

PRESS RELEASE

Guatemalan publisher Antorcha Deportiva to automate 4,000 match reports. "Lets us reach large audiences on hyper-local level."

Guatemalan sports publisher Antorcha Deportiva, part of the Farm Roma group, have signed an agreement with United Robots for automated match articles for some 4,000 football matches yearly. The agreement covers pre and post match texts and includes archive images and result graphics with team logos.

"Using content automation means Antorcha Deportiva will be able to cover all 4,000 matches that take place annually in Guatemala, both in the top football leagues and the minor leagues, including the top three men's divisions, the women's league and the Futsal league," said Francisco Aguilar, co-founder of mother company Farm Roma and director of Antorcha Deportiva. "Thanks to automated journalism, we can write about every local football match, coverage that no one else provides."

"The strategy is to offer comprehensive coverage round the clock," continues Aguilar. "We believe that publishing thousands of articles, each with a dozen hits, generates value in several ways. It's about volume and reach, where local sports articles go viral in small groups, and so we can reach large audiences on a hyper-local level. It is also about building our brand as one that covers all leagues and divisions, including the minor leagues and the youth leagues," Aguilar explained. "For a national media brand like ours, being able to cover all games in all divisions is a very important point of engagement with our audience."



*Francisco Aguilar, Director
Antorcha Deportiva, co-founder
Farm Roma.*



*Rodolfo Móvil Director, co-
founder Farm Roma.*

continues.



Antorcha Deportiva is part of Farm Roma, a new Guatemalan-based publishing house that creates digital and print content for national and local news sites, and aspires to become one of the most important publishing groups in Latin America. Founded by veteran journalists Francisco Aguilar and Rodolfo Móvil, with extensive experience in the Guatemalan publishing sphere, Farm Roma seeks to produce innovative editorial products that can work effectively in a product-thinking world.

According to United Robots CEO Sören Karlsson, it's notable how news media in Latin America are waking up to the value of automating content production. "We've proven the concept in Scandinavia over the past five years. Automating sports reporting means publishers can cover all matches, which helps them build out both the subscription and the advertising business. We're glad we can now bring this service to the Latin American market."

About Antorcha Deportiva

Antorcha Deportiva.com connects sports content with the cultural lives of millions of Guatemalans, from its print era 25 years ago to the new digital-first format launched in 2012. As a leading national sports outlet, it represents a chronicle of Guatemala's modern sporting history, not only in data, but in sporting cultural identity, in the emotions and positive effects of sport in a society that benefits greatly by setting examples of fair play, effort, teamwork, admirable defeats and euphoric victories.

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 > 4mi 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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