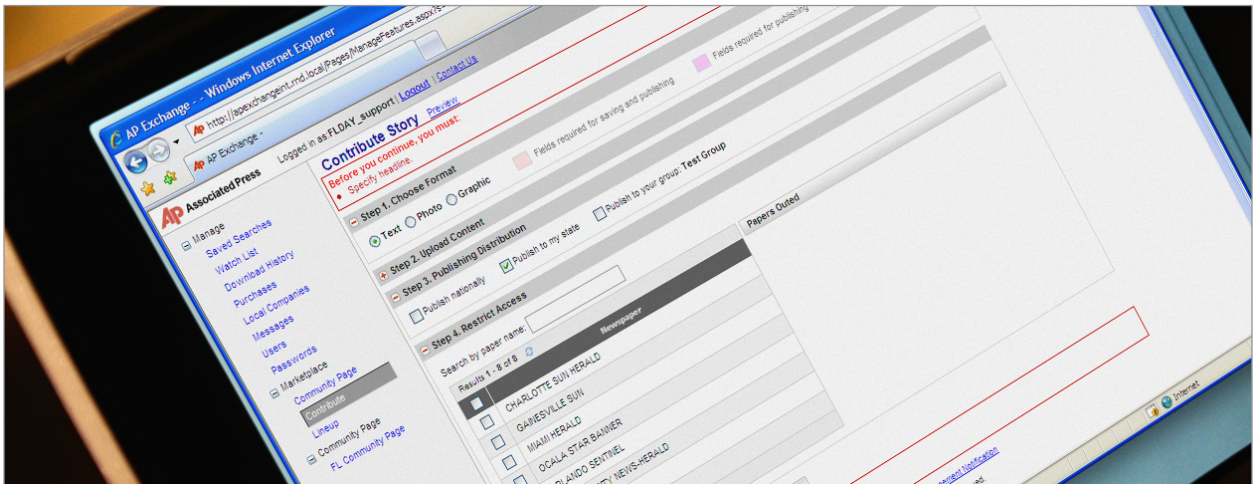


## GROUP CONTENT SHARING WITH AP MARKETPLACE

You can now share stories, photos and other content with other newspapers in your group through AP Exchange and MarketPlace. Fast, free and available right now, it's as easy as one-two-three:

1. **Sign up** for Content Enrichment and AP Marketplace.
2. **Send your copy** automatically for Content Enrichment. It's returned to your paper with enhanced metadata, and with a single click designated editors can send it to other group members.
3. **Publish** in print or on the Web. Content shared via the Marketplace is categorized so it's easy to find stories you need.



### Benefits

- Newspapers within corporate groups can share text, photos, graphics and other media with their sibling papers. It's a new feature of AP Marketplace, a service papers across the country already are using to share with others in their state and, soon, across the nation.
- > The group share service of AP Exchange can save member papers distribution costs.
  - > Using the search functions of AP Exchange, member papers easily can find content on specific topics from other newspapers in their group, as well as The Associated Press and third-party providers.
  - > Link photos to stories for faster access to packaged content.

### Essentials

This Web-based news exchange service is an important part of the AP's Digital Cooperative strategy for member newspapers.

- > Participating groups must sign up for both Content Enrichment and AP Marketplace.
- > Instead of cutting and pasting each story, editors use the same feed that gets sent to AP as part of the Content Enrichment service. That means sharing with sibling papers is just a click away.
- > The shared copy will be visible to everyone with AP Exchange accounts throughout the group.