

PRESSMEDDELANDE

United Robots deliver their 1 millionth automatically generated article

As robot journalism makes its debut in newsrooms around the world, this week United Robots earns the right to call themselves veterans of this editorial technology. On June 6, just over three years since the Swedish tech company sent the first automatically generated article to their first publisher client, they're set to deliver the 1 millionth text. The calculation includes only texts that have been ordered by publishers, generated by United Robots and sent to clients for publication.

United Robots' current production rate is about 2,200 articles a day sent to publishers, but that's increasing fast. The company have signed on a number of new clients, most recently the entire Schibsted group (<https://unitedrobots.se/news>), and have several additional ones in the pipeline beyond Scandinavia. So while it took three years to reach 1 million automatically generated articles, the goal is to reach 2 million a year from now.

"As we're making a breakthrough internationally, with new products in new languages, our article production will jump. If 2019 continues as it's started, our market will grow considerably. We're only at the beginning of our journey," says United Robots CEO Sören Karlsson.

About United Robots

United Robots AB is a Swedish tech company focused on automated editorial processes. Currently the company provides Scandinavian media groups with automated content on sports, property sales, traffic, weather and local business. The company is based in Malmö and is owned by Sören Karlsson AB, MittMedia AB and Djäkne Startup Studio AB.

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