

# THE PRESS SERVICE OF ISRAEL

2024

---

“

Many of the people deciding what you will read and see view their role not as explanatory but as political. Coverage is a weapon to be placed at the disposal of the side they like.”

Matti Friedman, AP whistleblower



# TPS IL: THE PRESS SERVICE OF ISRAEL

The most effective tool in spreading Israeli facts to the world.

## NEWS EVENT IN ISREAL



<p><b>Romania</b> Population: <b>19,892,821</b></p>	<p><b>India</b> Population: <b>1,428,627,663</b></p>	<p><b>Philippines</b> Population: <b>117,337,368</b></p>	<p><b>Latin America</b> Population: <b>441,666,030</b></p>	<p><b>Italy</b> Population: <b>58,870,762</b></p>	<p><b>Bulgaria</b> Population: <b>2,832,812</b></p>	<p><b>Azerbaijn</b> Population: <b>10,412,651</b></p>
---	--	--	--	---	---	---



## INTRODUCTION

A news agency must be the **original source** collecting information and distributing it to news networks and organizations with an emphasis on releasing coverage as close to real-time as possible.

Negative Israeli news emerges daily, misinforming the public and wreaking havoc on the diplomatic, military, and political stability and operations within Israel and impacting antisemitism worldwide. TPS IL provides an effective solution to the mass of inaccurate depictions of Israel: **covering the news events as they happen** and distributing the news to **international news agencies**, (aka the news' source for news).

**The Press Service of Israel (TPS IL) is Israel's sole news agency.**

An efficient, effective, and independent non-profit, TPS IL is the Israeli news source within the global media arena, bringing Israel's news to places previously **untouched** by Israeli media.

Composed of a professional news team, as well as hundreds of volunteer photojournalists throughout Israel, Judea and Samaria, and even Gaza, TPS IL is on the scene at every news event to cover and distribute the truth to the world, straight from the scene. To maintain independence, TPS IL does not accept funding from the Israeli Government but relies on donations from foundations and individuals.



## Vision and Mission

# COUNTERING MISINFORMATION BY PAVING THE WAY FORWARD

News influences public opinion and decision-making processes in every sphere: diplomatic, military, political and social. TPS IL was born out of the need to counter news coverage containing elements that frequently lack credible sources and seek to delegitimize and antagonize Israel, fueling worldwide anti-Israel sentiment by way of misreporting.

TPS IL is focused on empowering global understanding and becoming the foremost authority on Israel, standing as a beacon of reliability, professionalism, and unparalleled quality. We are committed to being the ultimate destination for global media networks seeking accurate and insightful information about Israel.

As the only Israeli news agency, **our mission is to deliver timely and accurate news to the global news arena, covered by Israelis, to many parts of the world previously lacking exposure to Israeli news.**

## The Background

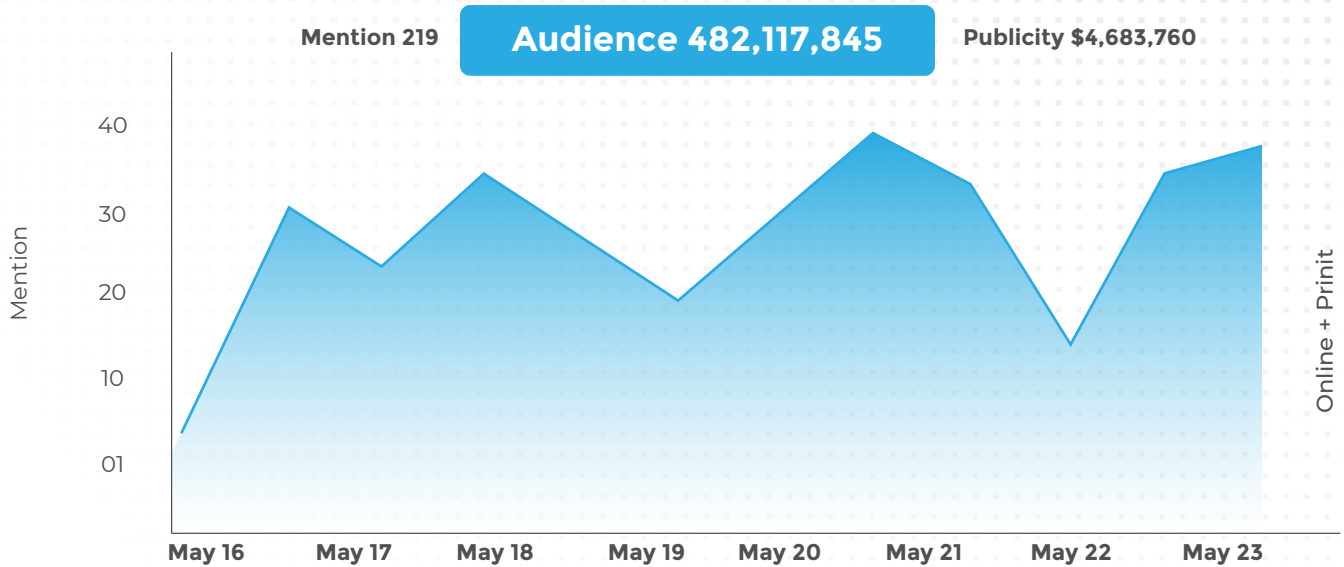
# DISSEMINATING TIMELY AND IMPACTFUL NEWS

Founded in 2010 by CEO, Amotz Eyal, TPS IL operates around the clock, providing comprehensive documentation of all news occurrences within Israel.

Global news budget cuts led to the elimination of foreign correspondents in the Middle East, resulting in an increased reliance on local news agencies. The three major news agencies operating in the region (AP, AFP and Reuters) comprising over 90% of international news coverage globally, have been known to systematically exhibit bias and hostility against Israel. As a result, many international news agencies and media outlets, such as ANI, Indian news agency, Adnkronos, Italian news agency, WAM, the Emirati news agency, have elected to obtain news directly from the only Israeli source, TPS IL.



## Reach



# UNIQUELY POSITIONED TO DISTRIBUTE ISRAEL'S NEWS WORLDWIDE

TPS IL reaches over 10,000 media outlets globally via partnerships with more than 18 foreign news agencies and provides content to over 90 international subscribers, attracting weekly audiences of over 400 million. In 2023, TPS IL participated in key international media conferences in Azerbaijan, UAE, and Bulgaria as the leading authority on Israeli news. TPS IL's reach also includes Christian, Jewish and Israeli networks and outlets looking for on-demand information on Israel in addition to media partners.

Armed with coverage of news events reported from the scene with coverage in real time, TPS IL distributes this content to media outlets globally, leveraging an extensive network of volunteer journalists to photograph news events throughout Israel. Operating across 43+ countries, TPS collaborates with prominent global media like Yahoo, Fox News, MSN, the NYP, and more!

With distribution agreements spanning across the world, TPS IL is entering locations previously untouched by Israeli news networks. As a result, people living in the UAE, Philippines, Pakistan, and Kazakhstan, who previously did not have access to news from Israel, are now able to access the truth. TPS IL's news partnerships extend through North America, Europe, Latin America, Azerbaijan, the Balkans, Gulf States, and more, emphasizing our role as a trusted source of diverse Israeli content and enhancing our international reach and influence.

## Our Tools: How TPS IL Reaches the World

# INDEPENDENT, COMPREHENSIVE, ACCURATE

TPS IL is an essential asset for journalists and editors because we stand out with the following key features:

**Precise and objective reporting:** TPS IL is committed to presenting an apolitical, balanced, and objective view of the region. Internal training programs emphasize objective reporting, focusing on hard news, and eliminating input of personal biases and politics. TPS IL places ultimate importance on building and maintaining credibility and objectivity within a landscape of op-eds disguised as hard news.

**Reporting speed:** In the fight for the headline, only one news agency can win: TPS IL has an unparalleled network of volunteers across Israel, providing a unique ability to rapidly deliver coverage from anywhere in the country: on average nine minutes from the initial reports of the news event to the dissemination of images

**High-quality visual coverage:** TPS IL provides high-quality photos that are used by media outlets around the world. Our image bank of over 100,000 photos and videos is accessed constantly by media partners.

**Arab desk:** In one of many investigative reports, TPS IL exclusively covered the first ever anti-Hamas protests by Gazans, exposing money laundering to terrorist organizations at East Jerusalem civic cultural centers.

**Highlighting underreported stories:** TPS IL emphasizes stories on the nuances of Israeli society and human-interest angles not typically covered, providing the world with a thorough look at the nation, including insight on the many minority communities that comprise the fabric of Israel.

**Variety of content:** TPS IL provides in-depth coverage of a wide range of topics, including politics, security, economics, and culture.

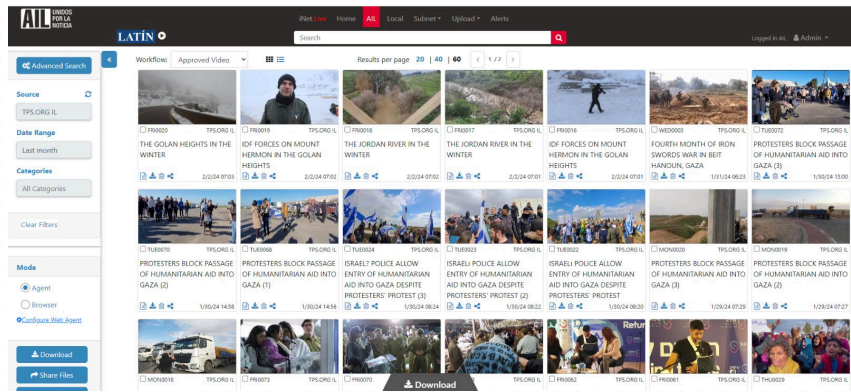


## Case Studies

# TPS IL'S IMPACT-LED SOLUTION

### Alianza Informativa Latinoamericana

In 2023, TPS-IL signed a news partnership with Alianza Informativa Latinoamericana which has television affiliates in 22 countries across South America and the Caribbeans. For the first time, viewers in these countries have direct access to Israeli news, straight from the scene of events.



### ANI India: Gazans Protest Hamas

ANI, India's premiere news agency, composed of over 500 news outlets, reaches over one billion people throughout India and Southeast Asia on a daily basis. TPS IL's coverage of events in Israel and Gaza, counters the international misreporting to billions of viewers monthly.



Photo by Majid Fathi/TPS on 24 January 2024

#### Gaza Children Protest Against Hamas

[Edit](#)

Public · By Pesach Benson · 24 January 2024

Jerusalem, 24 January, 2024 (TPS) – Dozens of Palestinian children in the central Gaza city of Deir al-Balah held a rare protest against Hamas on Wednesday, calling on the terror group to release Israeli hostages and end the war so they can return to their homes.

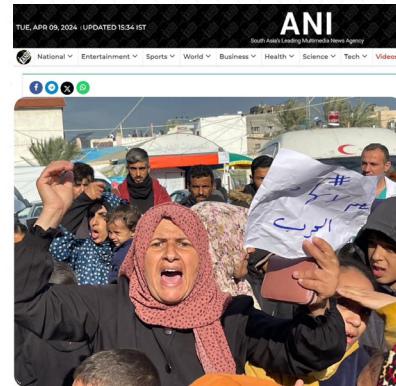
Outside Deir al-Balah's Al Aqsa Martyrs Hospital, the children held white pieces of paper saying "Yes to giving back the prisoners" and expressing wishes to return to homes in Jabalya and Beit Lahya, in the northern Gaza Strip.

"Will these cries and demands reach the hideouts of Hamas leaders?" wrote Lt. Col. Avichay Adraee, the Israel Defense Forces' Arabic spokesman on X, formerly known as Twitter.

The protest came one day after another small demonstration against Hamas in the southern Gaza city of Rafah. Videos circulating on social media featured Palestinians cursing Hamas and Gaza strongman, Yahye Sinwar, who masterminded the October 7 massacre of Israelis living near the Gaza border.

There is no organized opposition to Hamas in Gaza.

At least 1,200 people were killed in Hamas's attacks on Israeli communities near the Gaza border on Oct. 7.



#### 'Down With Hamas' chant Gazans evacuating Khan Younis

ANI | Updated: Jan 27, 2024, 23:15 IST

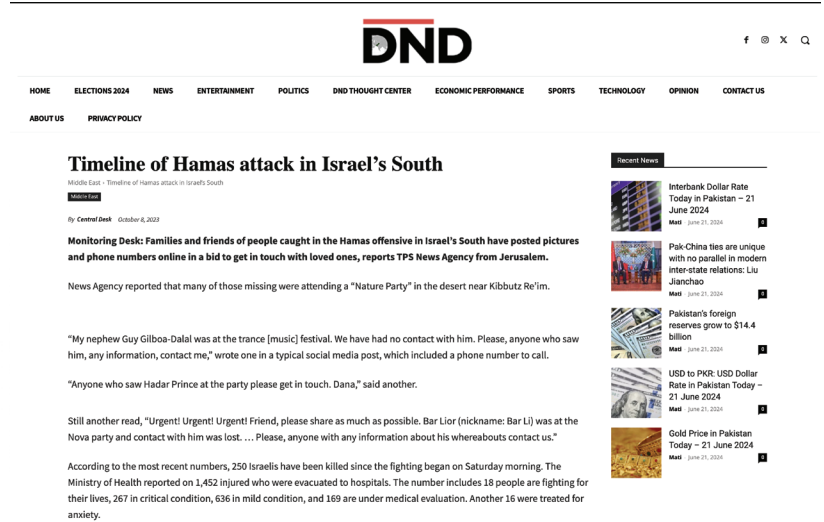
Tel Aviv [Israel], January 27 (ANI/TPS): Hundreds of Palestinians evacuating from Khan Younis chanted "Down with Hamas" on Saturday in a video posted on social media by Israeli authorities as cracks in the terror group's control of the Strip continued to grow.

The video was posted on social media by the Coordination of Government Activities in

TPS IL forwarded the coverage to our news partners worldwide.

## DND Pakistan

Throughout the Israel-Hamas War, TPS IL has provided breaking news coverage to Pakistan, a nation which previously had no access to Israeli media sources. Through a groundbreaking collaboration with Pakistani news agency, DND, TPS IL has facilitated unprecedented communication between the two nations.

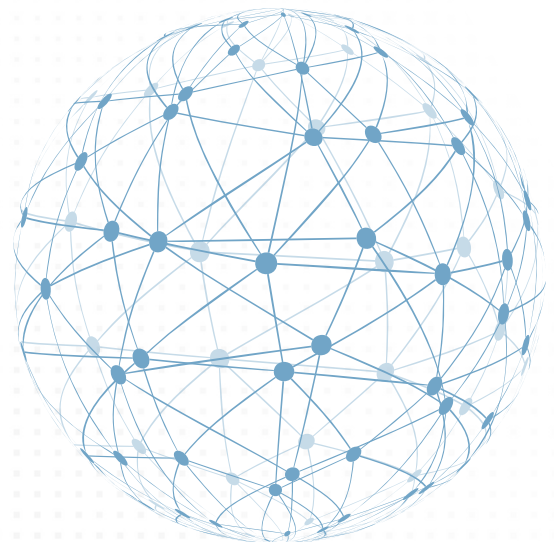


## TPS IL in Numbers

# REACHING ALL CORNERS OF THE WORLD

The numbers say it all! Thus far, TPS IL has achieved:

- ✔ **1+ billion** views per month
- ✔ **18 news partnerships** (more coming in the near future)
- ✔ **450+ volunteers**
- ✔ Presence in **43+ countries**
- ✔ Broadcast on **100+ media outlets and organizations, 10,000+ news outlets** through partnership agreements
- ✔ **And there is so much more to come!**





## The Way Forward

# POISED FOR THE FUTURE, WE NEED YOUR SUPPORT!

As Israel's lone news agency battling global antisemitism and the delegitimization of Israel, TPS IL is essential to counter biased Palestinian and AP, AFP, Reuter misreportings to ensure balanced coverage accessible to media outlets worldwide.

Sustained by donations and grants, TPS IL is uniquely positioned for future growth. Plans include expanding news coverage from within Israel and scaling our worldwide distribution network. Among the projects on the table:

- ✔ Growing the volunteer photojournalist team and enhancing its capabilities.
- ✔ Enhancing TPS IL's international reputation by hosting an annual news agency conference in Israel, inviting participation from around the world.
- ✔ Adding new tools and equipment to better leverage our technological capabilities.
- ✔ Expanding and continuing steady growth to countries in the Middle East, Asia and Africa currently not reached by Israeli media.
- ✔ Nurturing relationships with both online and traditional U.S. news outlets to balance international coverage of events in Israel, and create greater awareness of TPS IL.

## Supporting TPS IL

# BY CONTRIBUTING TO TPS IL, YOU ENABLE US TO COMBAT INTERNATIONAL ANTISEMITISM AND DELEGITIMIZATION OF ISRAEL.

TPS IL fights media bias by providing the first source for news. The success of our mission is within fighting offensively, distributing the first headline.

To do so, TPS IL must enlist additional partners who adhere to the standards of objective reporting and journalism expected by the world. TPS IL is proud of the news partnerships we collaborate with daily, but there are areas of the world that we have not reached yet.

Expanding TPS-IL's partnerships requires intensive networking and introductions allow us to increase our visibility and coverage, impacting the world with Israel's accurate news. To do so, we must expand our team.

# LEADERSHIP

## The People Powering the Mission

Here's a look at the Management Team of TPS IL:



**Amotz Eyal**  
Founder & CEO



**Rachael Stern**  
Director of Operations/  
Outreach with  
International Partners



**Yoav Dudekevitch**  
Chief Photographer



**Pesach Benson**  
Editor-in-Chief



**Ehud Amiton**  
Israeli Desk Manager



**Sveta Listratov**  
Investigative Reports

Help us distribute the truth by expanding our coverage so **TPS IL** can continue to be the leading news coming from Israel, by **Israelis**, to readers and viewers around the world.