



## **BBC Global News Signs First International News Organisation Partnership with Twitter Amplify**

### ***Launches new program to complement partnership***

October 24, 2013 - BBC Global News has announced a new partnership with [Twitter Amplify](#), the social broadcast network service's innovative video promotion tool. This is the first Twitter Amplify partnership with a global news broadcaster.

"This new collaboration harnesses our global reach and newsgathering capabilities to bring our advertising partners clever and impressive products," said James Montgomery, Director of Digital & Technology at BBC Global News Ltd. "Building on the efforts of BBC America's partnership with Twitter, we're thrilled to bring our ad partners with us at the cutting edge of news."

BBC Global News will provide the global Twitter community timely in-Tweet video clips that complement its global newsgathering operation. This partnership offers BBC Global News and its future brand partners an integrated cross-platform tool to reach new audiences on Twitter. BBC Global News operates BBC World Service radio, BBC World News television, and [bbc.com/news](#) outside the UK.

"What makes this partnership exciting is the amazing content Twitter users will get from BBC Global News, no matter where they are in the world," said [Glenn Brown](#), Senior Director of Twitter Amplify. "We look forward to working with BBC Global News to bring these programs to market."

BBC.com has already begun production of a new in-Tweet broadcast, #BBCTrending, a new series of innovative short form video broadcasts that will be presented by Anne-Marie Tomchak ([@AMTomchak](#)) and will launch in the coming months. The broadcast will give users the inside story behind the latest trending phenomena on social media that day. #BBCTrending is distributed to the 4.8 million followers of the BBC international news Twitter handle, [@BBCWorld](#), and will be enhanced by Twitter Amplify.

#BBCTrending will incorporate three key elements: 1) the BBC's international social media reach and 24-hour video production operation 2) the BBC's global newsgathering and monitoring operations, which provide both round the clock news reporting and monitoring of

global TV, radio, press, internet and news agency sources, and 3) Twitter Amplify's innovative real-time video promotion tool.

"Being a part of this new project is thrilling," said Tomchak. As the face of #BBCTrending, Tomchak will be working with production units across the BBC to identify and build compelling conversations on what's trending around the world. During Tomchak's tenure with the BBC, she's worked on both sides of the camera from producing the flagship interview show HARDtalk to presenting The World's Newsroom live on the BBC's international television channel BBC World News. "On Trending, we're tapping the most powerful internal insight tools and the massive BBC international newsgathering and language operations to decipher why and how trends are happening on social media around the world."

ENDS.

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**BBC Global News** includes BBC World Service, BBC World News television, [bbc.com/news](http://bbc.com/news) (the BBC's international-facing online news site) and BBC Monitoring.

The BBC attracts a weekly global audience of 256 million people to its international news services including **BBC World Service**, **BBC World News** television channel and **bbc.com/news**.

**BBC World Service** is an international multimedia broadcaster, delivering a wide range of language and regional services on radio, TV, online and via wireless handheld devices. It uses multiple platforms to reach its weekly audience of 180 million globally, including shortwave, AM, FM, digital satellite and cable channels. Its news sites include audio and video content and offer opportunities to join the global debate. BBC World Service offers its multilingual radio content to partner FM stations around the world and has numerous partnerships supplying content to news websites, mobile phones and other wireless handheld devices as well as TV channels. For more information, visit [bbcworldservice.com](http://bbcworldservice.com).

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