

## AfricaCom 2014 selects official wire service

APO (African Press Organisation) has been selected as the official wire service of Africa's leading telecoms event, [AfricaCom 2014](#). The event's press releases will be distributed via Africa Wire, the service for press release wire distribution and monitoring in Africa.



As the official newswire, APO is offering exhibitors of AfricaCom 2014 a 20% discount off pan-African news release distribution.

This service reaches over 50,000 journalists, bloggers and social networks, and redistributes content to more than 50 African websites, as well as to Bloomberg Terminal, Thomson Reuters, LexisNexis, Dow Jones Factiva, 250 million mobile subscribers in 30 countries and more.

Used by some of the world's largest technology companies, including Orange, Airtel, Ericsson, Tigo, SkyVision, Symantec, Oracle, Garmin, Gemalto and more, APO Africa Wire has a potential reach of 600 million people and guarantees the most extensive outreach in Africa, acting as a channel that allows APO's clients to target audiences in all parts of the continent and also the world.



### **A voice within the dynamic region**

APO Founder and CEO, Nicolas Pompigne-Mognard, comments, "APO is delighted to have been named the official wire service for an event as prestigious as AfricaCom for the second time in a row. This once again illustrates APO's unrivalled capacity to reach not only mainstream media but also industry-specific publications across Africa."

Adam Thompson, Conference Manager for the Com World Series, comments, "AfricaCom 2014 is proud partner with the African Press Organisation for the second year in a row! AfricaCom is dedicated to enhancing digital communications in Africa, and partnering with the African Press Organisation gives us a voice within the dynamic region. We highly appreciated everything they did last year and look forward to working with them again."