



## PRESS RELEASE

02.15.2017

### INNOVATION: AFP'S NEW INTERACTIVE GRAPHICS FOR ALL SCREENS

**THE NEW INTERACTIVE GRAPHICS ENHANCE THE EXISTING FIXED GRAPHICS AND VIDEOGRAPHICS OFFERS.**

The [graphics](#) are built in responsive design, adapted for all screens and digital platforms, and are easy-to-integrate on desktop and mobile websites (via IFrame). They are also hosted by AFP.

The news is explained in concise, logical and structured visual representations. Political or financial subjects, complex economic or even sports data are displayed as results tables, line graphs, rankings and graphics. Maps, quizzes, and photoreports further illustrate the major topics and issues.

A broad selection of news is covered thanks to AFP's network in 151 countries : breaking news and features (politics, environment, cinema...), as well as the major events from across the world (Cannes Film Festival, UEFA Euro Cup, Olympic Games, presidential elections in the USA and France...).

In 2017 AFP will deploy a special editorial team for the presidential and legislative elections in France, offering dynamic and interactive coverage of the campaign and all the major events: comparisons of each candidate's program, quizzes for users to figure out which candidate they are closest to, interactive modules displaying polls and endorsements, blank votes explained in a module, and, of course, the interactive map of results updated in real-time after each election round.

Already during the 2016 US presidential election day and night, AFP mobilized a dedicated team to provide its clients with comprehensive and compelling real-time coverage, including an interactive map displaying and updating with the latest results as they were announced. 4,6 million users enjoyed the graphic, viewing a total of 22,8 million pages and spending an average of 6 minutes per visit navigating through the different sections.

Over the last months AFP has produced 150+ interactive graphics that are available today on AFP Forum (AFP's online download platform) in 4 languages: English, Spanish, French, and German. The interactive graphics offer is sponsored in part by Google's Digital News Initiative.

#### *About AFP:*

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,300 staff spread across almost every country, AFP covers the world 24 hours a day in six languages. AFP delivers the news in video, text, photos, multimedia and graphics to a wide range of customers including newspapers and magazines, radio and TV channels, web sites and portals, mobile operators, corporate clients as well as public institutions.

Join us on:



**Press contact:** Caroline Bulcke - Tel. : +33 (0)1 40 41 81 12 - [caroline.bulcke@afp.com](mailto:caroline.bulcke@afp.com)