

PRESS RELEASE**23/01/2025****NEWSFLARE JOINS AFP'S PARTNER VIDEO COLLECTIONS**

AFP announces a partnership with video agency Newsflare, which specialises in collecting, verifying and licensing UGC videos.

In keeping with its selective strategy of redistributing premium partner collections, AFP has signed an agreement with Newsflare to offer its customers a wider choice of UGC (user-generated content) videos, shared on social networks or shot by a community of content creators.

“The addition of the Newsflare collection to our portfolio will enable AFP to strengthen its offering of UGC videos, whether news-related or with high audience potential,” says Patrice Monti, AFP's Group Sales and Marketing Director. “This means we can respond even more effectively to the needs of our customers, who are looking for a wide range of content.”

“Newsflare sources, verifies and curates authentic, informative, and moving videos from more than 100 countries across the world, providing media organisations with rich and reliable video assets with which to engage their audiences,” explains Jon Cornwell, CEO of Newsflare. “We are excited to embark upon this new partnership with AFP and we are confident this collaboration will expand the reach of the powerful video captured by our community.”

Newsflare videos are available on AFP News and AFP Forum.

About Newsflare

Headquartered in London, with offices in Los Angeles and New York, Newsflare is the global leader in premium user-generated video (UGV) for television producers, publishers, brands, and advertising agencies. As pioneers in the User-Generated Video category, Newsflare serves as the go-to destination for content creators and commercial customers alike. With a diverse network of over 60,000 content creators worldwide and a growing vault of 400,000 videos, the Newsflare platform also features proprietary technology that authenticates IP ownership in real time, ensuring that customers can easily identify and license compelling UGV content relevant to their needs.

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 150 countries, AFP is also a world leader in digital investigations. With 2,600 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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