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## **New Shoot It Live customers: Dagens Nyheter, Svenska Dagbladet and Politiken**

**Dagens Nyheter, Svenska Dagbladet and Politiken has signed up with Shoot It Live to start live publish photos to their sites.**

**Dagens Nyheter**, who previously live published photos with Shoot It Live from the athletics World Championships in Berlin, have now chosen to start using Shoot It Live to live publish photos to a greater extent.

- DN.se is one of Sweden's most rewarded sites and we are constantly looking for ways to improve ourselves. With Shoot It Live can we now offer our visitors a even better live reporting, says **Bjorn Hedensjö**, head of DN.se.

**Svenska Dagbladet** is far ahead in terms of photo solutions for the web and will now start to live publish photos with Shoot It Live.

- SvD focuses on photography and we can now take our photography a step further by offering our visitors live photos, says **Joakim Ståhl**, Director of Photography at Svenska Dagbladet

**Politiken** is the leading newspaper in Denmark and Politiken.dk is one of the largest sites. Politiken is part of the same group as the Shoot It Live customer Ekstra Bladet. With Shoot It Live, Politiken can now offer their visitors professional photos from all major events directly as they happen.

- It feels great to have the two largest morning newspapers in Sweden as Shoot It Live customers. And with Politiken and Ekstra Bladet as customers, we can proudly say that the introduction in Denmark been brilliant, said **Martin Levy**, Founder and CEO at Voogly AB.

**Shoot It Live** is a service intended for websites, where on-the-field photographers publish photos of current events live as they unfold, from any location with 3G coverage. Shoot It Live / Voogly AB (previously Livebloggen) was founded 2008 and is today used by Scandinavia's largest newspapers in their online publications.

Shoot It Live: <http://www.shootitlive.com>

Shoot It Live Nyheter: <http://www.shootitlive.com/news>

Shoot It Live Press (bilder/logo): <http://www.shootitlive.com/contact>

**For more information, please contact:**

Martin Levy, Founder and CEO Shoot It Live / Voogly AB  
+4673-150 00 22  
[martin@shootitlive.com](mailto:martin@shootitlive.com)

Voogly AB  
Kungsgatan 17, Stockholm  
E-mail: [hello@shootitlive.com](mailto:hello@shootitlive.com)  
Phone: +468 - 402 01 00