

Axel Springer, Samsung join forces in mobile media content

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German media giant Axel Springer and Korean electronics group Samsung said Tuesday they are joining forces in a mobile media partnership.

The two companies said they would collaborate in producing [digital media](#) exclusively for Samsung customers, beginning with a news platform in Germany and Poland that will be rolled out in other European markets next year.

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"Over the past few years, there have been many occasions in which Axel Springer and Samsung have exchanged views on the fantastic technological opportunities for journalism in the digital age. These discussions have now resulted in this exciting strategic partnership," said Axel Springer chief executive, Mathias Doepfner.

"With Axel Springer's digital publishing heritage and our mobile expertise, we're confident that together, we can deliver ground-breaking content and services that will excite and delight our respective customers," said Young Hoon Eom, president and CEO of Samsung Electronics Europe.

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