

## PRESS RELEASE

### **United Robots and Forum Communications in news automation experts' first US partnership for automated sports reporting**

US local media group Forum Communications is working in partnership with automated journalism provider United Robots, who is delivering robot written match reports from two junior leagues for the ice hockey vertical The Rink Live in the US upper Midwest.

The Rink Live is using robots to cover the USHL and NAHL junior hockey leagues, with the aim of providing expanded coverage of ice hockey in the region. The site, which is operated by a dozen staff from parent company Forum Communications, publishes stories, videos and other unique content about youth, high school, junior, college and professional hockey across states like Minnesota and North Dakota in the upper Midwest.

Says General Manager Neal Ronquist, "I am excited to partner with United Robots to expand our content offerings to our readers. Nothing can replace the work of our talented journalists. Technology does, however, afford us unique opportunities to cover more teams, more players, in an efficient and creative manner. As we learn more about what our audience members value, we will continue to explore all avenues to increase the amount of unique, engaging hockey content we deliver."

In parallel with the deployment of content automation, The Rink Live has added reporters to focus on youth, juniors and prospects, as well as staff and resources to increase social media presence on TikTok, YouTube and Instagram, including through several new video shows. The additional staffing, the expanded unique content and the deployment of robots, all adds up to provide what The Rink Live describes as "more robust hockey coverage for fans."

United Robots CEO Sören Karlsson comments: "We are thrilled to be working with a leading local media group like Forum Communications to deliver our first service for sports news automation in the US."

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According to Karlsson, using automated game reports as part of the offering of a sports vertical is a classic use case for content automation in the newsroom. “By combining robots to cover routine match reports, with the quality journalism reporters produce, it’s possible to expand regional sports coverage, allowing publishers to serve communities with breadth as well as depth of reporting. This is what Forum Communications is doing with The Rink Live.”

### **About Forum Communications**

Forum Communications is a family-owned media and technology company, operating in the US upper Midwest, across Wisconsin, Minnesota, North and South Dakota. The company runs 20+ print, digital and broadcast news brands across the region, as well as a handful of niche media brands like The Rink Live, and media related business solutions.

### **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 AI, including NLG (Natural Language Generation). United Robots have provided some 100 news sites with > 4mi automated texts since launch in 2015. The company works as partner to publishers in Scandinavia, Europe and North America who are using robots as newsroom resources to launch new verticals, drive conversions, provide real-time services, do geo targeting and more.

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The Rink Live [automated coverage example](#)



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