

# ASX RELEASE

**FOR IMMEDIATE RELEASE**

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## **Press Association and Newzulu strategic partnership delivers crowd-sourced video news to UK & Ireland publishers**

The Press Association (PA), the UK's leading multimedia news agency and digital content supplier, today signed a strategic partnership agreement with crowd-sourced media company Newzulu to deliver validated crowd-sourced video content to publishers, broadcasters and creative agencies in the UK and Ireland.

This strategic partnership will build upon the existing relationship between PA Images and Newzulu to pursue a range of crowd-sourced video distribution opportunities including:

- Marketing of validated videos originating from direct submissions to Newzulu or sourced from social media networks to clients of PA.
- Inclusion of validated videos originating from direct submissions to Newzulu or sourced from social media networks within PA's Video Wire and Video Packages services.
- Inclusion of validated videos originating from direct submissions to Newzulu or sourced from social media networks within PA's SNAP.PA content syndication service.

In support of the partnership with PA, Newzulu today officially launched its local platform for the UK and Ireland through which contributors can share news photos and videos, get published and get paid.

Contributors can share newsworthy content through Newzulu, for validation and distribution via PA, by visiting [www.newzulu.co.uk](http://www.newzulu.co.uk) or by downloading the Newzulu mobile apps for Apple iOS and Android.

PA's Group Managing Editor, Alan Marshall, said: "We are delighted to extend our partnership with Newzulu - which offers a reliable way to access crowd-sourced video content.

"This will provide PA's customers a wider selection of validated news materials from contributors and social media networks, producing an alternative perspective on many news events.

"This broader range of video content will be delivered to PA clients through direct sales, our video services and SNAP.PA digital service."

Newzulu is a news platform with a community of over 150,000 professional and millions of citizen journalists worldwide and with bureaux in New York, Los Angeles, Toronto, Montreal, London, Dublin, Paris, Sydney and Auckland.

Newzulu Executive Chairman Alexander Hartman said: "The partnership between PA and Newzulu launches the exciting possibility for amateur and freelance journalists to have their work published and paid for.

"Newzulu is delighted to partner with PA to provide leading publishers, broadcasters and commercial clients with the best crowd-sourced images and videos available from smartphones, the web and social media networks."

Mr. Marshall and Mr. Hartman said the strategic partnership represented a collaboration that combines the reach of The Press Association as the UK and Ireland's leading multimedia news agency with Newzulu's leading crowd-sourced news platform to deliver compelling content.

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## **ABOUT THE PRESS ASSOCIATION**

The Press Association is the UK's leading multimedia news agency and digital content supplier. As well as being the home of the UK's national newswire - which supplies news to national and regional newspapers, magazines and broadcasters - the Press Association has evolved as a provider of tailored multimedia content solutions for a broad range of businesses, brands and public sector organisations. Website: <http://www.pressassociation.com/>

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## **ABOUT NEWZULU**

Newzulu Limited (ASX:NWZ) is the world's leading crowd-sourced media company and freelance journalism platform which operates in partnership with The Press Association in the UK & Ireland. Newzulu is a crowd-sourced media platform for the distribution of validated news photos, videos and text. Headquartered in Paris, Newzulu operates bureaux in London, New York, Los Angeles, Toronto, Montreal, Sydney and Auckland. Newzulu operates in partnership with the Press Association (PA) in the UK & Ireland, Canadian Press (CP) in Canada, Bulls Press (BP) in Germany, Australian Associated Press (AAP) in Australia & NZ Newswire in New Zealand. Website: [www.newzulu.co.uk](http://www.newzulu.co.uk)

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