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## PRESS RELEASE

### **Nyheter24 builds robot journalism into their editorial strategy. Step one: automated top lists on real estate sales.**

Nyheter24.se, one of Sweden's largest news sites, has taken a strategic decision to use automated content in order to further broaden the journalistic offering. The company has signed an agreement with United Robots, provider of Automated Content-as-a-service. The partnership initially encompasses delivery of automatically generated top lists on real estate sales to be published on the news site.

The top lists, a brand new service from United Robots, will be tailored to fit the Nyheter24 editorial product. E g: *The 10 most expensive homes sold in the past week, month and year for a specific geography, Sales in the 30 most exclusive neighbourhoods in Sweden over the past month and The ten most expensive holiday homes.* United Robots' Real Estate Robot will also run the real estate sales lists against lists of members of the Swedish parliament as well as a couple of hundred Swedish celebrities, in order to flag up particularly interesting sales.

Nyheter24 Editor-in-chief Henrik Eriksson says that the partnership with United Robots constitutes an important, new strategic component for the publisher: "For Nyheter24 this represents a key investment in a future where I believe and hope that robot journalism will form an integral part of our editorial work. Robot journalism will make us sharper and I'm convinced we'll identify additional topics to cover in the near future."

United Robots CEO Sören Karlsson says: "Clearly, increasing numbers of media companies see the unique opportunities offered by automated content. For Nyheter24 it's about leveraging the robot's ability to analyse large amounts of data in order to create unique and completely new content which drives reader engagement. We're very happy to partner with this progressive news publisher."

*cont.*



*Nyheter24 Editor-in-Chief  
Henrik Eriksson*



United Robots AB  
PO Box 5173, 200 71 Malmö, Sweden  
unitedrobots.ai

## **About Nyheter24**

Nyheter24 was founded in 2008 and is one of Sweden's largest news sites.

Nyheter24 is a national news site, focussing on younger readers, with a third of the audience being 25–34 years.

Nyheter24 was nominated in the Swedish Newspaper of the Year competition in 2016, 2015 and won the award in 2010.

## **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.

## **Contact**

Sören Karlsson, CEO United Robots AB

soren@unitedrobots.ai

+46 708 784630

Henrik Eriksson, Editor-in-chief, Nyheter24

henrik.eriksson@nyheter24.se

+ 46 8 678 77 00

More information: [unitedrobots.ai](https://unitedrobots.ai)



United Robots AB  
PO Box 5173, 200 71 Malmö, Sweden  
[unitedrobots.ai](https://unitedrobots.ai)