



## PRESS RELEASE

06.04.2012

### AFP, FIRST OF THE LEADING GLOBAL NEWS AGENCIES TO LAUNCH iPad APPLICATION IN ARABIC

**AFP IS EXPANDING ITS PRESENCE ON iPad PLATFORMS WITH AN ARABIC VERSION OF ITS INFORMATION APP LAUNCHED AT THE END OF SEPTEMBER IN ENGLISH AND IN NOVEMBER IN SPANISH AND PORTUGUESE.**

The new offering is a free app from the App Store allowing access to a selection of news stories, photographs, video and graphics produced by the agency's Arabic editorial desk backed by a global network of AFP journalists.

"Thanks to its 16 offices in the Near and Middle East, AFP is the leading news agency in the Arab-speaking world. We bolstered our presence in the field in 2011. The launch of an iPad application in Arabic confirms our aim of boosting our presence and links in a changing region", said Agence France-Presse Chairman and Chief Executive Emmanuel Hoog.

The best of international news is available in real time from the app's home page which highlights the latest general news in video or stills. Visuals are backed up by an article. "Front page", "World", "Middle East", "Sports" and "Economy" sections can be accessed from the home page along with a selection of alerts via a screentop breaking news ticker in the app.

The app also makes it possible to add information context through video and photo slideshows along with captions. Several photo galleries also showcase the best images of the day in sports, fashion, arts and offbeat via this entry.

In addition, AFP also offers a magazine section specially designed for the iPad by its web and mobile editorial desks.

The magazine comprises two sections featuring text, photos, videos and graphics:

- Another take: the world today through AFP features and "offbeat" items
- Analysis: insight into and analysis of news-breaking events.

The launch of the Arabic version coincides with an update of AFP apps in English, Spanish and Portuguese, which now includes sharing functions in Facebook and Twitter. Some content is also available on the iPhone app launched by AFP in January 2010 in five languages (Arabic, English, German, Portuguese and Spanish).

#### *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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**Press contact:** Maud Forlini - Tel. : +33 (0)1 40 41 81 12 - [maud.forlini@afp.com](mailto:maud.forlini@afp.com)