

APO announces the long-awaited Africa-Newsroom.com

APO (www.APO-opa.com), the sole press release newswire in Africa and the global leader in media relations relating to Africa, announced the launch of www.Africa-Newsroom.com, Africa's first of its kind all-in-one newsroom and multimedia PR platform that leverages content from marketing and public relations to create an SEO-enhanced, interactive multimedia news and information experience for journalists, consumers, and target audiences.



Nicolas Pompiagne-Mognard

APO continues to be at the forefront of highly efficient news dissemination by creating the premier Press Office hosting platform for Africa-related content. Press Offices are visually rich, custom landing pages mirroring your company, organization or product, displaying all your social media feeds, and hosted on a domain matching your company name. Visit the Press Offices on Africa-Newsroom.com: <http://Africa-Newsroom.com/source>.

Africa-Newsroom.com is a [source](#) of press releases and multimedia files related to Africa, publishing press releases, videos, photos, documents and audio-files for over 500 high-quality, authoritative sources, including global fortune 1000 companies, renowned PR agencies, government and international institution

Africa-Newsroom.com supplies content to over 150,000 journalists, press agencies, bloggers and social networks, and redistributes content to over 50 African websites, Bloomberg Terminal, Thomson Reuters Terminal, Lexis Nexis, Dow Jones Factiva, and mobile users of the three major networks: Orange, Airtel and MTN.

Journalists can subscribe to receive content free of charge from Africa-Newsroom.com. The service already counts among its subscribers journalists from: BBC Worldwide, Reuters, Associated Press (AP), Agence France Presse (AFP), Sky News, The Economist, Xinhua News Agency, Zawya, CNN, Al Jazeera, The Guardian Nigeria, Nation Media Group, International Financial Times, the Nigerian News Agency (NAN) and many more. To guarantee that email subscribers correctly receive your press releases, Africa-Newsroom.com uses the latest Email Delivery & Transactional Email technology provided by SendGrid (www.SendGrid.com) a company also used by leading websites like LinkedIn, Uber and Booking.com.

Journalists, consumers, and target audiences will be able to copy, share, download, embed, create customized RSS feeds, create customized email alerts, create customized FTP feeds, create customized widgets, and take the content to other websites for all major CMS types.

Africa-Newsroom.com is available in four languages (English, French, Arabic and Portuguese), each with its own Twitter feed. It also features a powerful internal search engine allowing visitors to search press releases or multimedia content specifically.

"As the founder of APO, it gives me great satisfaction to offer the Africa-Newsroom.com service to a growing number of clients who need us to support their activities in Africa. I'm an avid believer in Africa rising and this high quality, authoritative source, is a beneficial tool for all journalists," comments Nicolas Pompigne-Mognard, APO founder and CEO.

Africa-Newsroom.com is not a "do-it-yourself" platform. APO clients will continue to send their press releases and multimedia content to APO by email.

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