



**GLOBAL MEDIA INNOVATION: LAUNCH OF ETX DAILY UP,
THE FIRST 100% AUDIO-AUGMENTED NEWS PLATFORM,
IN PARTNERSHIP WITH AFP & MICROSOFT**



More resolved than ever to be a leader in the revolu'SOUND, news agency ETX Studio is launching, in partnership with AFP and Microsoft, "ETX Daily Up". "ETX Daily Up" will be the world's first 100% audio augmented editorial content platform.

This new technology, which uses semantic AI, allows you to transform written news into audio and audio stories with unprecedented quality. As part of its "New Voices Index", ETX Studio has been monitoring and training the world's best technological solutions in this field for the past two years and has chosen Microsoft Azure text-to-speech solutions for their diction capabilities, their "trainability", but also their diversity, as these voices are available in more than 80 languages with many different accents.

ETX Daily Up offers true personalization when it comes to accessing news: in print if you want to read, in audio form if you are on the move, through audio stories on social networks... ETX Daily Up accompanies readers in their daily lives with an editorial line that focuses on new and evolving lifestyles and ways of living.

This BtoBtoC platform will allow media and brands seeking digital acceleration to launch their audio growth on a massive scale. More specifically, the platform enables users:

1. To use original ETX Studio articles as well as a selection of AFP's production in three formats: illustrated text | audio | animated audio story,
2. To generate their own audio content,
3. To create personalized "audio flash briefings": media and brands will be able to create their own personalized news playlists to listen to.

ETX Daily Up aims to meet the triple needs of media and brands:

1. Be a leader in audio search;
2. Increase their multi-channel audience and ROI;
3. Offer an experience adapted to new "liquid" post-Covid uses.

These customers will thus be able to position themselves, with an unbeatable quality | price | innovation ratio, in a market context where audio is a key factor in successful content.

In addition to self-service use for their own content, "ETX Daily Up" will offer its customers nearly 1,000 pieces of native content per month in 10 categories including, for example, ecology, mobility, and technology. Defined as "empowerment journalism", the editorial line aims to tell the story of changes in society and the new lifestyles that are developing around the idea of "living better, differently, with less."



Offering a subscription starting at 990 € (excl tax) per month for media and 1490 € (excl tax) per month for brands, "ETX Daily Up" is the result of 3 years and 3.6 M€ of investment by ETX Studio, which has been working for this time on audio for mobility, synthetic voices and voice referencing. ETX Studio will launch its version of the product for car manufacturers and mobility players ("ETX Daily Up Motion") within 18 months.

This innovative initiative of a proprietary platform was created thanks to the dual editorial leadership of Laurent Guimier (who initiated the project) and Cécilia Gabizon (who succeeded him as VP & Editorial Director of ETX); both put their knowledge of the media at the heart of the project to bring it to life with the remarkable ETX Studio team.

As a long-time strategic partner of ETX Studio, AFP will market "ETX Daily Up" worldwide through its sales teams.

The worldwide launch of "ETX Daily Up" will take place on December 8th during 4 digital events, at 9 am for Asia, 5 pm for the United States, 11 am for France and 3 pm (all CET) for Europe | Middle East | Africa.

For Jérôme Doncieux, founder & CEO of ETX Studio, "ETX Daily Up has everything it takes to be a 'game-changing innovation,' which we are all very proud of and delighted to launch with AFP and Microsoft. Like Churchill, we are convinced that we shouldn't let a crisis go to waste; this audacious launch during a storm will help position ETX Studio as the leader in Editorial Transformative Xperiences and boost our revenues as well as our value."

For Patrice Monti, Sales and Marketing Director at AFP, "the launch of ETX Daily Up allows us to continue to strengthen AFP's commercial offer for all the uses that interest our customers today, by accelerating our investment in the audio segment."

"We are pleased to contribute to this global initiative in partnership with ETX Studio and the AFP to make information accessible to as many people as possible. Thanks to the performance of our semantic AI technologies coupled with the power of the Azure cloud, our partners can now offer a new and more inclusive form of content consumption," explained Xavier Perret, Director of the Azure business unit at Microsoft France.

About ETX Studio: ETX Studio is a press agency founded in 2000 (formerly Relaxnews) that intends to become the leader of the Editorial Transformative Xperience. The teams – made up of journalists, strategists, creative producers, and digital technologists – offer media and brands a full-service offering that combines strategic consulting, content production, editorial outsourcing, and innovative technologies. ETX Studio has as references the biggest brands and media – Paris Airports, Elle, Marie France, L'Express, Renault, Citroën, BNP PARIBAS... – with which the agency promotes strategic, editorial, and technological innovation. ETX Studio has been a partner of AFP since 2004, a member of the French Federation of Press Agencies, IPTC and ONA in the USA. The company is chaired by Jérôme Doncieux.

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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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About Microsoft: Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

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