

Africa Wire to reach Bloomberg

The African Press Organisation (APO), a press release wire in Africa, has announced an alliance with Bloomberg, the global business and financial information and news provider.

APO clients' news releases distributed via Africa Wire will now be available on the Bloomberg Professional Service (Bloomberg Terminal), which provides real time financial information to more than 315,000 subscribers in 174 countries.

Africa Wire is the service for press release wire distribution and monitoring in Africa, reaching over 25,000 media contacts, bloggers, social networks, and redistributing content to over 50 African websites.

"This partnership will allow APO customers to reach Bloomberg Terminal users worldwide and inform them of new developments, investments and product launches done on the continent", said Eloïne Barry, APO's executive director.

For more, visit: <https://www.bizcommunity.com>