

## PRESS RELEASE

### Jonas Eriksson new Chairman of the Board of United Robots

Media veteran Jonas Eriksson is the new Chairman of the Board of Swedish tech company United Robots, world leading provider of automated editorial content for the news publishing industry. Jonas Eriksson has a background in e.g. Bonnier and was the CEO and chief editor of Swedish news agency TT for eight years. He was also the president of Minds, an industry association for news agencies globally, including AP, AFP and Kyodo in Japan. As of 2019, Eriksson works as chairman of the board of a number of Swedish companies including MAG Interactive and Pepins. He joins United Robots at a time of international expansion, which, in parallel with the explosion in AI, means news publishers are increasingly waking up to the value of automated content.



Jonas Eriksson

“United Robots has proved that it is possible to generate editorial quality automated content, which means routine reporting can be done by robots. Leveraging this tech, publishers can focus even more on quality journalism – thanks to freed up reporter time as well as monetisation opportunities gained through the expanded automated coverage. United Robots has created a market for their pioneering tech and products, and I very much look forward to being part of this journey going forward,” says Jonas Eriksson.

United Robots CEO and founder Sören Karlsson comments:

“Jonas Eriksson is a fantastic recruitment and a great person. We are very happy that he’s now a part of our team. His solid expertise and experience, both in media and working as chairman, will be extremely valuable to us.”

#### About United Robots

Since 2016, United Robots has delivered automated editorial content to news publishers in Sweden and internationally. The company’s robots use structured data to create editorial texts. Clients include Bonnier, Schibsted, Mediahuis as well as local media companies in the US, among them McClatchy, Advance Local and Forum Communications.

For further information, visit [unitedrobots.ai](https://unitedrobots.ai)

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