

ASX Company Announcement | Issue Date: 8 April 2015

## **NEWZULU LIVE TO POWER THE PRESS ASSOCIATION'S COVERAGE OF THE UK GENERAL ELECTION**

Newzulu Limited (ASX: NWZ) is pleased to announce that it has extended its partnership with the UK's leading multi-platform content provider, Press Association (**PA**) to facilitate PA's coverage of the 2015 General Election in the UK. Newzulu will offer its live streaming capabilities through its Newzulu Live platform, as well as user-generated photo and video services to enable crowd-sourcing of verified live video streams, photos and videos of the Election campaign. Community members can share their live streams, post-live video and photos via Newzulu's General Elections page as well as via the Newzulu app. Sales of content arising from this partnership will be made on a revenue share basis.

Executive Chairman, Alexander Hartman said: "We are delighted to pioneer mobile live video news gathering working with PA on coverage of the UK General Election. Newzulu Live will extend coverage of this key political event by equipping PA reporters with the capability to file live video from their mobile phones from places and offering perspectives never before seen by voters.

This collaboration between Newzulu Live and PA will harness mobile live video for the first time in an election campaign and promote greater engagement and transparency between voters and candidates for Prime Minister of the UK. This is a hugely significant application of Newzulu Live and we are excited to work with PA to help inform British voters as they decide who will be their next Prime Minister".

PA's press release outlining its plans to provide its customers with the ultimate election coverage package follows this announcement.

Newzulu's General Elections page can be found at [www.newzulu.co.uk/en/photos-videos/20101/general-election.html](http://www.newzulu.co.uk/en/photos-videos/20101/general-election.html).



### **About Newzulu**

Newzulu is a global crowd-sourced media company that allows anybody, anywhere, with a smart phone and a story, to share news, get published and get paid. Headquartered in Paris, Newzulu operates bureaus in London, New York, Los Angeles, Toronto, Montreal, Sydney and Perth. Newzulu operates in partnership with Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, Canadian Press (CP) in Canada, and Australian Associated Press (AAP) in Australia. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com).

### **For further information please contact:**

Alexander Hartman

Executive Chairman

E: [alexassist@newzulu.com](mailto:alexassist@newzulu.com)



## **PA is putting social media at the heart of its 2015 election coverage**

Tuesday 7<sup>th</sup> April, 2015: [Press Association \(PA\)](#), the UK's leading multimedia news agency and digital content provider, is partnering with leading technology companies as part of its most ambitious ever plans to cover the General Election for customers across digital, broadcast and print.

PA is dedicated to providing comprehensive coverage of the election with a live election wire offering 24/7 updates, rapid reaction graphics, a photo library of all 5,000 plus parliamentary candidates standing around the country, a 60 second wrap up video every day of the campaign as well as an election data feed.

PA's social media monitoring team will keep across Facebook posts, tweets, Instagram photos of thousands of candidates and influencers – curating and verifying the essential content to be published across its services.

To provide this unrivalled coverage, PA has partnered with a number of leading technology companies including: Adoreboard, SAM, Newzulu and Facebook.

Technology start- up company, [Adoreboard](#), based at Queen's University Belfast, is helping PA to understand how the campaign is impacting social media, and how social media is impacting the campaign. Via the platform, PA will be analysing thousands of Twitter accounts, and monitoring live reaction to key election moments so the Agency can visualise those reactions into graphics.

[SAM](#) will power social media search and curation workflows to ensure PA cuts through the noise, pin-pointing and capturing relevant and meaningful content - including geo-located content around specific events and customized social media embeds.

Thirdly, crowd-sourced media platform [Newzulu](#), will offer live video streaming as well as user generated photo and post-live video content through its worldwide 150k member strong freelance and citizen journalist community, sharing and breaking stories 24/7 with PA via the Newzulu mobile app. Newzulu enables anyone in the world with a smart phone and a story, to share news, get published and get paid. You can share your live streams, post-live video and photos via Newzulu's [General Elections](#) page as well as the Newzulu app.

The election will also mark PA's first collaboration with Facebook. On Facebook's behalf, PA will curate and post the most interesting and shareable content on its [UK Politics](#) community page.

In addition, PA will utilise its new digital service, SNAP.PA to provide an alternative view of the election through engaging content such as quizzes, lists and social content.

Pete Clifton, PA's Editor-in-Chief said: "The 2015 General Election will play out on social media in a way not seen before. This event provides PA with a fantastic opportunity to showcase multi-platform content by combining our media



expertise and reporting with quality technology partnerships, to provide our customers with the ultimate election coverage package.”

James Neufield, founder of SAM, said: “We believe very strongly that the real-time world of social and user generated content is in need of good journalism. PA understands this well and is providing critical journalistic and editorial value to their customers and even the social networks themselves. Here at SAM, we couldn’t be more pleased to provide the underlying social media curation, search and delivery tools for PA’s journalists.”

Chris Johnston, Chief Executive of Adoreboard, said: “It is an incredibly exciting partnership and Adoreboard will be at the forefront to provide PA with real-time social media analytics to power new content generation and insights.”

Nick Wrenn, Facebook’s Head of Media Partnerships EMEA, said: “PA is an ideal news organisation to run the Facebook UK Politics page because of its commitment to impartiality and balance, and its ability to curate quality content from a wide range of journalists, analysts and public figures. Millions rely on Facebook every day as a source for news, shareable and entertaining content. This page will be a place for people to like, comment and share all the latest updates from the UK election.”

This additional content will be powered alongside PA’s team of political reporters, photographers and video journalists, who will be providing round-the-clock coverage on the campaign trail, including with the leaders on the battle buses. All of PA’s multi-skilled journalists will also be tweeting, creating Vines and Twitter Video and pictures from the field. Chief executive,

For further information on PA’s election coverage please click [here](#).

- Ends -

**Contact:**

Sophie Lister, Communications Manager  
[Sophie.lister@pressassociation.com](mailto:Sophie.lister@pressassociation.com)  
+44 (0)20 7963 7513

**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. PA’s products and services span everything from sports data APIs, hosted live blogs,



and social media content to media training, page production services and TV listings.

[www.pressassociation.com](http://www.pressassociation.com)

**PA Group Limited**

Headquartered in London, [PA Group](#) incorporates news, information and communications businesses which includes the Press Association, the national news agency of the UK and Ireland. The Group also encompasses TNR, a specialist communications consultancy; Globelynx, which provides TV-ready remotely monitored camera systems for corporate clients to connect with TV news broadcasters in the UK and worldwide; and Sticky Content, the UK's leading digital copywriting and content strategy agency.

PA Group has 27 shareholders, most of whom are UK national and regional newspaper publishers. The biggest shareholders are dmg media Limited, News UK plc, Trinity Mirror plc and United Business Media plc.