

> Newsroom automation Robots as Resources

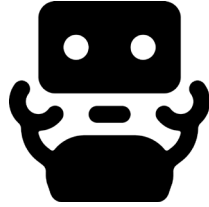
In times of digital transformation, automated content is a growing opportunity for media companies to uphold their mission to inform and serve readers with essential and interesting journalism. Not only do robots deliver large amounts of high-quality and reliable content at low costs. By doing the legwork on selected volume reporting, they also allow newsrooms and reporters to take time for quality journalism, featured or investigative.

Leveraged right, robots are a perfect complement to reporters.



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Approximate time it takes the robot to write an article – and it can produce 100s in parallel. Topics include sports, traffic incidents, house sales, company registrations and more



Advantages of robot content

- Automation** – no manual tasks involved
- Speed** – text created instantly
- Reliability** – correct data = correct text
- Consistency** – whenever there's new data
- Strategic distribution** – publication can be scheduled and through #s of channels
- Free up reporter time** – use robots for routine reporting



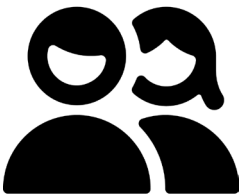
Low cost

Automated content is a low cost way to generate volumes of articles (+ inventory) suitable for geo-targeting, personalisation, new vertical sites etc



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Average number of articles generated per week by Mittmedia's sports, real estate & traffic robots (2019)



Two

Number of extra fulltime reporters needed to do the writing the robots do at tiny local Swedish publisher Bärnagsbladet / Arboga Tidning, in a newsroom of 5 reporters + Editor-in-chief.



20%

Average CPM boost for data enriched inventory from robot texts
In 2019 MM's robot texts generated:
Average of €15 CPMs for adjacent inventory
Pageviews – 7,3 million
Ad impressions – 11 million
Robot share of total ad inventory: 3%



2000-4000

Number of pageviews a particularly popular robot written article can generate. Equals 2-3 days work by reporter (Mittmedia)



> Robots and humans, both, should be focused where they have the most impact.