

## PRESS RELEASE

### **El Espectador in Colombia to automate domestic and international football match reports. "Success is measured in reporter time saved."**

Colombian news publisher El Espectador has signed an agreement with United Robots for automated match articles for a number of major domestic and international football leagues. The agreement covers pre and post match texts. All texts will be enriched with images, team logos, and affiliate URL linking to El Espectador. The texts will be automatically enriched with metadata to optimize distribution.

"The key advantage of automating content is to have a service that goes beyond chasing wires from a news agency." says Fidel Cano Correa, Director of El Espectador. "In addition to having high quality content that we can deliver automatically to our readers, it frees up time for reporters to develop quality journalism. Robot journalism helps keep our journalists happy by taking care of the routine reports that kill motivation in the newsroom."

Adds Sports Editor Luis Guillermo Ordoñez: "Up until now, we have only been able to produce two or three reports on the most important matches from each league. Once we go live with United Robots' service, we will be able to produce four times more international content and double the domestic. For some matches we don't have the possibility to publish a report immediately, and now it will happen as soon as play is over."



*Fidel Cano Correa, Director of El Espectador*



*El Espectador Sports Editor Luis Guillermo Ordoñez*

*continues*



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 El Espectador**

El Espectador, founded in 1887, is the oldest newspaper in Colombia. Under the direction of Fidel Cano Correa, El Espectador is highly regarded for its independence, credibility, and objectivity. In recent years, El Espectador has transformed its content in line with new trends in journalism and consumer preferences. In this way, it has developed successful digital opinion channels, such as La Pulla, Las Igualadas, En Contexto, Moneygamia, La Rubia y La Morena, La Disidencia, Red Zoocial, among others. As part of this evolution, in 2018, El Espectador was the first news media company in Colombia to commercialize its content using digital subscriptions. Comunican S.A. and Inversiones Cromos S.A.S. are the publishing companies behind El Espectador and the magazines Veja and Cromos.

### **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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