



SyndiGate Launches New Digital Content Marketplace

Leading content marketing agency, SyndiGate, has launched DISCO, a revolutionary digital content marketplace where buyers can access, search for, and acquire an instant license to use or republish content, all of which is fully rights-cleared.

DISCO combines proprietary technology with world-class journalism and is an essential tool for publishers, broadcasters, and brands in the Middle East who are looking for trustworthy, multilingual content that generates and engages audiences, and drives revenue.

Named after the Latin verb of the same name, DISCO opens up content buyers to a vast array of content formats including; articles, broadcast news, editorial videos, features, illustrations, interviews, images, and infographics, among many others. The unique platform offers flexible payment models that put the needs of the content buyer at the forefront, including Pay-Per-Use (PPU), monthly license fees, or content credit packages.

"Most news and press publishers, broadcasters and now even brands, rely on using third party, syndicated content, which is generally sourced from a limited number of news agencies and image libraries," said Mark Gatty Saunt, Co-Founder and Director of Content Sales and Licensing at SyndiGate. "DISCO offers content buyers a more diverse range of super-premium, multilingual content, all from a single, trusted platform. We don't believe in locking our clients into annual license fees - a legacy model that favors the content provider, and one DISCO intends to disrupt."

Initially targeting content buyers in the MENA region, DISCO is available worldwide and supports content - and searching for content - in multiple languages. To help clients optimize their syndicated content usage, DISCO offers a team of experienced content analysts who can assist users in identifying the topics, authors, formats, and channels that their audiences care about most.

The DISCO content marketplace is suitable for those in the following roles: Art Directors, Content Marketing, Creative Directors, Editors, Deputy Editors, Freelance Photo Researchers, Online Editors, Photo Editors, Photo Researchers, Producers, and Production Associates.

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