

Webinar, June 7, 2023

More stories, closer to home: Why automated content has become a priority for local publishers

Jens Pettersson, Head of Editorial Development, NTM group

Cecilia Campbell, Chief Marketing Officer, United Robots

United Robots: Who we are



Veterans in automated editorial content

- Focus on news media
- 7+ years of consistent delivery
- > 5 mi pieces of content delivered since 2015
- 200 + newsrooms served



GANNETT

BONNIER
News Local

Schibsted



ADVANCE
LOCAL



STAMPEN
LOCAL
MEDIA.



The Press
Democrat

Category 1 Hurricane Ian path, advisory & warnings



Article first published: Thursday, September 29, 2022, 5 am EST
 Article last updated: Thursday, September 29, 2022, 11 pm EST

According to the National Hurricane Center's 11 pm Thursday advisory, Ian left Florida and headed to the Atlantic Ocean. The system changed into a tropical storm and then into a Category 1 hurricane. The system is moving with sustained winds of 85 miles per hour. Category 1 Hurricane Ian is 165 miles south of Charleston South Carolina and 265 miles southwest of Cape Fear North Carolina, with

Top 9 most expensive homes sold in Howard County the week of Feb. 20

By Banner Bot
 Published on March 03, 2023 12:53 PM EST



4E KLASSE

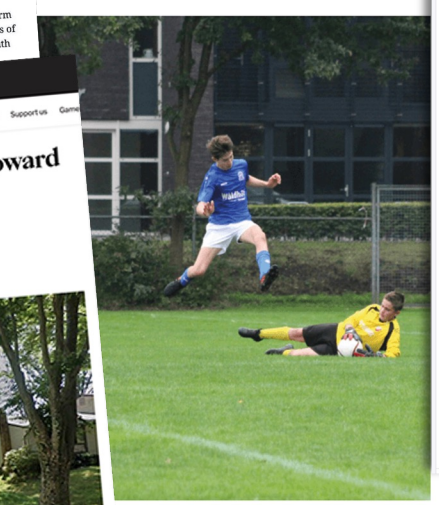
ONB (0115-2) 7
 JUBBEGA (0115-2) 2

1 doelpuntenfestijn van Jubbega

en geweldige overwinning voor ONB in de thuiswedstrijd tegen 4e klasse zaterdag. De wedstrijd eindigde in 7-2.

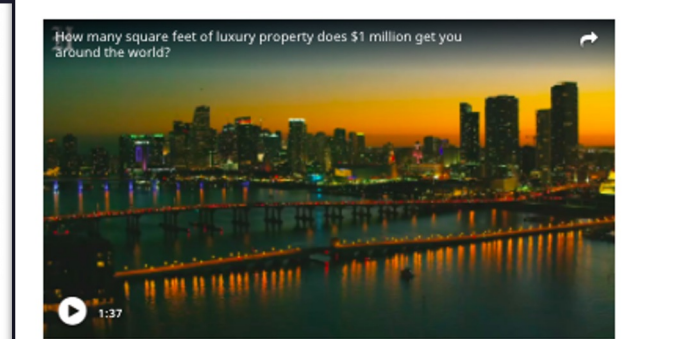
3 punten en Jubbega staat na twee speeldagen op drie punten.

peelronde speelt ONB op zaterdag 24 oktober om 10:30 uur uit tegen RWF op zaterdag 10 oktober om 9:00 uur thuis tegen RWF.



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

BY MIAMI HERALD BOT
 UPDATED NOVEMBER 03, 2021 8:54 AM



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

LOKALT STOCKHOLM BY ÖRT



09:44 STOCKHOLM
Vatten tränger upp ur marken – väg avstängd

08:43 STOCKHOLM
Översvämning påverkar trafik på väg 275

09:32 BROMMA
Väg i Bromma avstängd efter översvämning

Väderprognos
Nästan klart och 12 grader i Ovanåker under förmiddagen

Av: Aftonbladets textrobot
 PUBLICERAD: TOR 09 JUL 2020

Förmiddag +13
 Eftermiddag +16
 Kväll +13

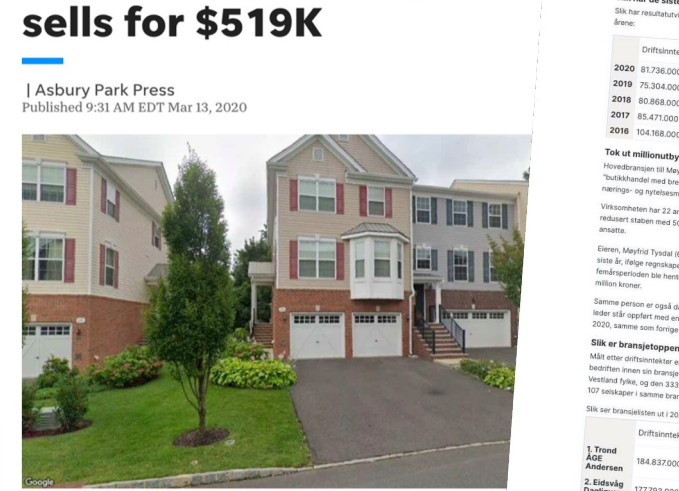
VÄDERPROGNOSEN
 Under eftermiddagen väntas det bli molnigt väder som övergår till halvklart väder framåt kvällen. Under förmiddagen förväntas måttliga nordvästliga vindar som senare avtar och blir svaga.

BLIZZARD EDMUNDSTON BLIZZARD GRAND FALLS
 2 - 1

Scorers: Edmundston Blizzard: Mitchell McLeod, Mathieu Pelletier.
 Grand Falls Rapids: Zac Arsenault.

Shrewsbury Borough house sells for \$519K

| 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.

Google Street View

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 Shrewsbury

Møyfrid Tysdal har fått skikk på de røde tallene



Regnskapsstatens for 2020 er klare.

Bedriftens driftsinntekter er cirka 81,5 millioner kroner, en forbedring på 8,5 prosent fra 2019. Driftsresultatet gikk fra 84.000 kroner i minus til rundt regnet 1,9 millioner kroner i plus.

Resultatet før skatt er også høyere enn forrige år, rundt 1,3 millioner kroner mot 38.000 kroner.

Totalt gir dette en driftsmargen på 1,6 prosent, som er bedre enn i 2019. Da var marginen 0,1 prosent i minus.

Slik har de siste årene vært
 Slik har resultatutviklingen til bedriften vært de siste fem årene:

År	Driftsinntekter	Driftsresultat	Resultat før skatt
2020	81.500.000	1.900.000	1.319.000
2019	75.304.000	-84.000	38.000
2018	80.868.000	-893.000	-936.000
2017	85.471.000	1.214.000	1.311.000
2016	104.168.000	806.000	848.000

Tok ut millionbytte
 Hovedbransjen til Møyfrid Tysdal er fellegrønskapet "bulkhandel med brott varevalg med hovedvikt på nærings- og nyhetsmedier".

Vissdomsten har 22 ansatte. Siden 2015 har bedriften redusert stabeln med 60 prosent. Da bestod den av 44 ansatte.

Eieren, Møyfrid Tysdal (66), tok ut én million kroner i utbytte siste år, ifølge regnskapet. Hayest utbyrte siste forslagsperioden ble henlet ut i 2017. Da var summen én million kroner.

Samme person er også daglig leder og styreleder. Daglig leder står oppført med en lønn på omtrent 600.000 kroner i 2020, samme som forrige år.

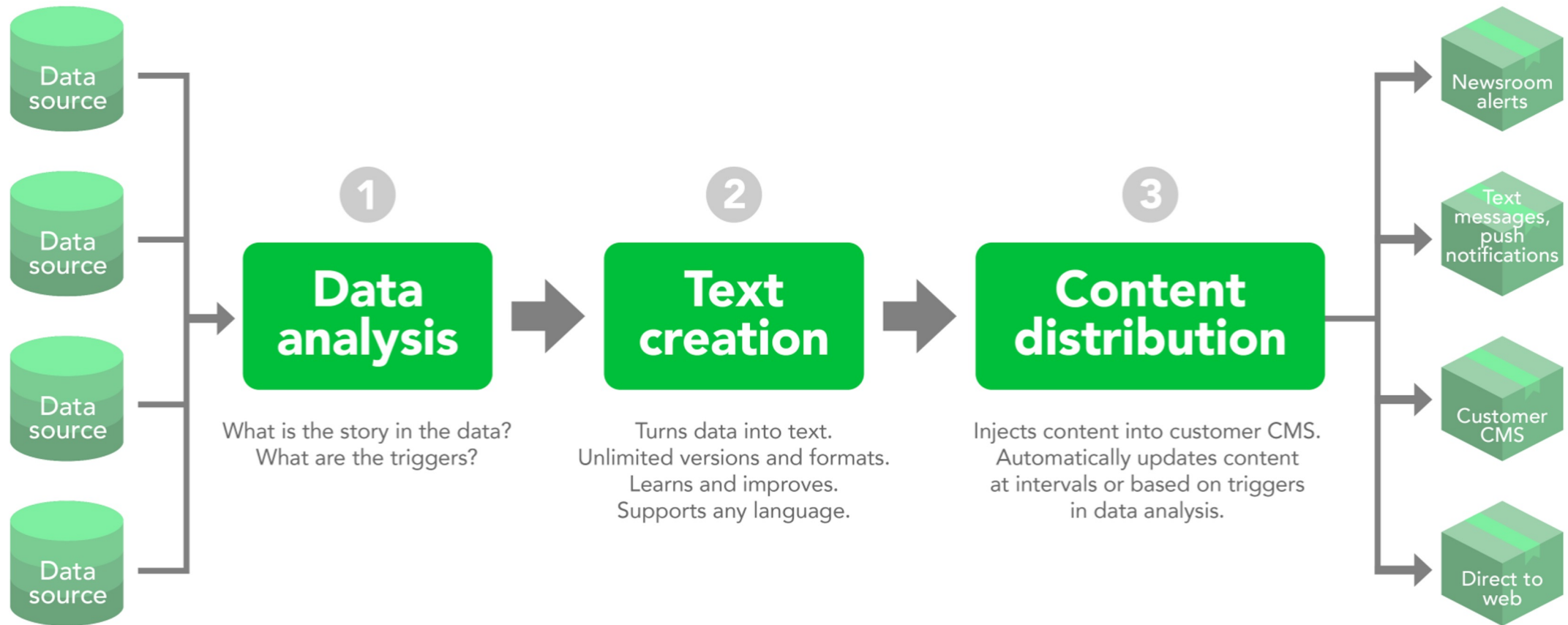
Slik er bransjetoppen
 Målt etter driftsinntekter er Møyfrid Tysdal den 21. største bedriften innen sin bransje i Bergen kommune, nummer 43 i Vestland fylke, og den 333. største på landsbasis. Det finnes 107 selskaper i samme bransje i Bergen.

Slik ser bransjelisten ut i 2020, målt i driftsresultat.

Rank	Driftsinntekter	Driftsresultat	Resultat før skatt
1. Trond AOE Andersen	184.837.000	7.418.000	7.515.000
2. Eldsvåg Deiligvare	177.793.000	4.823.000	4.890.000
3. Preben A. Madsen	157.525.000	2.974.000	4.417.000
4. Hanne Stelen	148.887.000	2.569.000	2.613.000
5. Jarle Lillevedt	139.290.000	4.887.000	4.924.000
6. Frode Andersen Mat	135.134.000	5.030.000	6.692.000
7. Eivind Mæcken Mat	127.610.000	3.203.000	3.263.000
8. Otto Birgen Storsenter	126.665.000	3.283.000	
9. Torgersen Dagligvare	119.457.000	2.712.000	2.736.000
10. Trond Målvik Sporshelm	110.550.000	644.000	673.000

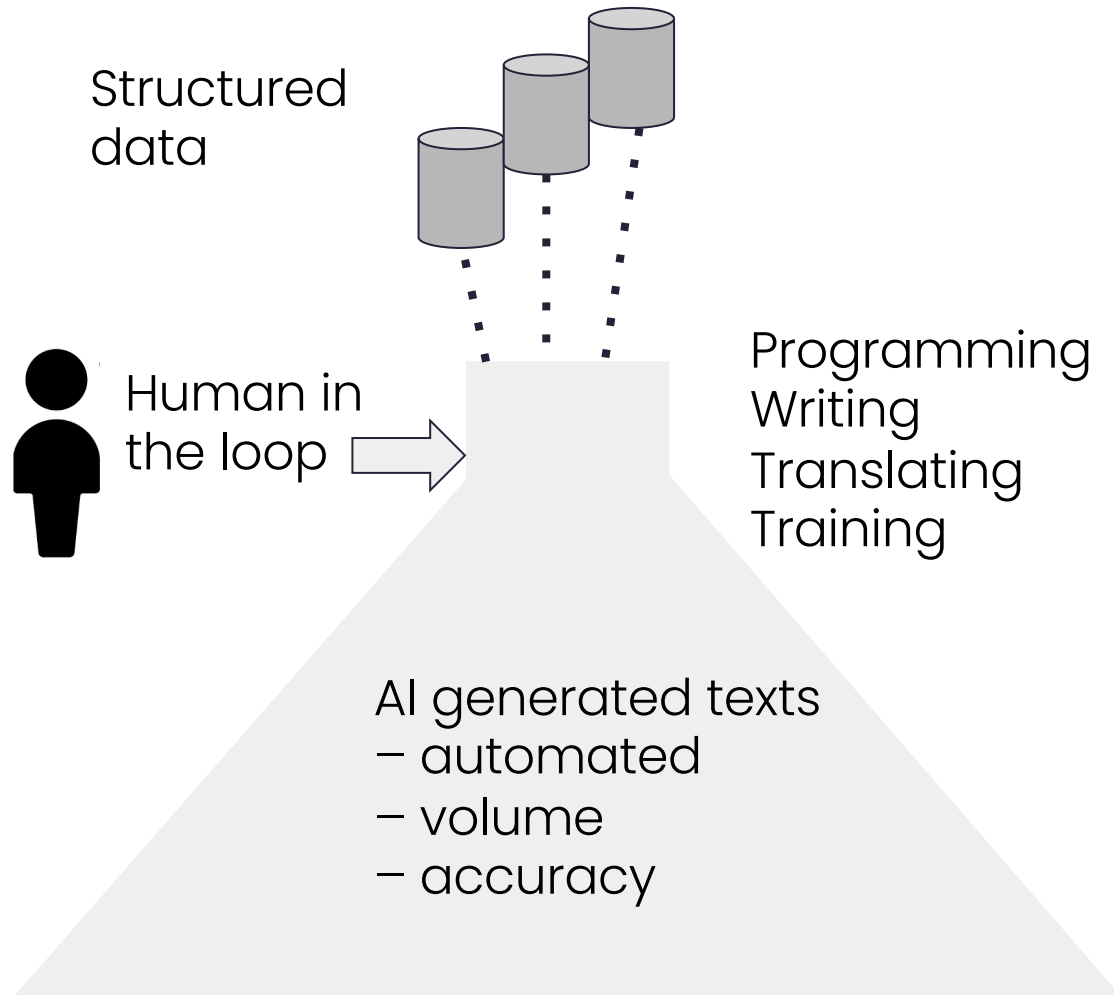
Not all AI was born equal

Reliable and structured data → Trustworthy content



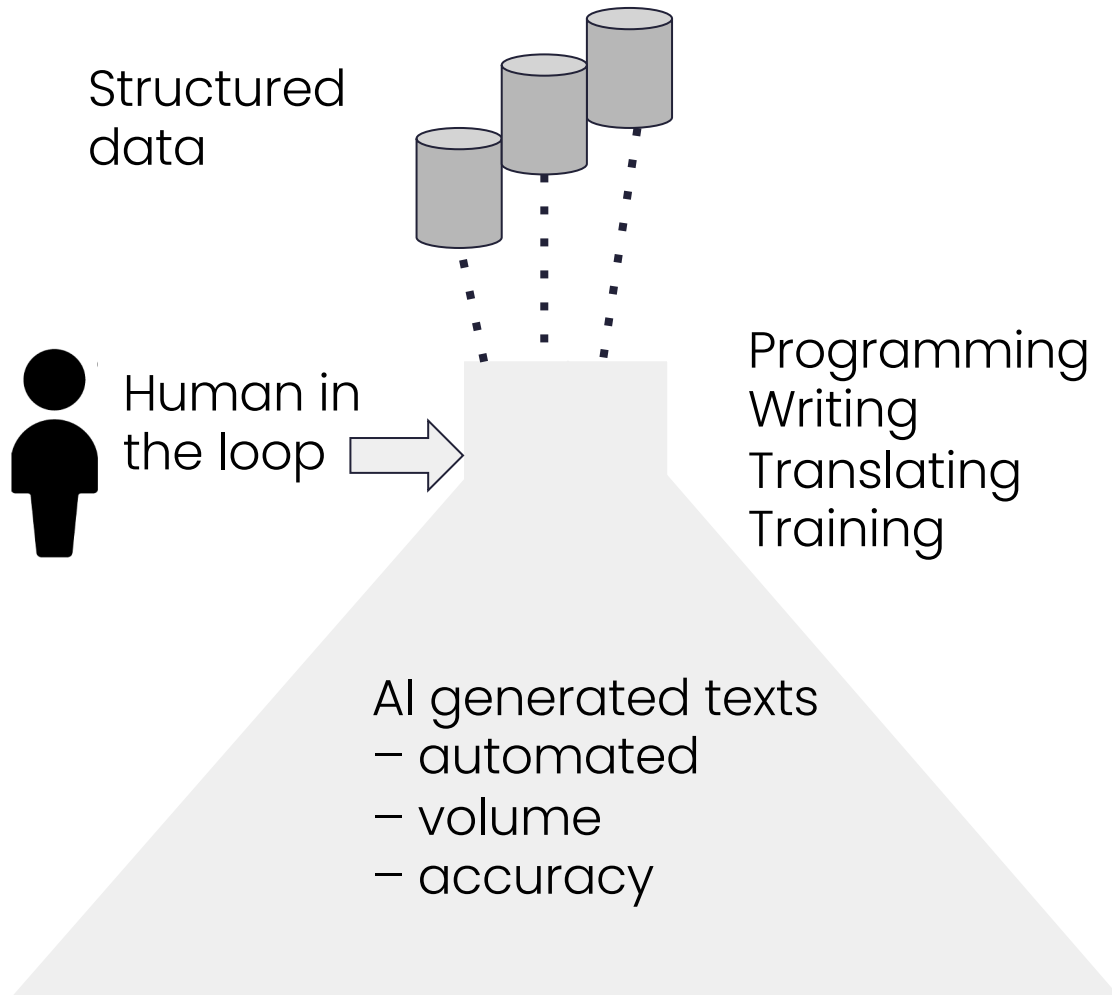
AI for editorial quality text generation

Rules-based AI

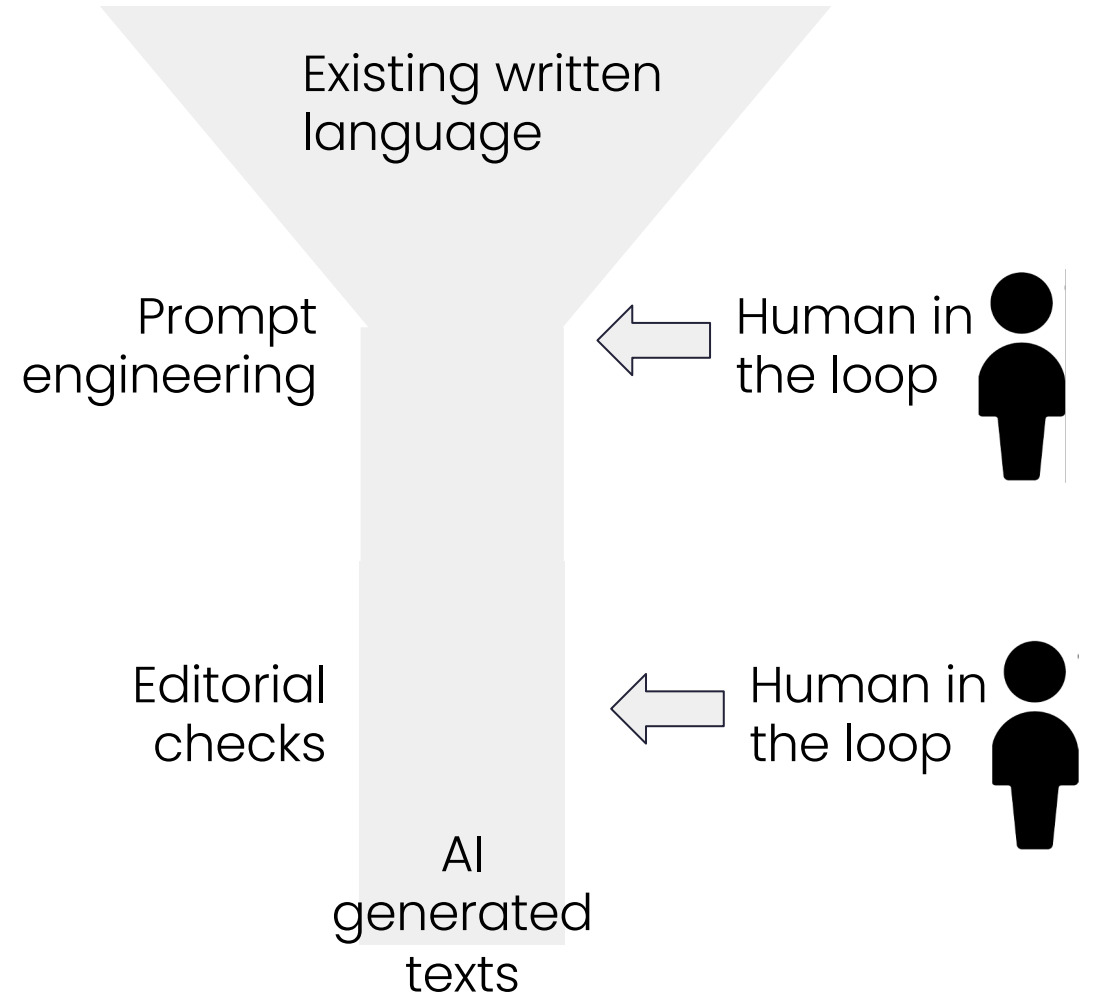


AI for editorial quality text generation

Rules-based AI

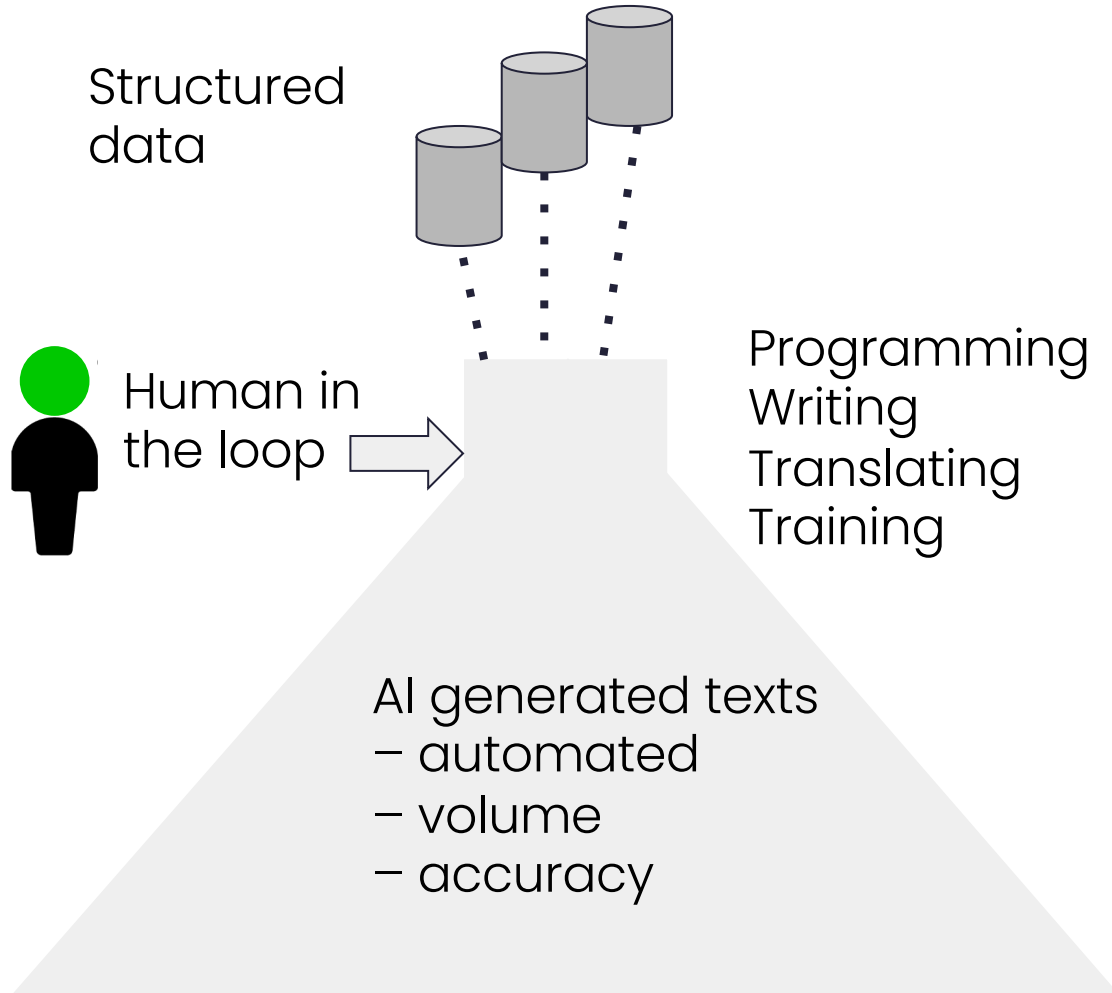


Generative AI

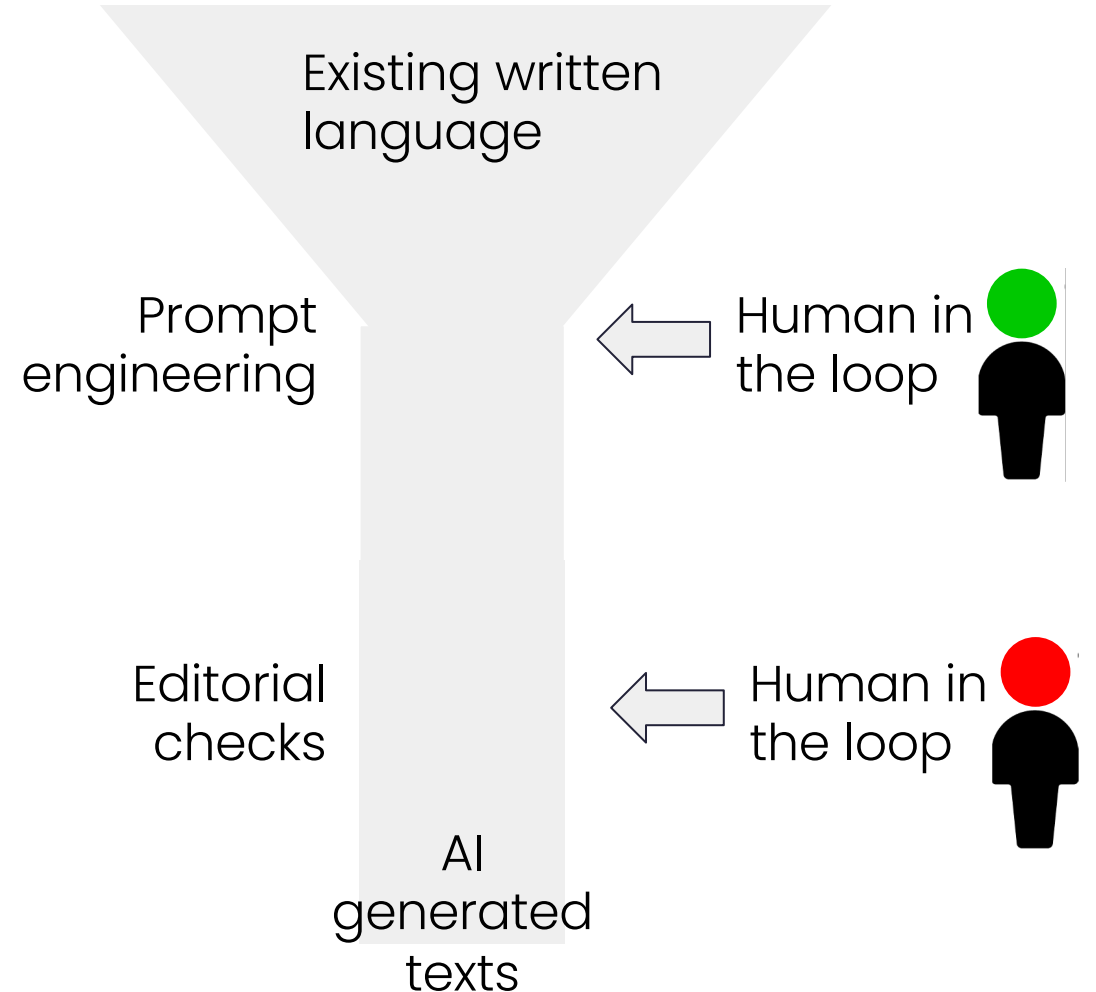


AI for editorial quality text generation

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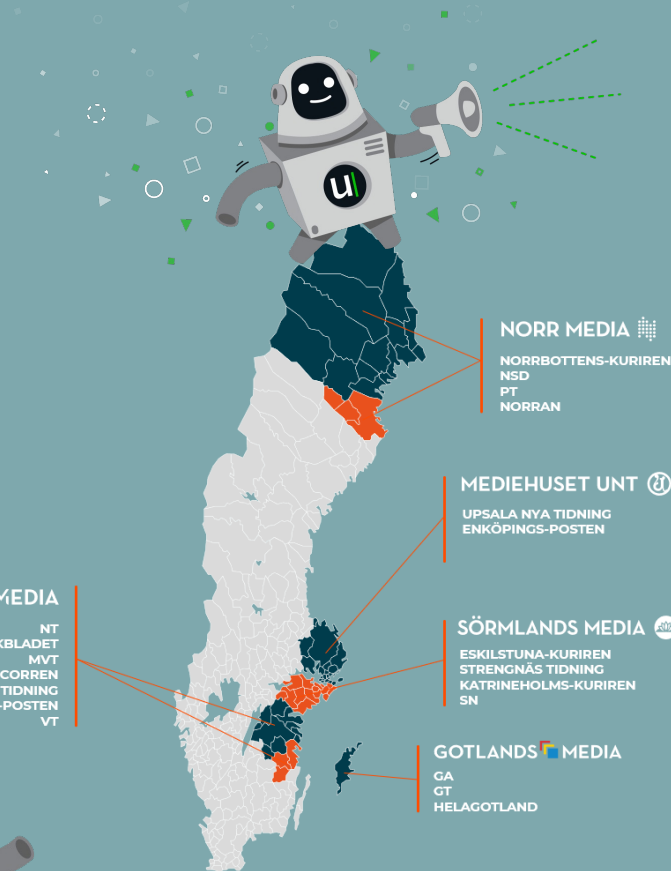


Generative AI

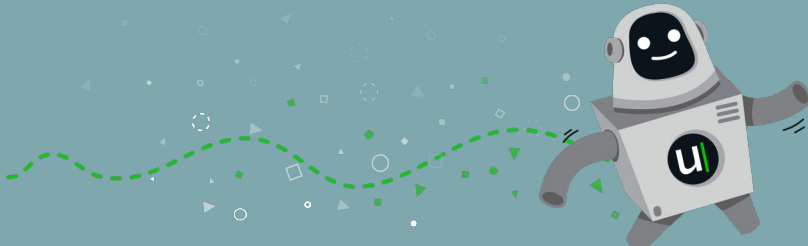


NTM AND THE ROBOTS

LOCAL MEDIA ASSOCIATION



Jens Pettersson NTM
Head of editorial development



FACTS

NTM - Sweden

Turnover	177 Million Euro
Employees	1200 (390 journalists)
Subscribers	270 000 (90 000 of them are digital only)
Reach	65 % of the people in our areas.



"LOCAL NEWS HAS A GREAT VALUE"

DAGS ATT
DUBBLA!



"LET'S GET READY TO DOUBLE!"

VALUE

RELATIONSHIP

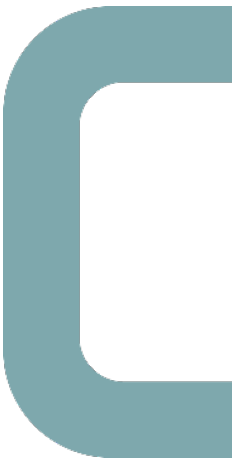
HABIT



FAST

FOCUSED

HIGH WORK
CAPACITY



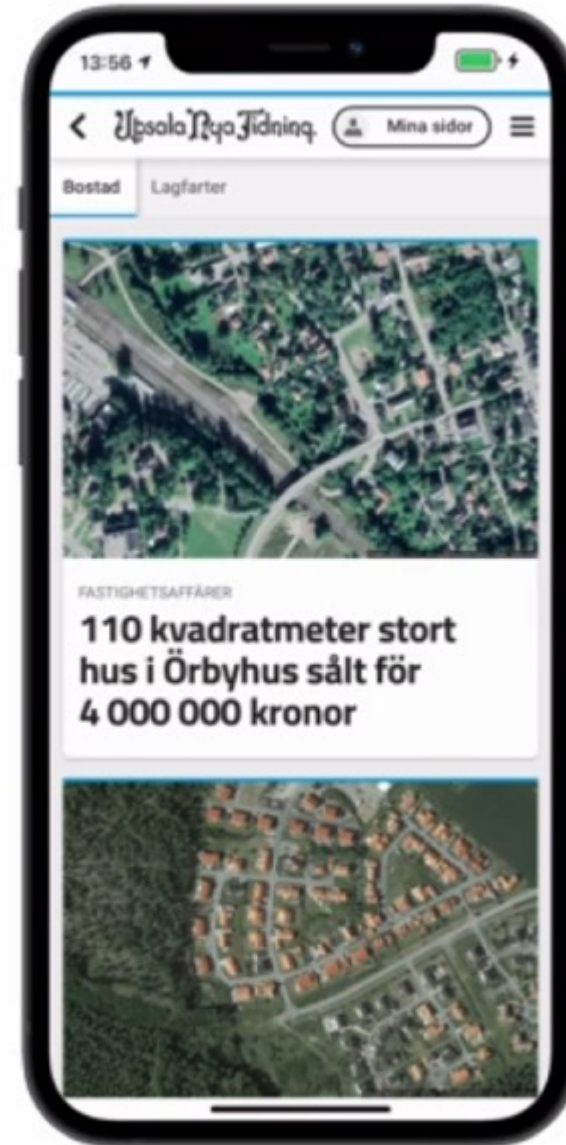
HOW WE USE THE *ROBOTS*

What?

- Real estate sales
- Sports results from lower divisions
- Traffic news
- Newly started companies
- Soon: weather and business reports

Why?

- Using automated texts speed up our production.
- Large amounts of journalism on the right topics.
- Journalists can focus on other stuff.



HOW TO *MAXIMIZE* THE EFFECT OF THE ROBOTS

Integrating robot journalism into our datadriven publishing strategy

- NTM:s front pages are all run by an algorithm.
- Real estate prices are super popular content. The higher prices - the more interest.
- We decided to use that knowledge to give texts with higher prices better positions on the frontpage - automatically.

What we actually do:

If a house is sold for a price above a given threshold value, it automatically gets higher news value, and thereby gets a better position on the front page.



HOW TO *MAXIMIZE* THE EFFECT OF THE ROBOTS

Aggregate and increase engagement

All texts on real estate sales are published one by one.

But to make extra use of them we also publish top lists for different time periods.

These aggregated texts are really smash hits for engagement, and are often one of the most read articles in a day.





BENEFITS OF THE ROBOTS

RESULTS OF THE ROBOTS

This is our most read reporter in all NTM, Fredrik Qvist.

He works for Östgöta-correspondenten, one of our largest dailies.

His main focus is on crime.

Results: an amazing **4,9 million pageviews** from subscribers last year.

In the same time the robot generated **9,4 million pageviews...**



RESULTS OF THE ROBOTS YEARLY



Acquisition: Number of new subscribers on robots: 952 **That's 2,5% of our total**

Engagement/retention: Number of pageviews from subscribers: 9,4 millions. **That's 4% of our total**

Engagement/retention: Spent time on average per article and reader.

Sports: 17 sec

Traffic: 20 sec

New companies: 27 sec

Real estate: 31 sec

Real estate top sales (monthly/weekly): 40 sec

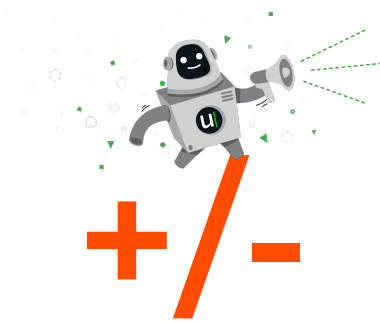




SOUNDS GOOD?

BUT HEY! "WILL THEY TAKE OVER MY NEWSROOM?"





THE ROBOT CALCULATION

CHALLENGES/RISKS

1. ORGANISATIONAL: Cultural challenges in the newsroom – will they steal our jobs?

Answer: NO.

The robots will help you increase productivity on the topics you choose, on the texts anyone could write. And let your great human reporters focus on the stuff that demands thoughts and consideration.

2. EDITORIAL: Are the texts and headlines of high enough quality?

Answer: YES (mostly).

The quality of the robots delivery has improved over time. Today the texts are more varied, they have fewer mistakes.

3. BUSINESS: Is it worth the money?

Answer: not sure... hopefully - but the calculation is quite tricky

- The robot material is a great add on to all our local journalism.
- The amount of texts are cheaper to produce than if a human would have written them.
- They contribute quite good to conversions and to engagement.

But to get most out of it you need to invest a lot of time in optimising the use of the content.



QUESTIONS?

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