

ASX Company Announcement | Issue Date: 2 June 2015

## **NEWZULU SIGNS VIDEO SYNDICATION AGREEMENTS IN THE USA & SPAIN**

Newzulu Limited (**ASX: NWZ**) is pleased to announce that it has entered into video syndication agreements with leading Spanish newsgathering agency, Wikono and USA media distribution company, Shami Media Group (**Shami Media**). Newzulu expects the Wikono and Shami deals to increase sales of Newzulu Editorial content in the US and Spanish markets.

Newzulu and Wikono have agreed that Wikono will syndicate Newzulu's crowd-sourced news, show business and sports video content to its television and broadcaster partners throughout Spain, Latin America and South America, on a revenue share basis. Wikono is a digital content agency specialised in professional services for television platforms and in the management of electronic news gathering (**ENG**) coverage. Wikono is a leader in the Spanish broadcasting industry and are leading distributor of national and international television content to press agencies and broadcasters throughout Spain and worldwide, including Associated Press, Canal + and TVE.

Newzulu and Shami Media have agreed that New York-based Shami Media will syndicate Newzulu's range of validated news, show business and sports image and video content to Shami's extensive network of film, television and broadcaster partners, on a revenue share basis. Shami Media has evolved into a leading, global publishing, licensing and media distribution firm, with one of the most extensive and all-inclusive royalty-free creative catalogs in the world.

Alexander Hartman, Executive Chairman of Newzulu, commented on the agreements, "Newzulu is pleased to announce two significant content syndication partnerships with Wikono in Spain and with Shami in the US. Newzulu will collaborate with Wikono and Shami to capitalize on the editorial value of crowd-sourced video content in the US and in Spain".

"Newzulu is delighted to be working with Wikono is a market-leader in Spain and operates worldwide, expanding distribution of Newzulu's crowd-sourced content to a wide distribution to such significant news markets in Spain, Latin America and South America."



“Newzulu is pleased to partner with Bob Shami and Shami Media to expand the distribution of Newzulu’s crowd-sourced video editorial content in the US. There is a massive opportunity to monetize crowd-sourced content drawn from a huge creative community with mobile devices that witness breaking news every day.”

#### **About Wikono**

Launched in 2011 and based in Madrid, Wikono has become an international leader in ENG management through its interactive online platform, providing quick web access to high-resolution images and videos for television networks worldwide. Part of the Grupo Secuoya, Wikono offers comprehensive operational solutions, from dedicated ENG teams to the supply and receipt of captured images, along with 24/7 customer service.

Wikono exclusively manages the image supply service for TVE in Galicia, Cantabria, Euskadi, La Rioja, Navarra and Comunidad Valenciana.

#### **About Shami Media**

Shami Media Group is a media distribution company that handles all formats of media, including film, television and music. Shami Media provides licensing and distribution rights to content both royalty-free and rights-managed, to adapt to whatever type of project its clients are creating including book publishing and hard copy distribution, music hard copy and digital distribution, music distribution to major retailers, specialty videos digital and hard copy distribution, as well as hard copy physical distribution for movies and distribution to major chain stores across the United States.

#### **About Newzulu**

Newzulu is a 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. In February 2015 Newzulu completed the acquisition of leading Toronto based user-generated content marketing software company Filemobile Inc., Newzulu operates in partnership with Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, Czech News Agency (CTK) in the Czech Republic and Aflo Co., Ltd in Japan. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com)

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