

## AP Asia Online Hosted

Automated news content service for web  
and mobile platforms in the Asia-Pacific region



### **AP Asia Online**

AP Asia Online provides comprehensive, up-to-date news content in a Web-ready format. The content is written in English, but tailored for audiences in the region by AP's dedicated Asia-Pacific news desk in Bangkok.

Providing around 125 – 150 stories per weekday, AP Asia Online is constantly following breaking and developing news stories to offer timely coverage for Web and mobile audiences. These stories are being covered by reporters in AP bureaus based throughout Asia and around the world.

Top text stories are linked with photos in a variety of categories including regional and international news, business, sports, entertainment and oddities. Additionally, AP's Bangkok-based editors constantly update lists that feature the Top 10 stories for all of these categories.

AP Asia Online offers a convenient and efficient solution for up-to-the-minute news coverage from the Asia-Pacific region to your Web or mobile platform.

### **What is AP Asia Online Hosted?**

AP Asia Online Hosted is a unique and hands-free delivery option for AP Asia Online customers.

AP Asia Online Hosted gives you AP Asia Online content (described above) on a Web platform that AP hosts, manages and updates for you.

AP Asia Online Hosted gives you the tools to manage the look of your Web site, whilst the content is managed by AP behind the scenes.

### **What Are the Benefits?**

Once you integrate AP Asia Online Hosted onto your Website or mobile platform, you no longer need to manually update news content you receive via AP Asia Online.

You will be able to showcase major news stories from Asia and the rest of the world without the hassle or logistics of sourcing or updating that content.

Your Website retains your identity and branding, but the news stories appearing on your site are maintained and updated for you. 'AP' branding will not appear anywhere on your site, unless you want it to.

An easy-to-use interface allows you to manage the modules and sections – making features such as photo galleries and video streams simple to add or remove.

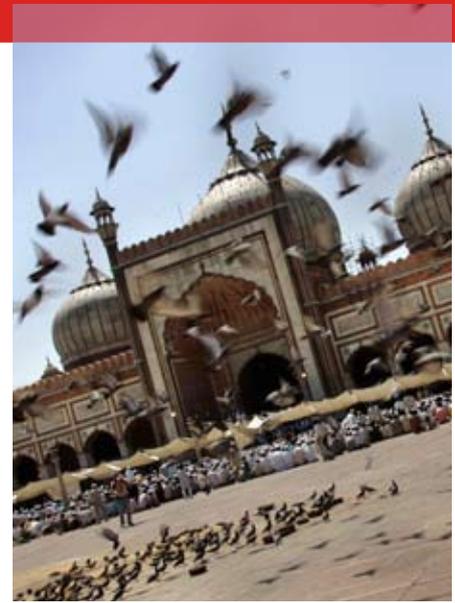
### **Display of Content**

AP Asia Online Hosted gives you flexibility in how you choose to display news stories received from AP Asia Online on your Website or mobile platform.

The basic AP Asia Online 'front' features the following:

- Latest Headlines
- Latest Photos or Photo Galleries (where available)
- Video Player Link
- Multimedia Interactive (where available)

You have your choice of the 6 regional, 10 topical or 18 country / geographical modules that the hosted platform facilitates.



#### Regional Modules:

- Greater China
- North Asia
- North East Asia
- Australia, New Zealand and the Pacific Islands
- Central Asia
- South East Asia
- South Asia

#### Topic-based Modules:

- Big Story (e.g. wars, tsunamis)
- Business & Technology
- Entertainment
- General News
- Health & Lifestyle
- International
- Oddities
- Science, Technology and Environment
- Sports
- Global Sports Report\* (*\*please note this is a premium category – available only if you subscribe to the enhanced version of AP Asia Online Hosted*)

#### Country/Geographical Modules:

- Afghanistan
- Australia
- Bangladesh
- Cambodia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Koreas
- Malaysia
- Myanmar
- New Zealand
- Pakistan
- Philippines
- Singapore
- Sri Lanka
- Thailand

**Fast, accurate and objective, AP is your essential global news partner.**

AP newsgathering spans the globe with 243 bureaux in 97 countries. Our text services produce over twenty million words a day, supplying the world's media with award-winning news content that often marks the first draft of history. Over half of the world's population watch, read or hear AP news content on any given day.

## How It Is Delivered

AP Asia Online Hosted is delivered online in NITF-XML format via NNTP or AP WebFeeds and viewable on AP Exchange - [www.apexchange.com](http://www.apexchange.com) - AP's content portal for customers.

The portal is accessible 24/7 from any computer with an Internet connection and an up-to-date web browser.

AP Exchange offers real-time access to text, photos, graphics and online video and a two week database of content.

In addition to point-and-click access to the AP services you've licensed, AP Exchange also offers an easy-to-use search engine and alerting system to ensure you do not miss stories of importance.

AP offers weekly online training sessions on how to use AP Exchange as well as 24/7 Customer Support. Full details will be given by your AP sales representative upon sign-up.

## Who To Contact

If you already subscribe to AP news content, please contact your local AP sales representative to discuss subscribing to AP Asia Online Hosted.

If you don't currently subscribe to AP, please email: [internationalsales@ap.org](mailto:internationalsales@ap.org) - and a sales representative will contact you shortly.

For technical support, the AP Customer Support Team is available to assist you 24 hours a day, 7 days a week.

Customer Support:

Web: <http://customersupport.ap.org>

E-mail: [apcustomersupport@ap.org](mailto:apcustomersupport@ap.org)

Phone: +1 212 621-7361 (New York)

We look forward to discussing how you can benefit from subscribing to AP - your essential global news partner.

**AP** Associated Press

[www.ap.org](http://www.ap.org)

