

Heineken launches world's first AI football commentator

Heineken has launched 'Banternator', the world's first artificially intelligent football commentator, during the UEFA Champions League (UCL) Final. Creative agency, M&C Saatchi Abel, was briefed by the brand to find a new way for football fans to celebrate match night in an innovative way.

The idea behind the Twitter bot was to create an amusing conversation between football fans and the Banternator. The real-time responding Twitter bot was taught to respond to consumers with contextually relevant football banter via the [@Heineken_SA](#) handle.

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