

united robots|

EMPOWERING JOURNALISM.



Heard of ChatGPT...?

Limitations for fact based text:

- Can **access** all available info, but cannot **fact check**
- If it can't find a fact, it will **make one up**
- No access to internet = no access to any info/text after 2021

About us

- Market leaders in **automated editorial content for media and newsrooms.**
- Products used for a variety of purposes; editorial content, newsletters, alert notifications to readers/newsroom and more.
- We offer **content-as-a-service** for publicists to be able to reap the full benefits of content automation.

2015

2017

Some customers to date


McCLATCHY

GANNETT

 MEDIAHUIS

Newsweek

Miami Herald


BONNIER
News Local


Forum
Communications
Company



ADVANCE
LOCAL

Schibsted

STAMPEN
LOCAL
MEDIA.

dpgmedia 

 Gota
Media

Bergens Tidende

AJC The Atlanta
Journal-Constitution

DC THOMSON

SPORT
BLADET

How we work

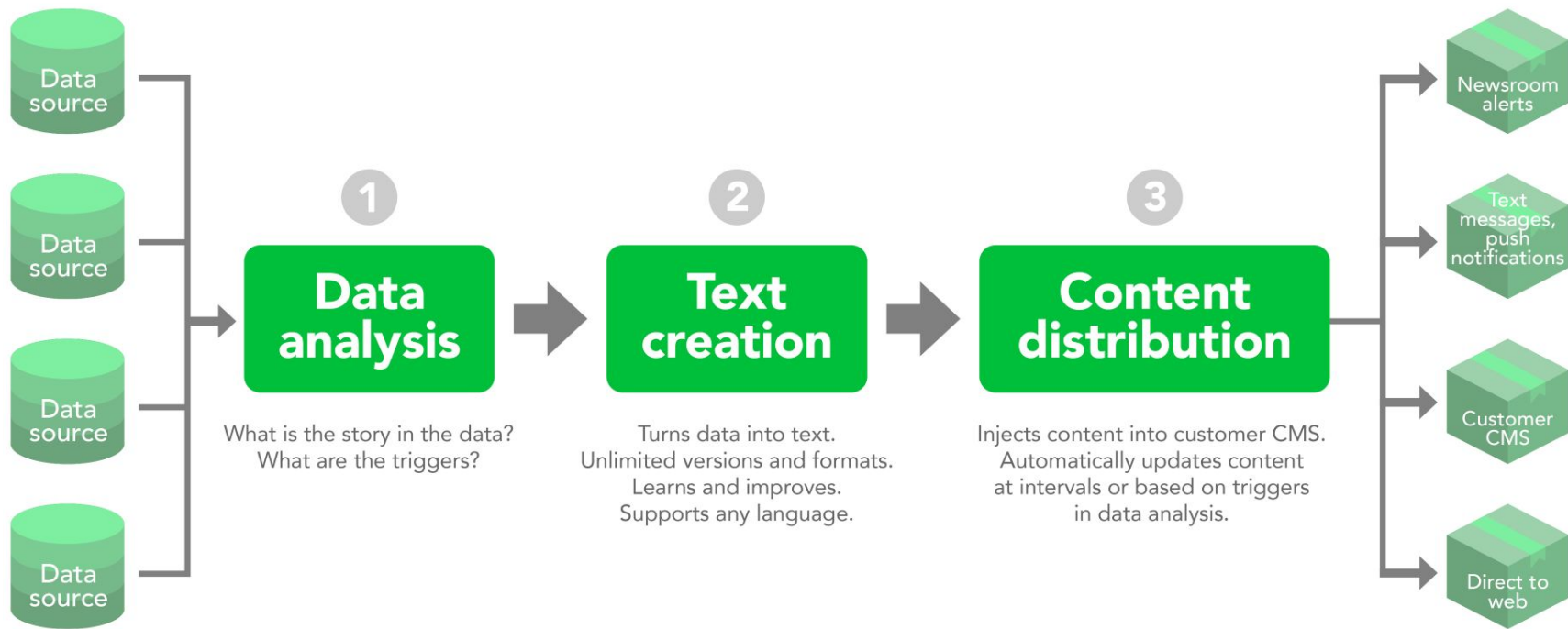
Content-as-a-service

The United Robots content-as-a-service philosophy and approach are reflected in all of our processes.

From discussions on desired and hired services into the delivery and success management phases.

	united robots	Self Service
Taking care of data – expert knowledge, research & availability	✓	✗
Delivery team managing creation of client unique texts	✓	✗
Personal integration management towards client systems	✓	✗
Full support and management of running services	✓	✓
Product teams assisting in post launch refinement to texts	✓	✗
Personal client success management	✓	✗

The platform – scaling up human writing



Key points – texts

- Platform built on sophisticated **templates**, not Large Language Models like GPT
- **Scaling up human writing**, not building robots to mimic it.
- Above allows us to **adjust language to publisher**
- **Language team** rather than automated translation

Data type	Description	Datapoint	Data	
Fixture data	League name	league	La Liga	
	Team names	home.team / away.team	FC Barcelona	Valencia
	Date and time they played	match.date, match.time	Friday, 4 pm	
Match data	Final score	end.result	3	0
	Halftime score	half.result	1	0
	Consecutive wins	winner.winstreak	5	0
Goal data	Number of goals each team scored	goals.count	3	0
	Goal scorers name	goalscorer	Lionel Messi, Sergio Busquets	-
	Number of goals each goal scorer made	goalscorer.count	2, 1	0
Standings data	Current table positions	table.position	2nd	13th
Next match	Date scheduled to play	next.match.date	Thursday January 2nd	Thursday January 2nd
	Time scheduled to play	next.match.time	9pm	8pm
	What side team will be on	next.match.side	away	home
	Against what team they will play	next.match.against	Real Madrid	Sevilla

winner keep on winning and now have **winner.winstreak** straight wins

It's smooth sailing for **home.team** in **league** and they claimed another victory on **match.date** in the **winner.side** game against **away.team** and made it **winner.winstreak** in a row. They won **end.result** (**half.result**) over **away.team** **goalscorer** scored **goalscorer.count** and **goalscorer** added **goalscorer.count** goal for **home.team** .

For **home.team** this means a **table.position** place in the table, while **away.team** are in **table.position** place.

On **next.match.date** **home.team** play **next.match.side** to **next.match.against** at **next.match.time** and **away.team** will face **next.match.against** at **next.match.side** at **next.match.time** .

FC Barcelona keep on winning and now have **five** straight wins

It's smooth sailing for **FC Barcelona** in **La Liga** and they claimed another victory on **Friday** in the **home** game against **Valencia** and made it **five** in a row.

They won **3-0** (**1-0**) over **Valencia** .

Lionel Messi scored **twice** and **Sergio Busquets** added **another** goal for **FC Barcelona** .

For **FC Barcelona** this means a **second** place in the table, while **Valencia** are in **13th** place.

On **Thursday January 2nd** **FC Barcelona** play **away** to **Real Madrid** at **9pm** and **Valencia** will face **Sevilla** at **home** at **8pm** .

Data at the core

How we work with data

- **Data quality:** Where is the data sourced from?
- **Data timeliness:** How up-to-date is the data?
- **Data structure:** Is the data structure automation friendly?
- **Data accessibility:** Is access to the data automation friendly?
- **Publishing legality:** Can the data legally be published?

Data processing

- **Processing to make data usable:** Cleaning out irrelevant or sensitive info.
- **Processing to add value:** League standings and stats, summary reports.

Data processing

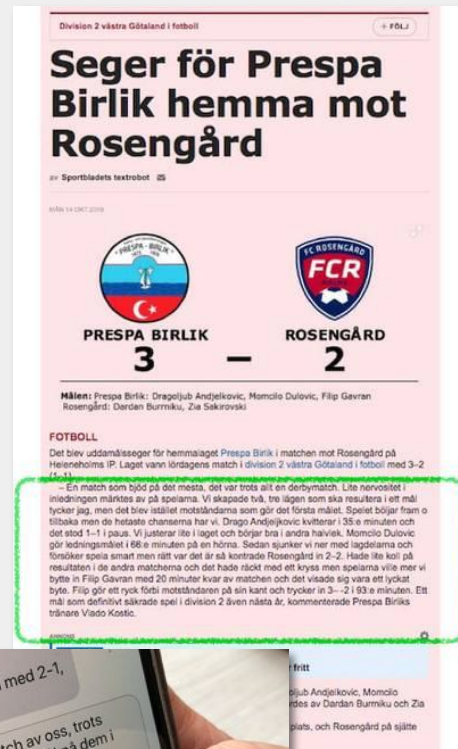
- The text output needs to be **consistent and predictable**.
- A sports text can be **varied in 100 million ways**. But the words should feel like a journalist's.
- **AI on top:** On top of templates, we add algorithmic analysis of the data (historical, comparisons, triggers etc) to add a vivid, flexible and forceful dimension on top of templates.

Distribution

- Our content is mostly **hyperlocal**
- To derive value from the volume of texts that the robot can generate, it is key that each story reaches the right reader at the right time
- The answer is **metadata**
- Best practice is using metadata to segment content and geography
- All data can become metadata in our delivery

Q&A

Coaches' comments

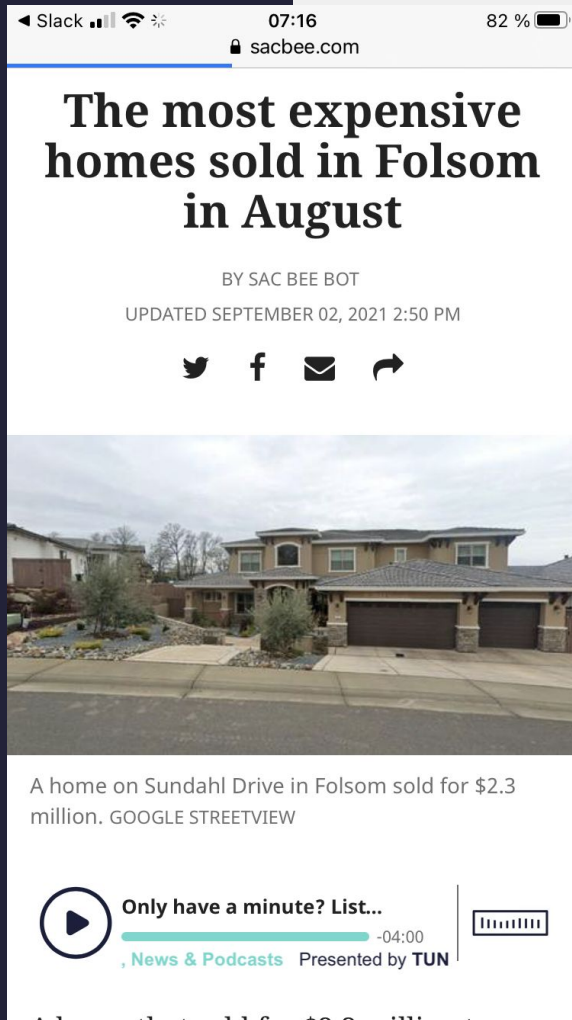


Thank you!

Read more about us at unitedrobots.ai

Publisher cases

McClatchy: automated real estate & high school sports



- Started small, grown from 1 market to 10
- Audience engagement team key to gather & share insights
- Reporters & robots working together = new products (newsletter)

McClatchy

“It’s great to say you want to start testing AI, but you need to work out what **problem you’re solving for**. For us, it was about bringing in **more information** – we want to be a community portal, similar to the way print used to be.”

Cynthia DuBose, VP Audience Engagement & Content
Monetization



NTM

Swedish local media group

11 miljoner kronor för veckans dyraste hus i Norrköpings kommun



Parmvägen 100, Örnadagatan 74 och Högbygatan 14
Foto: Montage, Söndra Sveriges

En fastighet som såldes för 11 miljoner kronor toppar listan över de dyraste fastighetsförsäljningarna i Norrköpings kommun förra veckan.

- Automated: Local businesses (annual reports), real estate sales, traffic reports
- **“Newsworthiness” algorithm** based on data; e.g. most expensive house ranks highest
- Used to **determine placement on sites.**

Forum Communications US



- Automated: Game reports from **Junior hockey leagues**
- = Expanded coverage of leagues on ice hockey vertical
- In parallel: **More reporters hired** for new video shows and social media content
- Goal “provide **more robust hockey coverage** for fans.”