



## PRESS RELEASE

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### **AFP AND RED BULL MEDIA HOUSE ENTER A NEW PARTNERSHIP FOR THE PROVISION OF SPORTING EVENT PHOTOS AND VIDEOS**

**AGENCE FRANCE-PRESSE TO DISTRIBUTE PHOTO AND VIDEO CONTENT COVERING OVER 800 RED BULL SPORTING EVENTS.**

Starting January 29, 2019, AFP, the world's leading source of sports information for the media, will distribute Red Bull Media House editorial content covering a wide range of sports, from racing to e-sports, around the world.

Red Bull Media House will select the best of its editorial photos and short-form videos illustrating the finest moments in all sports it covers. The images will be made available on the AFP content platform on a daily basis, allowing all AFP media customers easy access from a single location.

The partnership will allow AFP to enrich its AFPTV Sports offering by expanding its content in new sporting sensations to address the public's growing interest in extreme sports, new sport disciplines and stunning locations. In turn, Red Bull sporting events will benefit from expanded visibility for sports covered by the brand including: The opening of the Red Bull Crashed Ice season in Yokohama (Japan), Red Bull Cape Fear surfing at Shipstern Bluff (Tasmania, Australia) and a full season of Neymar Jr's Five events across the globe in 2019

"We are delighted with this partnership: it will allow AFP to benefit from Red Bull Media House's firepower in capturing beyond the ordinary sporting moments and by expanding photo and video offerings with quality content" says AFP Head of Sales and Marketing Patrice Monti.

#### *About AFP:*

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from conflicts to politics, economics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,400 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 Red Bull Media House:*

Red Bull Media House is an award-winning, globally distributed multi-platform media company on a mission to inspire with 'beyond the ordinary' stories - both direct-to-consumer and through partnerships. With a focus on sports, culture and lifestyle content, Red Bull Media House offers a wide range of premium media products across TV, mobile, digital, audio, and print. Red Bull Media House produces and licenses a broad selection of global live broadcast events, compelling and inspirational local storytelling with original short and long-form programming as well as feature films from around the world. [www.redbullmediahouse.com](http://www.redbullmediahouse.com)

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