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## PRESS RELEASE

### **McClatchy and United Robots in strategic pilot partnership about automated real estate stories in Sacramento County**

US local media group McClatchy have signed an agreement with automated journalism provider United Robots for a pilot partnership to deliver automated news about home sales in Sacramento County, CA.

The agreement includes automatically generated stories about individual sales as well as aggregated articles on aspects such as median or average price, and top lists of most expensive homes sold during given periods for given areas or neighborhoods.

The articles, generated by United Robots' Real Estate robot and based on real estate data from prominent industry data providers, will include images of properties as well as satellite maps, through a global agreement United Robots holds with Google. The content will be delivered regularly and automatically to McClatchy end points, including sites, apps and the CMS. Automated real estate content is one of United Robots' most popular services and, as it allows publishers to write about every house sale in every neighborhood, this content is best in class for driving reader engagement.

Says McClatchy Managing Editor, Audience Engagement, Cynthia DuBose: "Our focus is on serving our communities, and a key component of that service is providing streamlined access to content that is relevant to our readership. Timely and accurate real estate information is in high demand in this tight housing market, and this agreement will enable us to deliver that information to Sacramento Bee readers at a time when they need it most."

United Robots CEO Sören Karlsson comments: "We are thrilled to be working with a leading and progressive media group like McClatchy to deliver real estate news automation in the US."

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According to Karlsson, automated content is increasingly becoming a question of strategic importance for local media companies around the world. “By deploying content automation – in this case around real estate news – it’s possible to hugely expand hyper local coverage, allowing publishers to serve all communities with engaging stories while driving advertising revenue as well as subscription sales.”

### **About McClatchy**

McClatchy is a media company dedicated to providing news that is essential to communities in the 29 markets in 14 states across America that it serves, in a wide array of digital and print formats. McClatchy is publisher of iconic brands including the Miami Herald, The Kansas City Star, The Sacramento Bee, The Charlotte Observer, The (Raleigh) News & Observer, and the (Fort Worth) Star-Telegram.

### **About United Robots**

United Robots is the world’s leading Content-as-a-Service solution for robot journalism. The company provides 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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