

PA Media and Agility partnership brings PRs closer to journalists driving news agenda

Agility's accurate media database is now embedded in PA Media's Mediapoint

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Our new partnership brings PRs closer to journalists

PR and communications professionals can now monitor the news agenda and seamlessly reach the most relevant journalists for their stories through a new partnership between PA Media and Agility.

PA Media's Mediapoint enables customers to both understand and make the news by following breaking stories and then distributing their press releases on the newswire used by journalists. Agility, Innodata Inc.'s (NASDAQ:INOD) AI-enabled public relations platform, has an industry-leading media database with unparalleled data accuracy.

The technology partnership will allow PR and comms professionals to seamlessly go from reading a story on Mediapoint to using the new Media Outreach tools to target relevant journalists with their insights, quotes or complementary story through Agility's media database.

PR and comms professionals will then be able to understand the success of their campaign in granular detail by reviewing the number of journalists reached through the wire, email open rates and clickthrough numbers from their release. The partnership will allow them to target journalists from specific industries or locations while knowing they are working with an accurate database.

“Our partnership with Agility will allow PRs to respond to the news agenda and get their press releases in front of the right journalists faster and easier than ever before,” **said Alan Marshall, Managing Director of Business Information Services at PA Media.** “We’re working with Agility because a high-quality media database is essential for our customers to earn press coverage. The Media Outreach launch forms part of a series of enhancements we’re making to Mediapoint over the coming months.”

“We believe combining PA Media’s illustrious history in the media and publishing space with Agility’s innovative technology will result in successful, outcome-driven experiences for PR and comms professionals,” **said Martin Lyster, CEO of Agility.** “We see these types of technology partnerships as key enablers of innovation both now and in the future, contributing to the dynamic and exciting nature of our industry.”

The Agility database provides a top-rated user experience and impeccable data confidence due to its in-house media research team that makes up to 2 million manual updates to journalist and outlet contact information every year.

“We are delighted to be working with PA Media, renowned for its multimedia and content delivery,” **said Allison Murphy, UK Managing Director at Agility.** “PA Media Group’s dedication to providing excellent service to their customers aligns perfectly with our values at Agility. We’re honoured to have been chosen as the technology provider to power targeted news distribution on behalf of PA Media.”

Notes to editors

Learn more about the powerful business ally that is **PA Mediapoint**.

About PA Media Group

PA Media Group comprises a diverse portfolio of specialist media companies, spanning news & information, technology and communications services.

Its flagship brand, PA Media, is the UK and Ireland’s leading news agency. Alongside PA Media, the Group is also the parent company of content library Alamy, broadcast tech firm Globelynx, strategic marketing consultancy Sticky Content, video streaming business StreamAMG, PA Betting Services, PA Training and PA TV Metadata.

PA Media Group has 20 shareholders, made up mainly of UK news and media businesses. The largest shareholders include DMGT plc, Informa plc, News UK plc and Reach plc.

<http://www.pamediagroup.com>

About Agility

Agility PR Solutions, INNODATA INC.’s (NASDAQ: INOD) AI-enabled industry platform for public relations and media analysis, streamlines media monitoring, outreach, and media intelligence in one intuitive platform for public relations professionals. Global organizations rely on Agility to help

them achieve ambitious business goals using an outcome-based approach. Software backed by deep expertise offers high-performance results and PR insights for brands with advanced requirements in a shifting media landscape. Providing innovative technology, outstanding data quality, and high-caliber support, Agility enables success for today's communicators.

<https://www.agilitypr.com/>

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