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The Audio Marketplace (TAM) Expands Its Audio Content Offering with AFP

[The Audio Marketplace](#) (TAM), a European platform dedicated to the distribution and monetisation of professional audio content, has expanded its offering with the addition of a daily news feed produced by AFP.

Every day, the platform offers several dozen audio clips sourced from AFP's worldwide video coverage. These include interviews, official statements, and reactions gathered on the ground by AFP journalists across the globe.

The clips provide broad coverage of international news, spanning politics, the economy, culture, sports, and major social issues.

To make this content easier to access, a link to TAM has been integrated into [AFP News](#), AFP's global multimedia distribution platform, marking a new milestone in the platform's development.

The TAM platform is also accessible at: platform.theaudiomarketplace.eu

"Through The Audio Marketplace, AFP can offer audio professionals high-quality audio content sourced from its video production. It also provides industry stakeholders with an opportunity to increase the global visibility of their content," said Patrice Monti, AFP's Sales and Marketing Director.

[ENEX](#) (European News Exchange), an international network of more than 50 commercial television channels and digital media outlets across Europe and around the world, will also begin providing daily content to the platform by the end of the year. Headquartered in Luxembourg and active in 26 out of 27 EU member states, ENEX specialises in the exchange of audiovisual content and is expected to start supplying material to the platform by the end of this year.

These additional contributions will broaden the range of content available on the platform, creating new opportunities for buyers in search of trusted material and producers wishing to enhance the reach and visibility of their archives.

ABOUT THE AUDIO MARKETPLACE

[The Audio Marketplace](#) (TAM) is a European B2B platform dedicated to professional audio content. Developed within the framework of the European Audio Dataspace initiative and coordinated by AFP, the platform connects media organisations, broadcasters, podcasters, and content creators, enabling them to exchange, distribute and monetise audio content in a secure professional environment.

ABOUT AFP

Agence France-Presse (AFP) is a global news agency that provides reliable, comprehensive, real-time coverage of the stories that shape our daily lives. Employing more than 2,600 staff from 135 different nationalities, AFP is always on the ground where the news happens, producing multimedia content in six languages: French, English, German, Spanish, Portuguese and Arabic. Our globally recognised expertise in video, text, photo and datajournalism is rewarded every year with several international prizes. AFP is at the cutting edge of digital investigation, with dedicated teams for fact-checking and in-depth analysis of online content.

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