

# BEYOND BREAKING NEWS

AFP & SES

## Case Study

### Industry

News Agency

### Location

Global

AGENCE  
FRANCE  
PRESSE

SES ▲

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

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AFPTV Live is a unified platform that provides live video content to TV channels and digital publishers.

When editors are producing a story, they need to access video content as the news unfolds, in order to select and deliver the crucial news sequence to their audience – anywhere in the world, and on any device. They also need the flexibility of a reliable multi-feed solution that allows them to plan and operate their editorial selections in real time.

Founded in 1835, Agence France-Presse (AFP) is a leading global news agency. Today, AFP provides content to thousands of news outlets worldwide, delivering breaking 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, SES designed the AFPTV Live platform based on SES 360 – a unified media platform that enables news editors to aggregate, prepare, manage, playout and distribute content anywhere from a single user interface. Unique in the marketplace, SES 360 helps news agencies and their media customers 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.



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

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

“Working together with SES 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.”



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“There’s no point in having great content if we can’t deliver it to our clients efficiently and reliably every day. We are now able to 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 this solution.”

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**PHIL CHETWYND**  
Global Editor-in-Chief of AFP



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

For additional information on this project,  
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