

## AP ONLINE SERVICES FOR MEMBERS

AP's continuously updated online news draws on the strengths of a diverse global news network with more than 240 bureaus worldwide, the industry's most sophisticated digital photo network, a state-of-the-art video news service and a reputation for news of the highest quality, accuracy and objectivity.



NEW YORK/March 2006 | Dell's next generation mobile platforms are shown at a press preview. (AP Photo/Diane Bondareff)

### Benefits

- > Meets the real-time news needs of the growing online audience
- > Drives traffic to your site
- > Extends readers' sessions with multimedia content packaged around specific topics
- > Builds your brand by keeping the look and feel of your site
- > Builds revenue with simple tools to present high-quality AP content within your site's templates carrying your ads
- > Updates news continually with hosted platforms, even when you're not staffed

### Essentials

- > Coverage includes politics, business, entertainment, health, sports and technology – the news readers need to know, plus the fun stuff they want to know
- > Services available as XML feeds to give you more control, or as fully hosted services that give you a rich site with minimal investment or staffing from you
- > Engaging multimedia services offer text, graphics, photos, audio and video updated around the clock
- > Services available to meet your needs for state, U.S., international news and more

**World Cup Preview 2006**



**Italy**

**Coach:**  
Marcello Lippi

**Key players:**  
Francesco Totti, Alessandro Nesta (shown), Christian Vieri

**World Cup record:**  
16th appearance;  
champion (1934, 1938, 1982)

**Last appearance:**  
Second round 2002

**How qualified:**  
Won European Group 5

**Scoop:**  
Having disappointed at recent tournaments, the attacking power of Totti, Antonio Cassano and Luca Toni may spur Italy to rival its past deeds.



**Group E** Italy | Ghana | USA | Czech Republic | Home | AP

AP Multimedia Features can be hosted or delivered via online feed.

### Advantages

- > AP's flexible hosted services, online delivery and multimedia content all help your site integrate AP news easily
- > AP's Contact Center is available 24/7 to help with any questions

### Summary

- > AP's XML feeds and hosted services deliver a broad range of high-quality, multimedia content that keeps your site fresh and dynamic with minimal time and effort, while providing advertising opportunities.

### Essentials—Product Details

These hosted services present high-quality content within your site's templates:

- > **AP Hosted Custom News:** a complete news and feature report with hosted text, photos, audio, video and graphics, and Flash animations and databases. You can serve your own ads and control ad placement
- > **AP Online Video Network:** participating members receive AP's high-quality, time-sensitive video coverage, a member-branded video player and all required hosting, streaming and ad management technology. Fully ad-supported and available at no cost
- > **asap:** a provocative, smart and creative multimedia service that presents news and more through stories, interactives, photo galleries and first-person accounts. Also an XML feed
- > **AP State News Online:** politics, business, sports and features that increase local content on your site. Offered only to AP members, and also available as an XML feed
- > **AP Travel Online:** travel resources including weekly destination packages, columns and travel links. Also an XML feed
- > **AP Financial Tools:** market quotes, charts, graphics and personalization features such as watch lists and e-mail alerts, in a format that increases traffic and ad opportunities
- > **AP Spanish Online:** an in-depth news service in Spanish that delivers coverage of the U.S., Latin America and the world. Also an XML feed

### More AP services that are easy to use online:

- > **AP Entertainment Online:** meets readers thirst for news on celebrities, arts, media, reviews and interviews.
- > **AP Online:** a continuous XML feed that gives you more control over what appears on your site with approximately 750 stories daily edited for online use
- > **AP Multimedia Features:** rich interactive packages including photo galleries, text, audio and graphics. Offers multimedia via FTP to members who don't take a hosted service

The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the largest and most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP.

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### Contact info:

For more information, contact your AP bureau chief. Visit [www.ap.org/demos](http://www.ap.org/demos) to view demos of many of these products in action on member newspaper Web sites.