



## PRESS RELEASE

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### EURO 2012: AFP WINS ACCLAIM FROM ITS CLIENTS

THE EURO, ONE OF FOOTBALL'S MAJOR EVENTS, HAS CONFIRMED THE AGENCY'S PROMINENCE VERSUS THE COMPETITION IN THE FIELD OF SPORTS NEWS.

IN ORDER TO COVER THE EVENT, AFP DEPLOYED UNIQUE EDITORIAL RESOURCES INCLUDING 80 STAFF POSTED ACROSS POLAND AND UKRAINE, AS WELL AS PERFECT SYNERGIES WITH SID, THE AGENCY'S GERMAN SUBSIDIARY SPECIFICALLY DEDICATED TO SPORTS NEWS.

#### **Comprehensive production:**

With more than 3,700 stories since early June, the Agency has provided its clients with truly comprehensive and highly original coverage of the Euro. This 360-degree vision (sporting, but also social and economic aspects...) offered a total overview of the games as well as many issues surrounding the competition.

The video offering – a key priority for the Agency – reached more than 260 items, much more than the 150 videos initially announced, produced by both AFP and SID's video services.

The photography offering was also **particularly extensive**: the number of photos uploaded to Image Forum - the Agency's picture and still graphics database – was double that of the previous Euro, this time reaching more than 240,000 images.

**Record transmission time!** With every new sporting event, AFP beats its own record in the competition for news transmission speed. To take just one example, the first picture of the Euro trophy handover reached our clients in a mere 1 minute 21 seconds.

Sports news is a strategic development priority for the Agency, which is why our dedicated sports teams - in text, video, graphics and photography - will remain fully mobilized for the London Olympics, as they are right now on the Tour de France and Wimbledon Championships.

#### *About AFP*

AFP is a global news agency delivering fast, accurate, in-depth coverage of the events shaping our world from wars and conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology. With 2,260 journalists 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.

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