

APO signs deal with France Telecom-Orange

The African Press Organisation (APO), the distributor of press releases in Africa, last week announced the confirmation of a contract with global telecommunications operators, France Telecom-Orange. APO will be responsible for the distribution of all press releases issued by the Orange group to operating countries in Africa.



By using the services of APO, Orange aims to reach a wider audience in each of the targeted countries, from mainstream media to trade publications and bloggers, and ensure that messages are being delivered in real-time to the most comprehensive base of media contacts on the continent.

Each press release, issued by Orange, will be available verbatim on APO-Source, the online database of press releases related to Africa, on all APO partners' websites, Twitter, and distributed by targeted emailing to general news media, industry-specific publications and bloggers.

"We are delighted to have been chosen by one of the leaders in the telecommunication industry. This contract demonstrates our strength and effectiveness in reaching the right audience in Africa", said Eloïne Barry, APO executive director.

"The rate of return on foreign investment is higher in Africa than in any other developing region. Western companies from banking, telecoms and energy industries invest in Africa and need to communicate. We have experienced a shift in our client portfolio from development institutions to private companies. This shows that Africa is booming right now and we are proud to be part of it" added Barry.