



# Storykit Expands Nordic Reach Through Strategic Partnership with Ritzau

**Video has become the most powerful way to connect with audiences. With a new partnership with Ritzau, Storykit is taking its next big step in the Nordics – making video communication an integral part of Danish PR.**

Video is no longer a nice-to-have – it’s the language audiences expect. That’s why Storykit, the leading video automation platform, has entered into a strategic partnership with Ritzau, Denmark’s trusted news agency and press distribution leader. Together, they are bringing fast, scalable video creation into the core of Danish press communication.

Through this new collaboration, Ritzau’s customers will be able to instantly convert their press releases into on-brand videos, ready to boost reach and engagement across channels – without extra tools, production resources, or time.

“For decades, Ritzau has been the backbone of Danish communication, and we’re proud to join forces with them to shape its future,” said Peder Bonnier, CEO of Storykit. “With Storykit, any organisation can tell their story in video, and this partnership means that Danish companies can now do so seamlessly as part of their existing press workflow.”

## **A new standard for press communication**

The partnership makes video creation as natural a part of a press release as writing the text itself. By embedding Storykit’s AI-powered platform directly into Ritzau’s services, communicators gain a powerful new way to make their stories stand out in a crowded media landscape.

“For us, it’s all about giving our customers the best tools to communicate their messages,” says Lars Gudbrandsson, Commercial Director at Ritzau. “The collaboration with Storykit allows us to add AI-assisted video technology to Via Ritzau, thereby giving our customers the opportunity to use both text and video in their PR work without added complexity or production effort.”

### ***För mer information, kontakta:***

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### ***About Storykit***

Storykit is the leading video automation platform for businesses, enabling organisations to automatically turn any text into high-quality video. With customers across industries and markets, Storykit helps organisations communicate with impact in the most engaging format online.

***About Ritzau***

Ritzau is Denmark's leading news agency and corporate communications provider. Founded in 1866, Ritzau delivers trusted news, press releases, and digital communication services to media and businesses nationwide.