

# > News automation

## Robots as Resources

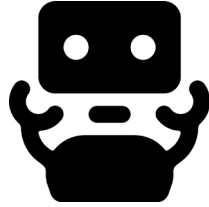
In times of digital transformation, automated content is a growing opportunity for media companies to uphold their mission to inform and serve readers with essential and interesting journalism. Not only do robots deliver large amounts of high-quality and reliable content at low costs. By doing the legwork 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.**



<5 sec

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



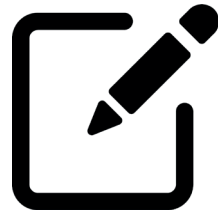
### Advantages of robot content

- 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



20%

Proportion of articles written by the real estate robot in a newsroom of 100 journalists at Norwegian Bergens Tidende. The automated real estate content is responsible for 1,000 subscription sales a year (@ €24 / month).



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 Mittmedia's robot texts generated:**  
 Average of €15 CPMs for adjacent inventory  
 Pageviews – 7,3 million  
 Ad impressions – 11 million



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.**