



## PRESS RELEASE

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### AFP, HUPU TEAM UP TO LAUNCH SPORTS SERVICE IN CHINA

**AGENCE FRANCE-PRESSE (AFP) AND HUPU SPORTS MEDIA CO. ARE TO LAUNCH A CHINESE LANGUAGE SPORTS SERVICE IN CHINA.**

AFP will provide stories, photos, videos and graphics to Hupu, which will deliver a selection of the agency's production along with its own content through a dedicated website and mobile applications.

"Sports is one of the major sectors that we want to cover, and to improve the quality and quantity of our coverage," AFP chairman and chief executive Emmanuel Hoog said, adding that sport comprised more than 25 per cent of the agency's text production and 50 per cent of its photo output.

"I'm very happy our production will be seen by more and more people in China," Hoog added at a signing ceremony in Shanghai on Sunday.

Shanghai-based Hupu, a private company, has an existing website, [www.hupu.com](http://www.hupu.com), which provides domestic and international sports news to its Chinese audience.

"I look forward to bringing AFP's content to China in coming years. It will be good for both sides," Hupu Chief Executive Shawn Cheng said. He added that the new service will be launched at the start of next year.

The announcement follows the launch of AFP Sports, which offers products and services to media and sports professionals, and features a dedicated sports wire in French and innovative interactive applications.

#### *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 2,260 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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