



PRESS RELEASE

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GLOBAL NEWS AGENCY AFP TO DELIVER NEWS VIDEOS THROUGH RIGHTSTER'S NETWORK

AFP SIGNS PARTNERSHIP AGREEMENT WITH GLOBAL VIDEO NETWORK, RIGHTSTER.

Agence France-Presse (AFP), one of the world's leading global news agencies, has selected Rightster, the global B2B video network for distribution, audience engagement and monetisation, to be one of its premium news videos distribution partners on the web.

Under the agreement, AFP will syndicate a selection of its international news videos to websites within Rightster's network, offering an easy solution to international and local publishers around the world to rapidly access and stream AFP video content.

"Video is a strategic focus for our business in 2014," said Olivier Lombardie, Sales and Marketing Director at AFP. "The growth of online video is transforming the news industry, as stories break ever faster and appetite for content increases. Working with Rightster will allow AFP to extend reach and revenues for video content on the web, increasing efficiency".

"Online video is a vital means of sharing the most important events and breaking news across the world. News agencies are developing, sourcing and producing video at an astronomical rate", commented Charlie Muirhead, CEO and founder of Rightster. "We work to simplify the distribution process to make it as swift and effective as possible, allowing news agencies to make the most from the content they produce".

Gathered from a video production network of over 90 units operating around the world, AFP delivers more than 200 videos in 7 languages, providing the highest quality footage, scriptwriting and storytelling from events shaping our world including the Sochi Winter Olympics starting next month and the FIFA World Cup taking place in Brazil in July. AFP was the first global news agency to offer HD [16:9] video in September 2010.

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 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.

About Rightster

Rightster is a global b2b video network for distribution, content-sourcing, audience engagement and monetisation. Rightster's software and services make it simple for sports, fashion, news, entertainment and viral rights holders to maximise the value of their video whether on a licenced, ad-funded, direct to consumer or paid placement basis. Rightster provides an "upload once – commercialise everywhere" solution that extends the reach of live and on-demand video content to web, mobile and connected audiences via clients' own sites, social channels, portals, platforms, newspapers, magazines and specialist blogs. Thousands of syndication partners are already preconnected, and Rightster's Multi Channel Network (MCN) on YouTube consists of 450 channels, regularly featuring in the ComScore top partner rankings. Founded by Charlie Muirhead in May 2011, Rightster has since grown to approximately 200 employees across 11 offices in 10 countries.

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