

## License-free Chinese content for African broadcasters

BON Cloud has launched license-free content for African Broadcasters seeking China-related stories. The China-focused globally integrated content archive produces and archives video content across business, travel and culture in full HD, ready for delivery.



Following the launch of the [BON Cloud](#) media platform in August 2014, and an expansion with cooperating media partners through South and Southeast Asia, BON Cloud now reaches Africa for the first time.

As a part of the launch, BON Cloud publishes a new video series about international lives connected with China. Built as a one-stop-shop, international media solution for producers, publishers and broadcasters alike, BON Cloud, specialises in creating and distributing China-focused short video content and footage.

Now fully established, BON Cloud boasts an active database of more than 6,000 international media professionals downloading, re-editing and re-purposing BON Cloud created assets every day, resulting in the production, to date, of more than 4,200 short videos.

“The purpose of BON Cloud is to provide access to fresh, professional China-related content to content acquisition professionals, editors, and producers, across Africa’s 54 nations, and license-free,” explained Ash Bowkett, vice-president, international business development at BON Cloud. “Across Africa, audience and industry alike are showing increasing interest in China, whether as a strategic development partner, for international trading purposes, or as a holiday destination. We are strongly positioned as the only non-new China-content provider source for Africa.”

While the Associated Press and Bloomberg already source culture and business content and footage from BON Cloud, hundreds of television broadcast stations and websites around the world also access the platform when they require a China story.

BON Cloud is currently being used by traditional and digital broadcasters to:

- Locate broadcast-ready video content.
- Obtain media packages for reproduction, including video, audio, scripts and footage.
- Add extra multicultural segment value to the broadcast output.

- Directly utilise the mainland China-based production services offered by the Platform ecosystem.

BON Cloud content is story-focused, diverse, high-quality and current, preferring to offer stories about China, instead of advertising or promotions. The international team driving BON Cloud is at the disposal of media organisations across Africa, “ready to support the online delivery of fresh, compelling video stories whenever the broadcast need arises”, according to their press release.

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