united robots

EMPOWERING JOURNALISM.



united robots

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

THE SACRAMENTO BEE Politics Opinion Obstantes - Personal Finance Food & Dank See Curious Equity Lab H

Prep football roundup: Scores, highlights and more from around the Sacramento area



The Elk Grove Thundering Herd wan their players opener when they hosted the Johnson Warriors on Friday. The linal store was 48 12.

The Elk Grove Thundering Herd's somers: David Hale stored a muchdown, Dylan Archaleta scored a touchdown, J. Rosaks scored two touchdowns, Mason Vanques scored a muchdown. Wayshawn Parker soured two touchdowns and linyan Cervanies kicked five extra points.

SHELDON HUSKIES BEAT LINCOLN TROJANS

The Sheldon Buskies won their home game 53-22 against the Lincoln Trojans on Criday

for the Sheldon Huskies: Scott Misson scored four much dosens and scored a recpoint conversion, Devin Green scored a touchdown and Zach Wilton licked a point

The Huskies warted the game well and were in the lead 6-0 after the first quarter. At halftime the Huddes were in the lead 12-0.

The third quarter ended 6-8 in the Trojane' favor, and the score was 18-8 going into the fourth quarter.

The Huskies ended the game well and wort 33-22.

DEFEAT FOR TRACY BULLDOGS AT THE HANDS OF ANTELOPE TITANS The Trucy Bulldage lost their home game to the Antelope Titans 41-38 on Friday.

The Assolope Thans' scorery David Whoten stored a touchdown and kicked a point, Cassily Cole scored two touchdowns, Curron Borders scored two touchdowns, Trevon Watson stored a southslown and Landon Richardson scored four points. The Buildings started really strong with a 140 lead in the first quarter.

The Titans mode a comeback in the second quarter and owncored their opponent 14 7. Nonetheless, the team was behind 21-14 at halfring.

After three quarters, the Buildogs were in the lead 27-21.

The Thans country keep it up in the second quarter, in which the Trans outscored them 7-14. At helftime the score was 21-14 to the nulldogs.

GRANITE BAY GRIZZLIES BEAT INDERKUM TIGERS

The Granite Bay Grisches sonn their home game 26-16 against the Inderkum Tigers

The Inderform Tigers' corrers: Glovanni Jorlen scared a touchdown, K. Boone-Nelson scored a touchdown and K. Mighra scored two pourts. The teams played evenly in the first quarter, which mided sooreless.

The Crizalies led 17-0 at halltime.

After three quarters, the Grizzlies were in the lead 17-7.

The pame ended in a 24-14 victory for the Grizzlies.

VACAVILLE BULLDOGS VICTORIOUS AGAINST LODI FLAMES 1 - 4 Phomos 25-20 on Friday LIBOUTED MONIDARES DO 2025 A SA AM

ONB

vint in doelpuntenfestiin van Jubbega

EN - Een geweldige overwinning voor ONB in de thuisw a in de 4e klasse zaterdag. De wedstrijd eindigde in 7-2

ft nu zes punten en Jubbega staat na twee speeldagen op

jende speelronde speelt ONB op zaterdag 24 oktober om 1 speelt op zaterdag 10 oktober om 9:00 uur thuis tegen R





Vatten tränger upp ur marken väg avstängd

♥ LOKALT STOCKHOLM BYT ORT

Översvämning påverkar trafiken på väg 275

Väg i Bromma avstängd efter översvämning

Miami Lakes, Florida house sells for \$790,000

How many square feet of luxury property does \$1 million get you

Comparison of the most expensive cities for real estate. BY MARTA OLIVER CRAVITOTIO &



uly 2021 for

21 for \$630,500 a

rust 2021 for

Nästan klart och 12 grader i Ovanåker under förmiddagen







Under eftermiddagen väntas det bli molnigt väder som övergår till halvklart väder framåt vällen. Under förmiddagen förväntas måttliga nordvästliga vindar som senare avtar och



Grand Falls Rapids: Zac Arsenault.

GRAND FALLS

Møyfrid Tysdal har fått skikk på de røde tallene

Shrewsbury Borough hou sells for \$519K

Scorers: Edmundston Blizzard: Mitchell McLeod, Mathieu Pelletier.

| Asbury Park Press Published 9:31 AM EDT Mar 13, 2020



This Google Street View image shows the approximate location of 209 Shrewsbury Borough. The property at this address changed hands in when new owner bought the property for \$519,000.

A 2,366-square-foot house in Shrewsbury Borough has changed property at 209 Yale Blvd. was sold in November 2019. The \$519 works out to \$219 per square foot, which is below the Shrewsbu

steckfilmen skriftsinntekter er cirku 81,5 millioner knoner, e fanbedring på 8,5 procent fra 2019. Defitsresuffatet gika n 84.000 knoner i minus til runsk regnet 1,3 millioner knoner pluss.
Resultatet for skatt er også høyete enn forrige år, rundt t, millioner kroner mot 38,000 kronet.
Totalt gir dette en defformergin på 1,6 prosent, som er bed enn i 2019. Da var marginen 0,1 prosent i minus.

Slik har de siste årene vært

1054			M11 OF 50500 1	
	Driftsänntekter	Driftsresultat	Resultat fer skan	
020	81,736,000	1.282.000	1.319,000	
	75.304.000	-84,000	38.000	
		-893.000	-836,000	
17	85.471.000	1214.000		

kvedbransjen till Møyfrid Tysdal er ifølge årsregnsk

heten har 22 ansame. Siden 2015 har bei redusert staben med 50 prosent. Da bested den av 44

Eleren, Mayfrid Tysolal (661), tok ut én million kroner i utbytt

nemärsperioden ble hentet ut i 2017. Da vär summen én millon krener. Sarvno person er også daglig leder og styreleder. Daglig der står oppført med en lenn på omhrent 600,000 k

Slik er bransjetoppen

it etter dritsinstekter er Mayfrid Tyschil den 21. sterste Mer forer dissertances or longitur 13hoor from it. Internal 431 bedditten innen sin bramier (Bargen konneune, rustenar 431 Vestand Fylie, og den 233, største på landsbasis. Det finnes

107 setskaper i samme bransje i Bergen Sik ser bransjelsten ut i 2020, måt i diftur

			-act on the		
	Driftsinnt	ekter	Driftsrea	idiat Resultat	
1. Trand AGE Anderse		00	7.418.000		
2. Eldsvá Dagligvas	g 177.793.00	10	4.823.000	4.890,000	
3. Preben A. Madse	157.525.00	0 ;	2.974.000	4.417.000	
4. Hanne Staten	146.867.00	2 2	569.000	2.613.000	
5. Jarle Lilletvedt	139.290.000		887.000	4.924.000	
6. Frade Andersen Mat	135.134.000		030,000	6.692.000	
7. Elvind Madsen Mat	127.610.000	3.3	203.000	3.263.000	
8. Alto Bergen Storsenter	126.665.000	3.2	83.000		
9, Yorgersen Dagligvarer	119.457.000	2.71	2.000	2.736.000	
10. Trond Matrin Sporsholm	110.550.000	644	000	673.000	

Some customers to date









GANNETT



Schibsted











Newsweek







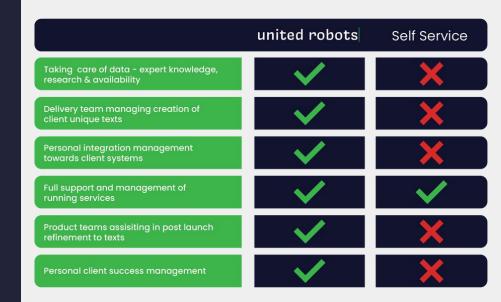
Hiami Herald

How we work

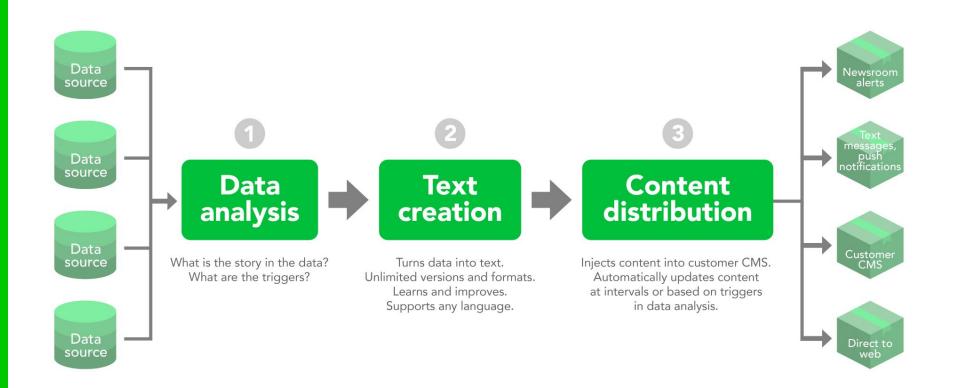
Content-as-a-service

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.



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 League name	Datapoint	Data La Liga		
Fixture data		league			
	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	

```
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
                                    end.result ( half.result ) over
 winner.winstreak in a row. They won
                                                                  away.team
                                                     added
                                                             goalscorer.count
 goalscorer scored goalscorer.count and
                                         goalscorer
goal for home.team .
    home.team this means a table.position place in the table, while
are in table.position
                    place.
                                      next.match.side to next.match.against
    next.match.date
                     home.team play
   next.match.time and
                        away.team
                                   will face next.match.against at
                                                                   next.match.side
   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
         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.
    FC Barcelona this means a second place in the table, while
                                                             Valencia
are in
     13th
           place.
   Thursday January 2nd FC Barcelona play away
                                                      Real Madrid
                                                  to
   9pm and Valencia will face Sevilla at
                                          home
                                                    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

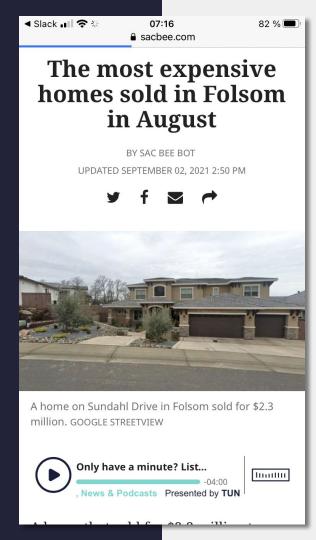


Thank you!

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



Perropus/Agen SSC, Enemadagusen 74 och Högbygeren 13 Dans Marrama, Schools Browning

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."