

## PRESS RELEASE

### Local media group Gota Media go all in on robot journalism with United Robots

Local media group Gota Media is the latest of a growing fleet of Scandinavian publishing houses who see the value of automating as much of their routine reporting as possible. Gota Media have signed a group-wide contract for most of United Robots' robot produced content services: sport match write-ups and pre-match texts, real estate sales articles, texts about company registrations and bankruptcies, traffic incident updates as well as the Breaking Desk newsdesk alerts solution.



*Peter Sigfridsson, Head of Production Development, Gota Media*

For Gota Media, investing in newsroom automation is a strategic decision geared to driving value in its local journalism and for its readers. Says Peter Sigfridsson, Head of Production Development: "Gota Media want to leverage current industry developments. By automating routine reporting, we free up editorial time and resources to create more qualified journalism which adds value for our readers and support our reader revenue business."

Gota Media have published automated texts about home sales for the past two years, which has contributed to driving the digital reader revenue business, according to Sigfridsson. "By expanding the number of published articles through automation, we'll open a wide entrance for even more readers to become paying subscribers."

The volume and geographical granularity of articles generated by United Robots mean Gota Media will be able to provide comprehensive coverage of all local areas. "While we have razor sharp focus on local content, we still have white spots on the reporting map. With automated texts we ensure readers in these areas too, receive regular updates about local events," says Sigfridsson. He adds that with Q&A, a function by which the robot interviews team coaches via text message after each game, "even automatically written texts come to life."

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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 Gota Media**

Gota Media is a local media group in the south of Sweden, with subscription supported news brands including Barometern, Blekinge Läns tidning, Borås Tidning, Kristianstadsbladet, Ystads Allehanda, Trelleborgs Allehanda, Sydöstran, Smålandsposten, Ulricehamns Tidning and Ölandsbladet.

### **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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