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## Huffington Post rolls out in Germany

By Emily Steel in New York and Matthew Garrahan in Los Angeles

The Huffington Post is planting its flag in Germany, striking a partnership with Burda's Tomorrow Focus to bring its mix of news, blogging and social commenting to readers in Germany, Austria and Switzerland.

The start of a German edition, timed for the country's elections in September, would become the seventh international launch for the splashy online news and commentary site owned by AOL as it sets to build a global new media empire.

Since expanding its footprint to Canada and the UK in 2011, the Huffington Post has joined with prominent media companies to launch non-English editions in France, Spain and Italy.

Editions and partnerships are in the works for Japan, Brazil, Russia, India, South Korea, Morocco, Mexico and Australia.

"The international expansion has been a dream of mine from the beginning," Arianna Huffington, president and editor-in-chief of The Huffington Post Media Group, told the Financial Times. "We are taking the HuffPo editorial and technology DNA everywhere. We also are creating a group of international bureaus that can work together on stories."

The Huffington Post's global expansion stands in contrasts with traditional news organisations that are bleeding revenues and cutting staff.

The Huffington Post has not turned a profit since it was acquired by AOL for \$315m in 2011, but executives said traffic and ad revenues were growing. The site would make money, they said, if it weren't building new ventures such as the international editions and digital video. AOL reports earnings on May 8.

"One of our strategies has been to invest inside the disruption," said Tim Armstrong, AOL's chief executive. "That strategy, although it looked overly bold, allows us to get into some interesting areas."

Each international outpost – outside Canada and the UK – is set up as a joint venture, where the Huffington Post contributes its technology system and the traditional media outlet contributes its promotional power and understanding of the market as well as its ad sales team.

Together, the groups hire an editorial team of about 12 people, usually led by a prominent Ms Huffington-like figure, such as prominent French journalist Anne Sinclair for the Huffington Post's French outpost.