

LETA – more than just a news agency

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Content

- History
- Business
- Ourselves

1919 – state press bureau LATOPRESS was founded

- Temporary government of Independent Latvia that was exiled to Liepāja on 4th of March 1919 issued an order on the foundation of a state press bureau
- Main tasks of press bureau was:
 - To inform Latvian press about the work of the government and to deliver international news
 - To deliver information about Latvia and battles on Latvia's territory

Temporary Government
leaves the ship, 1919



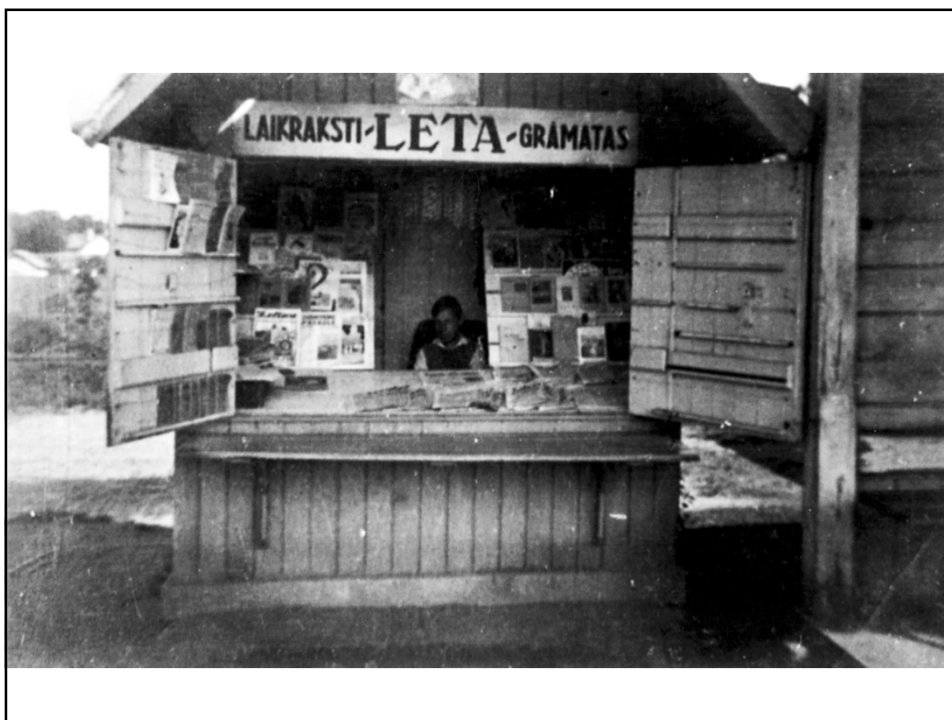
October 1919 – Latopress informs about freedom battles

- One of the major tasks of Latopress was to serve as intermediary between Latvian press and foreign news agencies as well as to inform the Latvian army about the actions of the enemy
- Some successful military operations were planned thanks to information delivered by Latopress
- At that time Latopress was subordinated to the Ministry of Interior,
- There were only 6 employees working in Latopress



1920 - 1940

- 1920, May – government decides to establish LETA – news agency with broader functions than the government propaganda office
- 1920, summer – LETA founds publishing house
- 1920, September – LETA issues Illustrated Magazine
- 1920, autumn – first representatives of LETA abroad
- 1921, February – LETA establishes art gallery
- 1921, March – LETA signs cooperation agreements with world news agencies
- 1921, summer – 80 employees work in LETA
- 1922, January – LETA owns 60 newsstands all around Latvia
- 1922, September – LETA delivers information about stock exchange rates
- 1924 – LETA starts to use radio communication
- 1924 – correspondents of LETA abroad are working as press secretaries of Embassies of Latvia
- 1929 February - Illustrated Magazine is reshaped to Fashion Magazine
- 1930 – LETA prepares information bulletins to President, Parliament and Government
- 1931 – LETA signs agreement with Ministry of Foreign Affairs on cooperation in field of propaganda
- 1931 – Photo desk is created in LETA
- 1934 June – LETA establishes regional news unit
- 1940, April 18 – LETA protests against aggression of Soviet Union in Baltics
- 1940, July – director of LETA Rihards Bērziņš resigns
- 1940, August – Soviet Union changes name and principles of work in LETA
- 1941 – repressions against employees of LETA, Rihards Bērziņš is sent to Siberia





Soviet times

Latinform
TASS



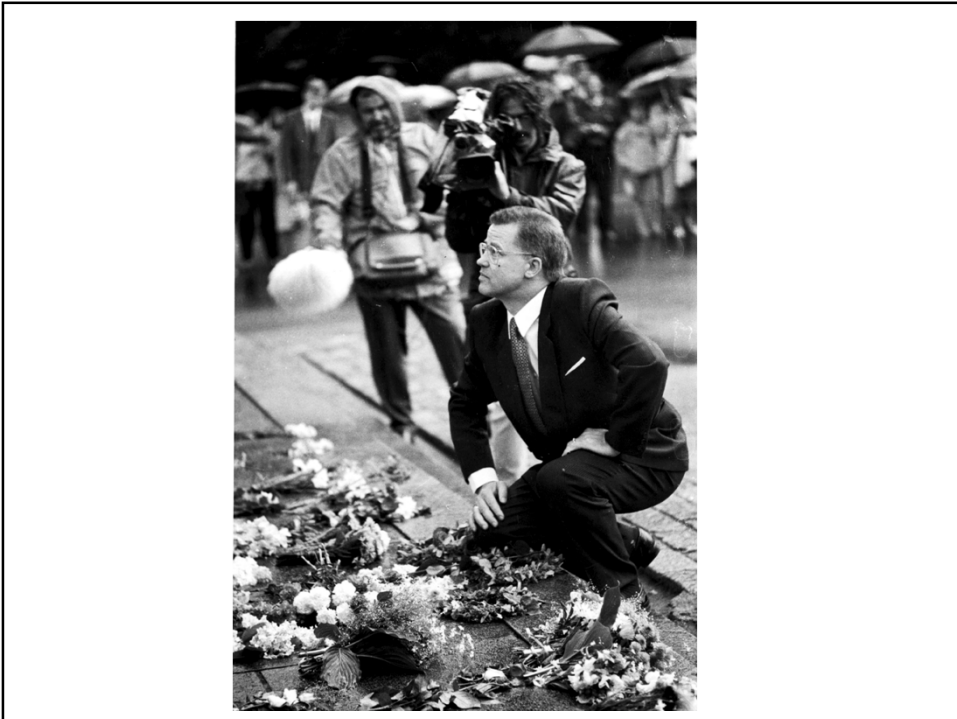
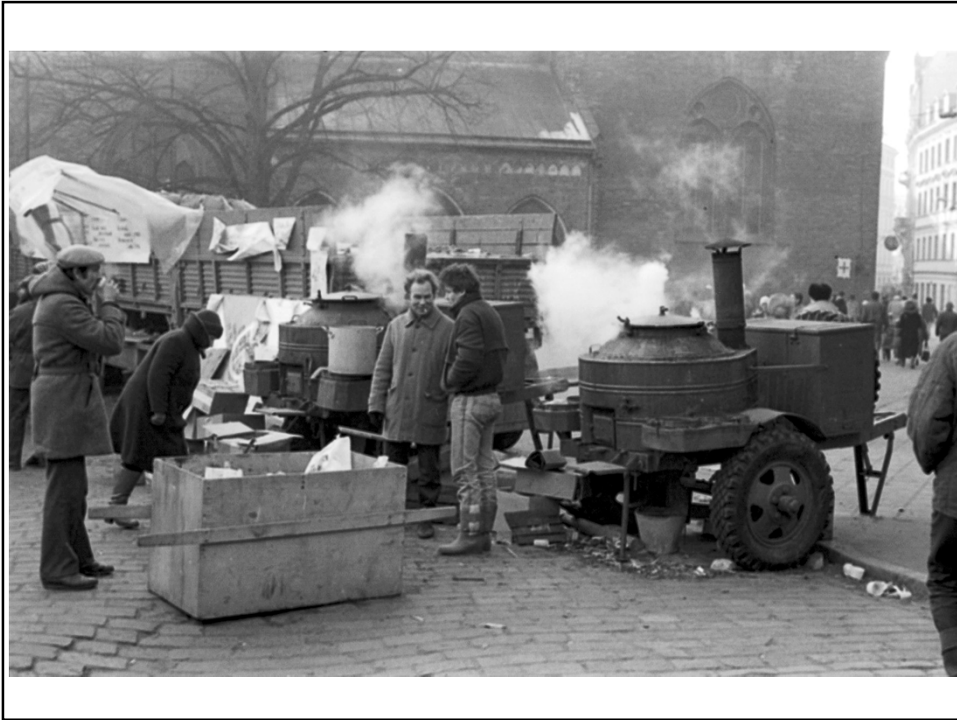




2nd Republic of Latvia

Transformation back to LETA





Becoming LETA again

- 1990's - LETA – state owned enterprise part of the government information office
- Close to bankruptcy
- 1995-2000 – privatization process of LETA



Main figures

- ~ 150 employees
- ~ 750 news articles in Latvian, English, Russian a day
- ~150 local and 1000 world photos a day; partners – AFP, ELTA, ITAR – TASS
- > 2 M information units in Archive since 1993
- > 2 M LVL turnover a year

Product portpholio

Online services

- News
- Business portal – nozare.lv
- Archive
- Reviews
- Photos
- Videos
- Infographics

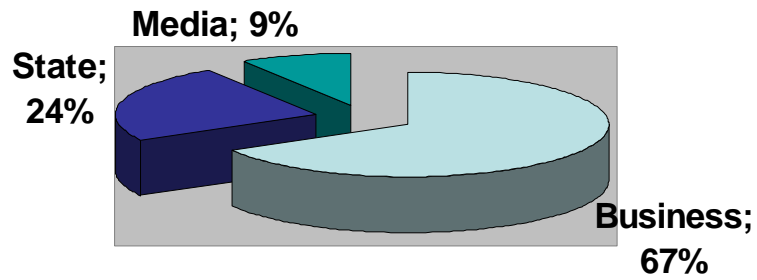
Individualized services

- Media monitoring
- Digitalization
- PR service
- Editorial services

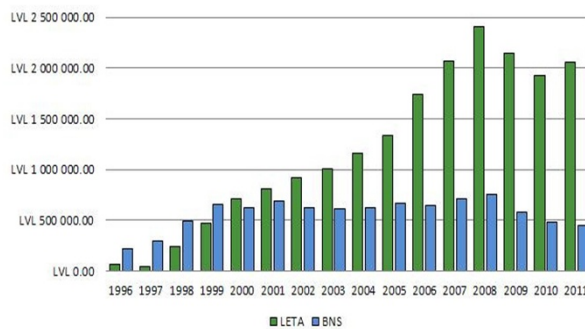
Innovations

- Semantic analysis
- Transcription of voice

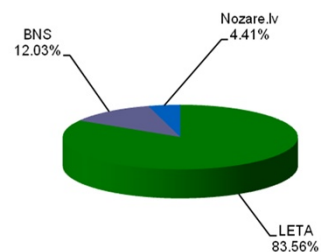
Customer basis



LETA vs BNS Turnover = 75 : 25



LETA vs BNS
Publicity = 88 : 12



Team

Average employee:
33 yearsold with higher education,
worked for company 4.4 years

Work



Celebrate



Relax





Thank you!