

MEDIACONNECT (AFP SUBSIDIARY): NEW WEBSITE ON ITS FIRST ANNIVERSARY

As it celebrates its first birthday, the AFP subsidiary, which is specialized in simplifying PRs, has just launched its new website. It marks a new stage in its development.

True to its promise, it was imperative that it be as close as possible to the needs of information and communication professionals. **MediaConnect**, a new digital newsroom and subsidiary of AFP, therefore launched its **brand-new website** last days: www.mediaconnect.com

This more fluid and intuitive version is a reminder of MediaConnect's ambition, which has been working since day one, for **more virtuous relations between journalists and communicators**. Moreover, it is in line with the good results observed by the AFP subsidiary since its launch last year.

MediaConnect has now 15,000 journalists registered to its service. These journalists can access, according to their preferences, the content produced by its **100 or so clients who distribute content** on the platform. Among them, some are major players: some are institutional, others from the automotive, insurance or luxury sectors. The complete list can be found on the MediaConnect website.

This is already a promising result for the future of the young company, in a context of crisis of confidence in PR. Once again, the trend is confirmed: barely **48% of journalists** say they are satisfied with their relations with communicators (Cision, 2022).

“These results illustrate above all the confidence placed in our solution. They consolidate the relevance of our purpose and support us in the continuation of our action”, the Managing Director of MediaConnect, [Anne Boussarie](#), analyzes.

About AFP:

AFP is a leading global news agency providing fast, comprehensive and verified coverage of the events shaping our world and of the issues affecting our daily lives. Drawing from an unparalleled news gathering network across 151 countries, AFP is also a world leader in digital verification. With 2,400 staff representing 100 different nationalities, AFP covers the world in six languages, with a unique quality of multimedia storytelling spanning video, text, photos and graphics.

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