

BEYOND BREAKING NEWS

AFP & MX1

Case Study

Industry

News Broadcasting

Location

Global

AGENCE
FRANCE
PRESSE

SES[▲]
beyond frontiers

With breaking news comes the pressure and urgency of getting live content as quickly as possible to a potential audience of billions.

AFPTV Live is a unified platform that provides live video content to news agencies.

When newsagents are producing a story, they rely on journalists on the ground to share video content as it happens – sometimes needing to comb through hours of footage to find the right 30-second clip. They then need to ensure they can reliably deliver the content anywhere in the world, and on any device.

Founded in 1835, Agence France-Presse (AFP) is the world's third largest news agency, after the Associated Press and Reuters. Today, AFP provides content to more than 10,000 news agencies worldwide, delivering breaking news and hard news to TV channels, digital publications and production companies that reach a global audience. AFP's challenge was to build a platform – AFPTV Live – that would make its content discoverable, that was easy to use, and that enabled live IP delivery to better service its clients.

Together with AFP, MX1 designed the AFPTV Live platform based on MX1 360 – a unified media platform that enables news agencies to aggregate, prepare, manage, playout and distribute content anywhere from a single user interface. Unique in the marketplace, MX1 360 helps news agencies to bridge from traditional broadcasting to the new media world, including online video, in the most seamless and effective way. The solution combines robust on-site infrastructure and technical facilities with the most advanced cloud-based platform to provide the most effective way for clients to manage, enhance and deliver content to any device around the world.



Hundreds of users view live feeds and video content on AFPTV Live each day.

The partnership between AFP and our service company MX1 enables AFP to connect its systems together via an API that was co-developed with MX1. The platform enables AFP to reach many more customers than it could previously. The company now has hundreds of customers viewing live feeds and video content on AFPTV Live each day, and sending selected content to their own news studio via IP delivery.

“Working together with MX1 has been a very positive experience from the start,” says Sophie Jullien-Rapp, Head of Video Products at AFP. “We worked with a great team of engineers and project managers, enabling us to launch the new platform in just a few months.”



“There’s no point in having great content if we can’t deliver it to our clients efficiently and reliably every day. With MX1, we fulfil two major client needs. First, they have all the information they need about our live coverage in real-time. Second, they can send the content to their newsrooms via IP delivery enabled by MX1 360.”



PHIL CHETWYND
Global Editor-in-Chief of AFP



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For additional information on this project,
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Published in August 2018.
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