



## PRESS RELEASE

10.04.2015

### AFP LAUNCHES AFRICA WEEKLY, A BROADCAST-READY PROGRAMME FOR TELEVISION AND DIGITAL PLATFORMS

**DRAWING FROM ITS BROAD NETWORK ACROSS AFRICA, AFP IS LAUNCHING A 10-MINUTE PROGRAMME HIGHLIGHTING AFRICA'S DIVERSITY.**

This weekly programme – fully edited and narrated – delivers the continent's top headlines along with an in-depth main story and original features.

“Coverage of African news from every angle has always been a major component of the AFPTV offer”, comments Marie-Noëlle Vallès, AFP's Video Director. “More than a news round-up, AFRICA WEEKLY explores innovations in business and key development projects, as well as new trends in lifestyle or sports. It will bring a fresh perspective on everyday life in Africa”.

Following a summary of the top news of the week, AFRICA WEEKLY provides a selection of AFPTV's best features from the continent, the main sports news, offbeat stories and a look ahead to upcoming stories.

Available in English and French starting April 10, 2015, the programme is in a fully editable format, enabling clients to translate, revoice or use it as a basis for a news show featuring guests. Other formats specifically adapted to digital platforms are also available.

“Video is a strategic priority”, explains AFP Commercial and Marketing Director Olivier Lombardie. “With 10 videos per day, AFP offers the best coverage of African news. By launching AFRICA WEEKLY, we are demonstrating yet again our commitment to creating new and different offers adapted to our clients in every part of the world, notably in Africa where demand for content from the continent is high in a booming audiovisual market”.

AFRICA WEEKLY will be presented at MIPTV in Cannes on the AFP stand from April 13 to April 16, 2015. The first edition will exceptionally be made available to all AFPTV clients via satellite, FTP and on [AFP Forum](#). It can also be viewed on AFP's [YouTube](#) and [Dailymotion](#) channels.

#### *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 2,326 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.

Join us on:



#### **AFP contacts:**

Sales and marketing contacts: [marketing-video@afp.com](mailto:marketing-video@afp.com) - Stand AFP at MIPTV: P-1 D64

[africa.sales@afp.com](mailto:africa.sales@afp.com) +33 (0)1 40 41 78 60

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