Mediehus med mening
VK Media

Local, independent group with two dailys and one monthly newspaper.
Main product: Västerbottens-Kuriren - liberal newspaper founded in 1900
Based in Umeå, Sweden
Largest newspaper in the northern region of Sweden
Total circulation: 26 977
Digital subscriptions: 7 557 (28%)
vk.se: 4 000 000 pageviews/week
350 000 unique visitors/week

Västerbotten: Area almost as large as the UAE
Population only
270 000
Roadmap to a successful future

2016 Building the technical foundation

2018 Automation of sites

2019 Automation of content

2020 Personalization

Content analysis & development

"Leading local multimedia group in Europe"
A transformation

Create content

Create the experience

Create content

Create the experience
Why personalize?

Because it works!

- More content
- Higher relevance
- Fulfillment of customers expectations
- Deeper content
- More engaged readers

Frankfurter Allgemeine "F9":

Mittmedia:
The problem for a smaller newsroom

Personalization is only useful if you have enough content to truly personalize.

We have a small staff, that’s not likely to grow larger in the coming years.

We want our journalist to focus on what they’re really good at.

So how do we generate more relevant content without increasing the staff?
We build an army of robots!
Weather bot

Our first bot - publishes 50 articles daily with local weather forecast for the day.
Business bot

Developed in 2017 in cooperation with United Robots

Every new company that is formed in our region - the next day we’ll get an automatically generated text

Our business editor looks over the texts, adds a picture, and publishes it. If it’s very interesting – own reporting added.

Weekly summary-article of all new companies.

Short articles about bankruptcies - completed with own reporting
Homeowners bot

Developed by United Robots and Mittmedia

Uses data from Sweden’s Land Registration Authority

Every property that’s sold in our region generates an article:

- who sold it to who
- the price
- the location
- information about the property
- information about other sales in the area
- Picture from google street view

The AI finds the most interesting angle
Sports bot

Developed by United Robots

Writes articles about every lower level match in soccer, hockey, floorball, handball, basketball and more.

Relies on data from Everysport

Recently added an automated Q&A feature
More bots!

Breaking news
Annual reports
Stockmarket
Job listings
School results
... and much more
So how useful are the robots?

Quality needs to be good, but not great

“Covers the bases” - frees time for in depth reporting

Drives conversion

Helps us discover stories

More content - foundation for personalization
Distribution is key

Before ≈ 2,250 articles per month
With automated content ≈ 5,000 articles/month

Massive increase in flow of stories

- Sports bot - 350 articles/month
- Homeowners bot - 500 articles/month
- Business bot - 50 articles/month
- Breaking news bot - 100 articles/month
- Weather bot - 1,500 articles/month
Choices of topics of interests
Choices of places of interest

Data about the readers interaction on the site
Data about the reader
Data from similar users
Geo position
Vision of an automated, personalized newsflow
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