



PRESS RELEASE

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AFP SIGNS NEW AGREEMENT WITH SINA SPORTS

AFP AND SINA SPORTS HAVE SIGNED A CONTENT AGREEMENT ALLOWING THE LEADING BEIJING-BASED NEWS PORTAL TO FEATURE AFP'S EXTENSIVE COVERAGE OF THE 2016 RIO OLYMPICS AND EURO SOCCER CHAMPIONSHIP.

The agreement was signed during the visit to Beijing of AFP Chairman and CEO Emmanuel Hoog and AFP's director for the Asia-Pacific region, Philippe Massonnet. AFP and SINA have been long-time partners for major sports events including the FIFA World Cup.

"We are pleased to be working again with SINA to bring the full range of AFP's coverage of the two most important sports events next year to China's on-line audience," Hoog said during his two-day visit to Beijing.

AFP will deliver text, pictures, infographics and video on the Rio Olympics and Euro 2016 to SINA. The package will include content such as profiles of athletes and historical data on previous Olympics.

The Senior Vice-President of SINA.com and General Manager of SINA Sports, Arthur Wei, said the deal would make SINA a leading provider of "diversified and exciting" sports content to China's sports fans. "This is an indispensable partnership," he said.

About AFP

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