



PRESS RELEASE

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AFP VIDEO'S SUCCESS IN THE BRAZILIAN MARKET

AFP SIGNS TWO NEW BROADCAST CONTRACTS IN BRAZIL

AFP's Portuguese-language HD video service, which launched in January 2012, fast gained leadership in the Brazilian online market. Two new agreements have now been signed with broadcast clients: **ESPN** has purchased coverage of Euro 2012 and of the London Olympics, while **TV Sécuro 21**, one of Brazil's leading Catholic television networks, will receive our entire production of videos edited and voiced in Portuguese.

These contracts reflect our better understanding of the needs of clients and a recent increase in video production for the Brazilian market. Careful selection of topics relevant to the region, image editing and adaptation into Portuguese: every effort is deployed to boost video content for the web and broadcast markets. AFP is the only news agency operating in Brazil to offer high-definition Portuguese-speaking video production.

The video service is one of AFP's key priorities. With over 90 production centres worldwide, the agency edits video content in seven languages (English, French, Portuguese, Spanish, German, Arabic and Polish). Extending the availability of Portuguese-language video strengthens AFP's presence in the Brazilian market.

About AFP

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from wars and conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,260 journalists 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.

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