



## PRESS RELEASE

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### AFP TO DISTRIBUTE PHOTOS AND VIDEOS BY BRAZILIAN GROUP LANCE! GLOBALLY

**INTERNATIONAL PRESS AGENCY AFP PARTNERS WITH BRAZILIAN SPORTS GROUP LANCE! TO DISTRIBUTE ITS PHOTO AND VIDEO PRODUCTION OUTSIDE BRAZIL. THE AGREEMENT WAS SIGNED ON NOVEMBER 21, WITH EFFECT FROM THE FIRST QUARTER OF 2013.**

The Lance! Group produces between 100 and 200 sports photos a day. These will be integrated into ImageForum, AFP's photo web platform.

Around forty LanceTV videos will also be offered through a dedicated page on VideoForum, AFP's video platform, and updated on a regular basis. With an average length of 1 min 30 sec, they will be made available in HD format and focus essentially on football: interviews with players, footage of training, preparation for the World Cup Finals hosted by Brazil in 2014...

Lance! is Brazil's leading football expert, offering coverage of the national championships (Brasileiro), the Brazilian Cup, the South-American Libertadores cup, the state championships (Estaduais), and of course games played by the Seleçao, Brazil's national football team.

This new agreement falls within the scope of AFP's strategic development plan for Brazil, announced in 2011 and notably aimed at ramping up the Agency's trust-based relationship with the Brazilian media. The partnership with Lance! illustrates AFP's determination to develop a Brazilian offering geared to its global clients, notably in the field of sports.

#### *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.

#### *About the LANCE! Group*

Founded in 1997 by Walter de Mattos Jr., LANCE! is one of Brazil's largest sports media groups, employing a team of 250 journalists. It publishes daily newspaper LANCE!, the country's top-selling sports publication with an average of 100,000 daily copies and 1.6 million readers across Brazil, as well as Mais, a tabloid available in Rio de Janeiro and São Paulo. On the Internet, the group's sports information website Lancenet! boasts 13.2 million unique visitors per month and 140 million page views. LANCE!TV receives 2.8 million views per month through the group's portal, with 3 hours of 100% HD exclusive video production broadcast every day from its Rio de Janeiro and São Paulo studios. The LANCE!MOBILE portal currently receives 12 million page views and its app has been downloaded more than 150 000 times in Brazil. The LANCE! group also has its own news agency, LANCE!PRESS, the Brazilian market leader for sports news and photography.

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