

## **NATO Increases Video Presence with Online and Broadcast Distribution via The NewsMarket**

*As 60<sup>th</sup> anniversary approaches, NATO to make video available to the media globally via [www.thenewsmarket.com/NATO](http://www.thenewsmarket.com/NATO)*

**LONDON/BRUSSELS, April 1, 2009** – Broadcast and online journalists seeking content about the North Atlantic Treaty Organization (NATO) can now find a variety of news video on The NewsMarket ([www.thenewsmarket.com](http://www.thenewsmarket.com)), the leading web-based video marketing and delivery platform.

Journalists can search, preview and download video and other content from [www.thenewsmarket.com/NATO](http://www.thenewsmarket.com/NATO) and register for email alerts and RSS feeds about new video.

Available video for NATO includes:

- General views of NATO activities in Afghanistan
- Features on the upcoming Afghan elections
- Training and mentoring the Afghan police
- Features on the Afghan population
- Fresh content from Afghanistan and about the organization's work around security and development will be added to the platform in the coming weeks

"Following the recommendations from the Heads of State and Government at the Bucharest Summit in April 2008, NATO Public Diplomacy Division has developed a comprehensive strategy to engage with young audiences and increase their information and knowledge about NATO's commitments. Together with our Internet TV ([www.natochannel.tv](http://www.natochannel.tv)) and the NATO website ([www.nato.int](http://www.nato.int)), this new channel will enable us to further extend the reach of our video globally," said **Jean François Bureau, NATO Assistant Secretary General for Public Diplomacy.**

"We are excited to be working with NATO to make its video content available to the global media," said **Jim Lonergan, President and CEO of The NewsMarket.** "International organizations such as NATO understand that today's media landscape requires proactive, global outreach to all audiences to ensure that their initiatives receive the share of voice they deserve."

### **NOTE TO EDITORS:**

For broadcast-quality video supporting this press release, please visit ([www.thenewsmarket.com/NATO](http://www.thenewsmarket.com/NATO)). If you are a first time user, please take a minute to register or with any questions, please contact [journalisthelp@thenewsmarket.com](mailto:journalisthelp@thenewsmarket.com)



#### **About North Atlantic Treaty Organization (NATO)**

The North Atlantic Treaty Organization (NATO) is an alliance of 26 countries from North America and Europe committed to fulfilling the goals of the North Atlantic Treaty signed on April 4, 1949. The aim of the treaty is to safeguard the freedom and security of its member countries by political and military means.

#### **About The NewsMarket**

The NewsMarket ([www.thenewsmarket.com](http://www.thenewsmarket.com)) is the leading platform for global brands to market and deliver their video to all their audiences. The company enables corporations and government and non-profit organizations to easily share their video content with the media, blogs, consumers, online communities and other audiences globally. The company's media site ([www.thenewsmarket.com](http://www.thenewsmarket.com)) is used by more than 25,000 media outlets in 190+ countries to view and order free news video for use in their programming. The NewsMarket works with many of the worlds leading brands including **General Motors, Volvo Cars, the U.S. Department of State, IBM, UNICEF, Facebook and Google**. The NewsMarket is headquartered in New York, with offices in Beijing, London, San Francisco, and Mumbai. To learn more about our capabilities, visit: [www.thenewsmarket.com/postingcontent/](http://www.thenewsmarket.com/postingcontent/)

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