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## PRESS RELEASE

### **Swedish NWT includes robot journalism in their reader revenue strategy. "Our goal is to provide a richer local journalism offer."**

Swedish local media group NWT Media have signed an agreement with United Robots for automated content for the group's publishing channels. The agreement includes automatically generated content in sports, real estate, traffic, weather, company registrations & bankruptcies as well as the editorial news alerts service Breaking Desk. The sports content service also includes Q&A, United Robots' platform for automatic retrieval and publication of coaches' comments.



*Mikael Rothsten, Publisher, NWT Media.*

"Our partnership with United Robots constitutes a significant boost for our local journalism and the winners are the readers in our regions. We'll now be able to cover events which we rarely or never had the resources to cover previously. The automated articles will also free up editorial resources which can be applied to producing other valuable journalism," says NWT Media Publisher Mikael Rothsten.

"The fact that there is an automated function through which team coaches can submit comments, provides a great value add for readers of the robot written articles," continues Rothsten.

According to Rothsten, over the past few years automatically generated editorial content has significantly improved in terms of the journalistic quality it delivers. This fact, coupled with other media companies' positive experiences when implementing robot journalism, contributed to NWT's decision to invest in automated content from United Robots.

"By deploying robot journalism, the goal is to be able to offer our readers even better and richer local journalism, not least thanks to the breadth of coverage possible. Automating editorial workflows and processes will play a significant part in delivering reader revenue success," says Mikael Rothsten.



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According to United Robots CEO Sören Karlsson, it's notable how local media groups like Gota Media increasingly consider automated content an question of strategic importance. "They clearly see the opportunity to free up valuable reporter time from routine reporting, while at the same time the robot written content in itself contributes to driving reader revenues."

### **About NWT Media**

NWT Media have operations in the Swedish regions of Värmland, Dalsland, Skaraborg and own morning newspapers, a freesheet as well as digital media. The group's brands are Arvika Nyheter, Dalslänningen, Filipstads Tidning, Fryksdalsbygden, Götene Tidning, Hjo Tidning, Karlskoga Tidning-Kuriren, Karlstads-Tidningen, Mariestads-Tidningen, Nya Kristinehamns-Posten, Nya Lidköpings-Tidningen, Nya Wermlands-Tidningen, Provinstidningen Dalsland, Skaraborgs Allehanda, Säffle-Tidningen and Värmlands Folkblad.

### **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.

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