

PRESS RELEASE

United Robots Partners with Atex to Power Automated Journalism

United Robots is excited to announce a strategic partnership with CMS provider Atex, enabling seamless activation of automated content feeds directly within Atex's digital publishing products — including MyType, their latest SaaS CMS for newsrooms, also available as a WordPress plugin.

The integration empowers newsrooms to streamline content workflows by automatically publishing United Robots's high-quality, data-driven stories — such as local sports, real estate, weather, and traffic updates — directly into their CMS. This reduces manual workload, boosts output volume, and allows editorial teams to focus on higher-value journalism.

Modern newsrooms are under increasing pressure to do more with less. By combining MyType's flexible, cloud-native architecture with United Robots' robust automated content engine, publishers can drive efficiency and maintain a consistent stream of relevant local content — across both digital and print platforms.

"News publishers use our service in order to provide readers with unique hyperlocal stories relevant to them, stories based on quality local data," says United Robots CEO Andreas Melvanus. "Thanks to automation, this is content that adds value to local journalism without impacting newsroom resources. The integration with Atex's MyType will make it even easier for publishers to access and publish this unique local content."

"Our partnership with United Robots makes it incredibly simple for publishers to harness the power of automated content," said Cesare Navarotto, Product Manager at Atex. "With just a few clicks, newsrooms using MyType can activate United Robots' feeds and deliver timely, hyperlocal content across digital and print channels."

The United Robots integration is now available to all Atex CMS and MyType customers. If you're interested in learning more or seeing a demo, contact us today.

About United Robots

United Robots is the world's leading Content-as-a-Service solution for automated editorial content. The company provides automated editorial content from structured data using data science and (rule based) AI, including NLG (Natural Language Generation). United Robots have provided some 200 news sites with > 5mi automated texts since launch in 2016. The company works as a partner to news publishers in Scandinavia, Europe and North America who are using robots as newsroom resources to drive traffic, launch new verticals, drive conversions, provide real-time services, do geo targeting and more. For further information, visit unitedrobots.ai

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About Atex

Atex is a global software company providing solutions for content management, digital publishing, and advertising to news publishers and media organizations. Our flagship platforms — including the SaaS-based MyType CMS — enable content-first workflows and seamless multichannel distribution. Trusted by media leaders around the world, Atex solutions are designed to streamline operations, boost efficiency, and support innovation in a fast-changing digital landscape.

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