

The Huffington Post spends no more than \$2m per market and splits the costs and the profits with its partners, said Jimmy Maymann, chief executive of the Huffington Post Media Group.

Executives at Tomorrow Focus and Le Monde, which is working with the Huffington Post in France, said that they decided to link up with the Huffington Post rather than go it alone so that they could tap into the new media group's tech knowhow.

"We are looking for a scalable model for news portals of the future," said Christoph Schuh, a member of the management board of Tomorrow Focus.

The joint venture comes as the Huffington Post has agreed to a distribution deal with Mark Cuban's AXS TV network in the US to repurpose its live online video content for cable television.

HuffPo Live, which launched last August and has been dubbed the CNN for the digital age, airs online. But under the deal with AXS, it will broadcast six hours a day on AXS TV, which is available in 41m US homes. "We're in an era where social media drives live TV and live TV drives social media," said Mr Cuban, who owns and operates AXS, with partners that include Ryan Seacrest, Anschutz Entertainment Group and Creative Artists Agency.

For HuffPo Live, the deal gives the nascent operation access to new viewers – and potentially more lucrative advertising partners.

The convergence of online video and traditional TV is accelerating, said Roy Sekoff, president and co-founder of HuffPo Live. "We want people to engage with our programming. If we can create that next generation news network ... that's a great place to be."

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