

## PRESS RELEASE

### Sports media group ESMG automate for international expansion and hyper local engagement

Swedish sports data and media veteran EverySport Media Group have signed an agreement with United Robots for automated content from the Sports Robot as well as the Transaction bot. The agreement covers match reports in ice hockey, football and floor ball as well as texts on player transactions in ice hockey.

ESMG is a strategic partner to United Robots for sports data, and the two text types covered by the new agreement will be based on ESMG data from the EverySport database and Elite Prospects, the world's largest ice hockey database, respectively.

As well as being a sports data supplier, ESMG is a publisher through a number of sport specific sites in Sweden, Finland and with further countries to come. With the automated match reports, initially in football, ice hockey and floorball, the group will be able to cost effectively cover all leagues including junior leagues. Says ESMG CEO Hannes Andersson: "The strategy is to offer comprehensive coverage. We believe publishing thousands of articles with a dozen or so views each, generates value in a couple of ways. Firstly it's about reach, which is the foundation of our current business model. Local sports articles often go viral in small clusters which means we reach big audiences on hyper local level. It's also important for our brand to be seen to provide coverage of all leagues and divisions, including junior ones."

Andersson adds that going forward, the automated content may support a reader revenue business for ESMG. "We're keen to explore charging for content, based on data driven insights. We believe the hockey player transaction texts, e.g., will be something people will be prepared to pay for."

United Robots CEO Sören Karlsson sees clear advantages in deepening the strategic cooperation with ESMG. "The combination of the ESMG's quality sports data and



*Hannes Andersson, ESMG CEO.*



our automated content platform opens doors to product development that can benefit publishers more widely.”

ESMG’s Hannes Andersson agrees. “United Robots have very competent media strategists and are innovative in identifying effective uses of the content they produce. They provide technical as well as conceptual solutions. We believe that together we can increase the value of our strong data offering and data analysis.”

### **About ESGM**

EverySport Media Group (ESMG) is a publisher and content provider in sports media and betting. ESGM run some of Scandinavia’s most popular sports sites and communities, such as Svenskafans.com and Hockeysverige.se, and is also a global power house in ice hockey with its website and premium services surrounding EliteProspects.com. ESGM is a digital only publisher with a revenue split between licences, advertising and reader revenue. The last two years the focus in the media business has been on creating recurring reader revenue from digital subscriptions and premium offerings.

### **About United Robots**

United Robots is the world’s leading Content-as-a-Service solution for robot journalism. The company provide automated editorial content from structured data using data science and AI, including NLG (Natural Language Generation). United Robots have provided some 100 news sites with > 3mi automated texts since launch in 2015. The company work as partners to publishers in Scandinavia, Europe and North America who are using robots as newsroom resources to launch new verticals, drive conversions, provide real-time services, do geo targeting and more.

### **Contact**

Sören Karlsson, CEO United Robots AB  
soren@unitedrobots.ai  
+46 708 784630

Hannes Andersson, CEO ESGM  
hannes.andersson@esmg.se  
+46 70 8800 384

More information at: [unitedrobots.ai](http://unitedrobots.ai)



United Robots AB  
PO Box 5173, 200 71 Malmö, Sweden  
unitedrobots.ai