

About bird

READS

10M+
monthly

STORIES

1.2K+
on bird

CLIENTS

140+
All over
the world

CONTRIBUTORS

100+
Across
Africa





bird story agency is a specialist news agency started by Africa No Filter. Our content is used by newsrooms across Africa and around the world.

Find us at:

website: bird.africanofilter.org

A large, 3D-style graphic of the number '10M' in white with a gold-to-white gradient. The background is a teal color with several bursts of white and gold fireworks or sparkles behind the numbers.

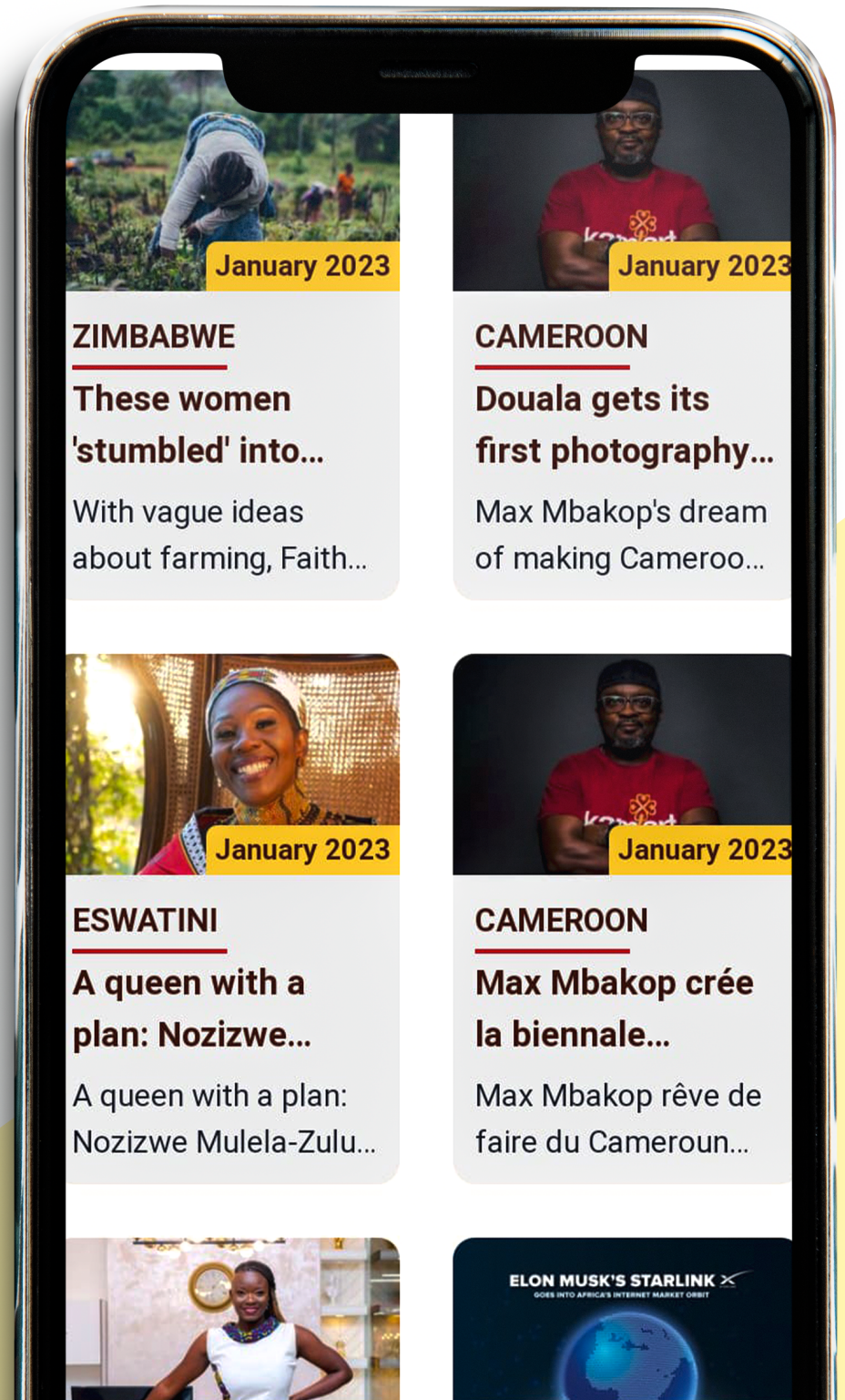
10M

- MONTHLY READERS & VIEWERS -

- MONTHLY READERS & VIEWERS -



Launched in July 2021, bird has delivered over **1200 stories**, together with pictures, graphics, multimedia and video, thanks to a network of **over 100 contributors** from around **Africa**.



January 2023

ZIMBABWE

These women 'stumbled' into...

With vague ideas about farming, Faith...



January 2023

CAMEROON

Douala gets its first photography...

Max Mbakop's dream of making Cameroo...



January 2023

ESWATINI

A queen with a plan: Nozizwe...

A queen with a plan: Nozizwe Mulela-Zulu...



January 2023

CAMEROON

Max Mbakop crée la biennale...

Max Mbakop rêve de faire du Cameroun...

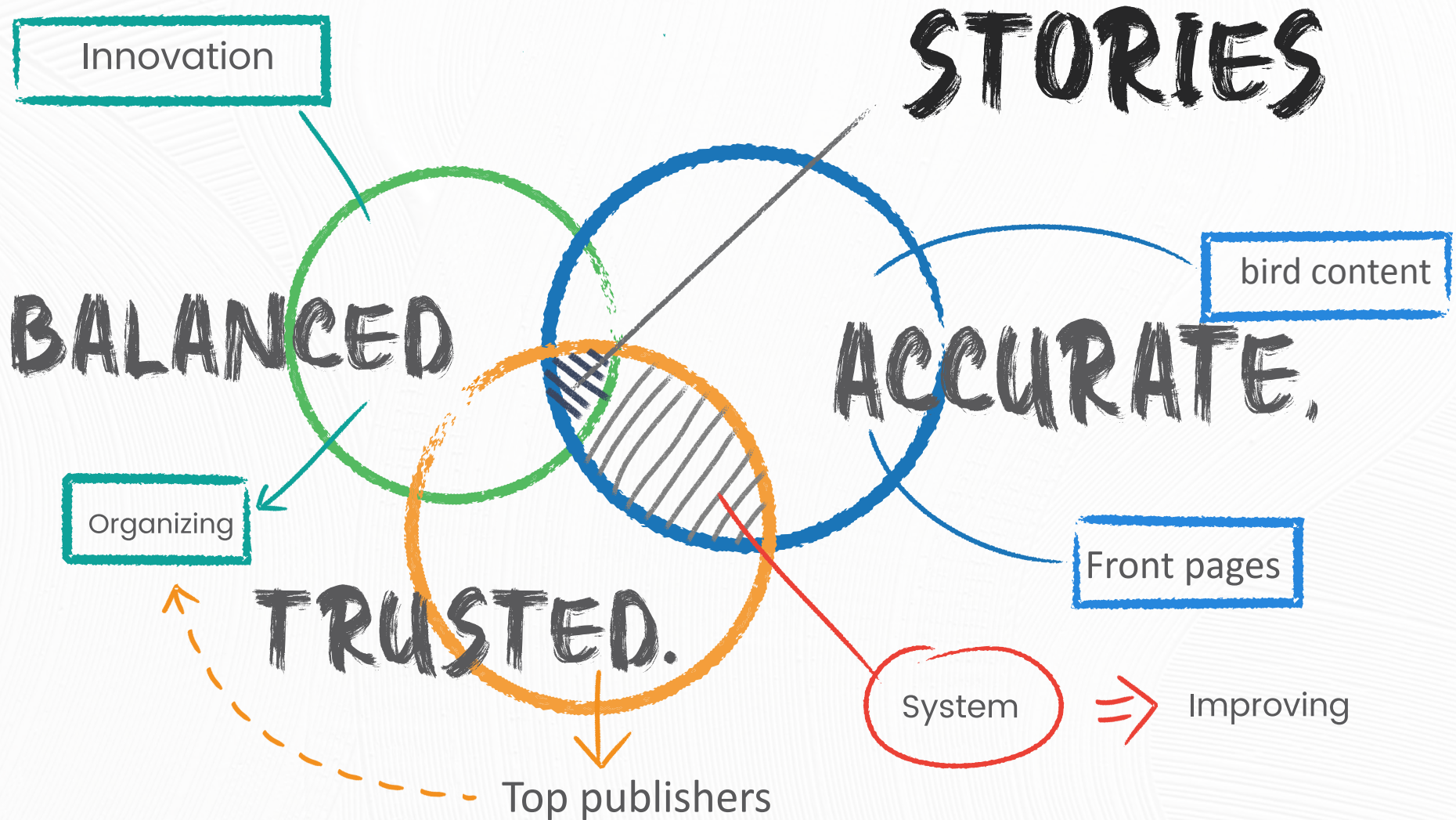


— CHANGING —

THE NARRATIVE

bird story agency shifts narratives
in and on Africa, away from
damaging stereotypes.





bird stories are accurate, balanced and trusted. Africa's top publishers trust bird content and splash bird stories on their front pages.

FACTS FIRST

Our stories
carry depth,
are thoroughly
researched,
and are
fact-checked.



MYTHS



We cover Africa

- *We look for stories that show an Africa that is on the rise and assertive.*
- *Our stories feature characters - often, 'normal' people - who have agency.*
- *Our content pillars include: entertainment, innovation, women, business & technology, science & learning, climate, and others.*
- *bird has produced stories from 43 African countries*





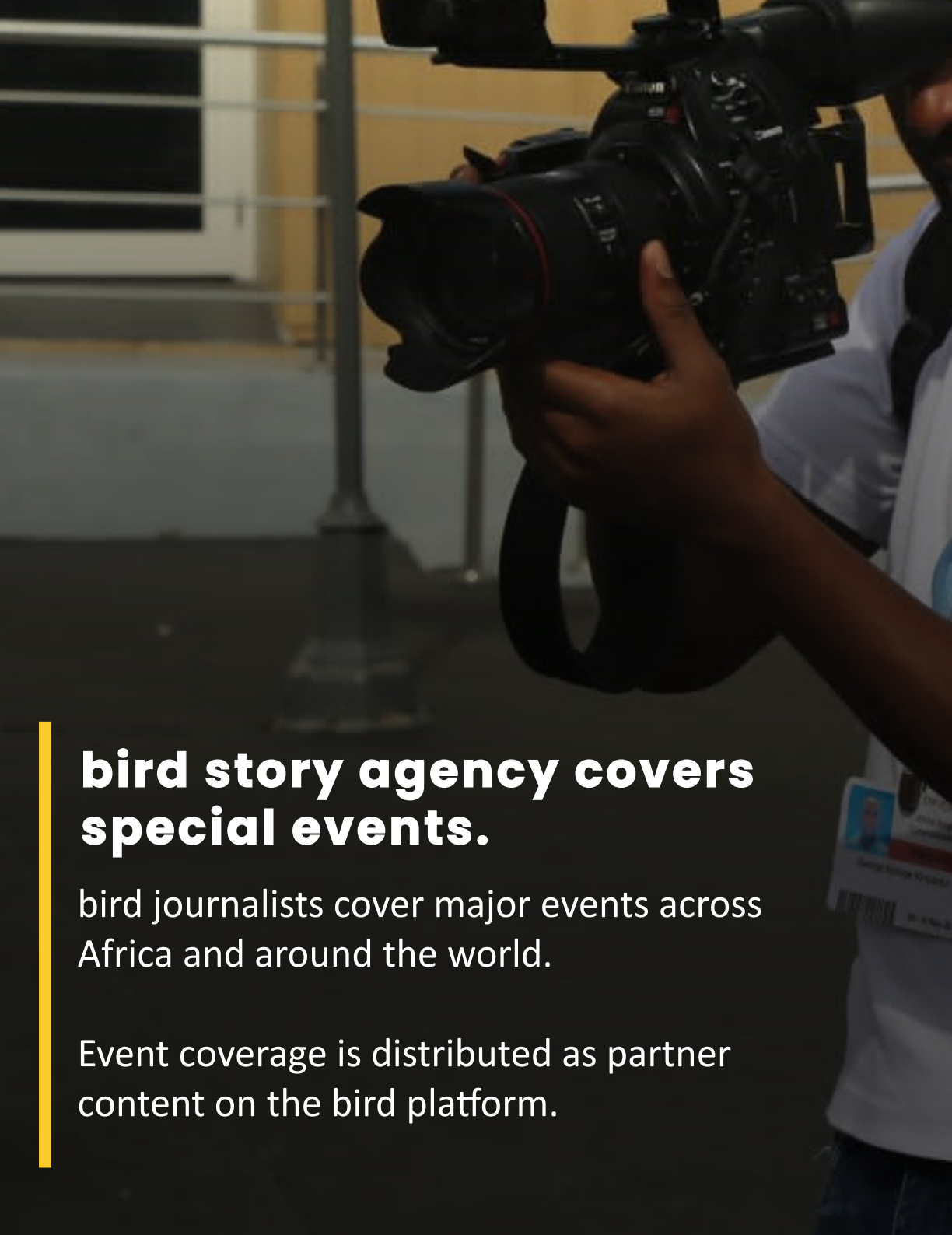
AUDIENCE

With over 10 million reads a month, bird's audience is diverse, highly literate (our features are hugely popular), interested in a different story of Africa, and growing fast.

ACROSS PLATFORMS

bird delivers stories that can be used across a multitude of platforms - from TikTok to traditional newsprint and TV - and are designed to be data-light and mobile-friendly.





bird story agency covers special events.

bird journalists cover major events across Africa and around the world.

Event coverage is distributed as partner content on the bird platform.





WANT TO HEAR MORE?

REACH OUT TO US AT

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