

A24 Media signs new deal to represent ITN Source archive footage in Africa

A24 Media, claimed to be Africa's first online delivery site for material from journalists, African broadcasters and NGO's from around the Continent, announces a new deal with ITN Source, the footage sales arm of UK news and content provider ITN.



ITN Source syndicates on-the-day and archive content to a global customer base and today's agreement will see A24 Media represent its extensive collection in Africa excluding RSA and Egypt.

ITN Source is reputed to be the gateway to one of the world's largest and most diverse footage archives, dating back to 1896 and spanning multiple genres including news, drama, celebrity, comedy, music, film and natural history.

As well as ITN's award-winning coverage, ITN Source also represents the footage libraries of Reuters, ITN, Fox Movietone and other specialist collections. In conjunction with these partners around the world, ITN Source is a one-stop-shop for quality content, relevant to every region and all countries.

Deal brings many advantages for Africa's TV, media

The deal between A24 Media and ITN Source will allow producers, TV broadcasters, filmmakers, online publishers, advertisers, corporations and educational video producers in Africa to have access to ITN Source's professionally edited and relevant reels of archive footage. With a collection growing by over 500 hours per month, there is always new content to be found at ITN Source that covers every angle.

Catherine Laferriere-Vitali, sales manager for ITN Source Europe said: "We are thrilled to be teaming up with a multi media company that has such an intimate knowledge of the African Market. We believe that Africa will very quickly develop into a major market for ITN Source footage."

Asif Sheikh, co-founder and CEO for Africa 24 Media said: "Africa 24 Media has established itself as the premier African content aggregator and distributor to the global market place. Our partnership with ITN Source will give our customers unique access to international and archive content that ITNS hosts. We are honoured that ITN has selected A24 media."

For further information on how to get involved with A24 Media contact Farah Chaudhry, farah@a24media.com or call +254 733 790 458

For further information on ITN Source, go to www.itnsource.com.

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