subscriptions. Or for local group NTM, who set up a regional football vertical in three weeks, for which robots now write 70% of the stories.

Says United Robots CEO Sören Karlsson: "Our mission is to support the news industry. We believe publishers should automate everything that can be automated, so that journalists can focus on the quality stories that underpin the journalistic mission and the business. Audiences expect critical, engaging and important journalism – producing it is a matter of survival for many publishers.

Automation supports that mission and publishers who don't at least consider using robot texts for basic reporting are missing out."

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Learn how one tiny newsroom in Sweden is using robots for match reports, freeing up reporters to write the local stories that drive wider reader engagement: [Download white paper.](#)

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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