



Wire services up overseas muscle

Written by **CRAIG MCGUIRE**

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Hoping to increase the reach of its ProfNet expert-sourcing service, PRN has affiliated with similar networks in the UK (ExpertNet) and Germany (Informationsdienst Wissenschaft). ProfNet president Dan Forbush added that deals to expand the service into France, Sweden and South Africa should be finalized within the next two months.

ProfNet, generally accepted as the expert-sourcing sector leader, claims that it currently relays 600 reporters' queries each week to the 14,000 information officers who subscribe to the service. 'As PR Newswire moves into new markets around the world, it will take ProfNet along with it,' said Forbush.

While BW has made headway with its answer to ProfNet, ExpertSource, it still lags behind. Undeterred, the company has continued its international push by cementing a partnership with South African hi-tech, business and financial news service ITWeb. The deal gives BW a coveted partner in the region and allows ITWeb founder and managing director Jovan Regasek to offer clients the international media services they desire.

While both PRN and BW offer their core news-distribution services worldwide, the companies are constantly looking to expand their overseas networks.

In the last year alone, BW negotiated agreements with news organizations in Europe, Asia, Africa and Latin America. PRN, for its part, has opened bureaus in London, Frankfurt, Paris and Hong Kong.