

# SEAMLESS ACCESS TO BREAKING NEWS

**Industry**  
News Broadcasting

**Location**  
Global

We're working with AFP to distribute breaking news globally via an innovative platform



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.

# 1,200

approximate live feeds per month

# 40

live feeds per day, on average

With an average of 40 live feeds a day, the time pressure for producers is high. They 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. This enables AFPTV Live to integrate its visuals with extensive editorial content, date lines, restrictions, speaker information, and languages—all on one platform.

The rapid growth of AFPTV Live will make it the cornerstone of AFP's video distribution



**SES 360 integrates multiple functions into a single user interface for seamless news distribution:**



**SES 360 – Replay**  
View missed feeds



**SES 360 – Download**  
Download and select specific segments of a feed



**SES 360 – Alert**  
Alert clients to changes to live coverage



**SES 360 – Chat**  
Answer queries via chat

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. Customers can view live video feeds on AFPTV Live every day, and send selected content to their own news studio via IP delivery.

“The platform is a massive help for both us and the clients, because clients no longer have to contact us for a re-feed

if they miss a live. The new replay function lets them view what they’ve missed,” says Michele Barbero, Deputy Head of the AFPTV Live Desk at AFP.

“Other helpful and time-saving functions include the alert system, which helps live producers keep clients updated on changes to live coverage, and the chat service, which allows producers to answer queries via chat. This is a great help when handling scores of lives and a multitude of client inquiries.”



“AFPTV Live has constantly evolved with our customers’ needs. We have listened to them, and analysed their pain points and workflows. We are extremely proud of what our customers say about the platform. In their own words, it’s the most intuitive, comprehensive, user-friendly platform of its kind.”

**MARIE-NOELLES VALLES**

AFP’s Video Business Development Director



For additional information  
on this project, please visit  
[ses.com](https://www.ses.com)

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**SES HEADQUARTERS**

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