



PRESS RELEASE

News calendar Zapaday takes on closed news agendas

AMSTERDAM, January 5, 2012 - Zapaday, an open news calendar, launches a public beta website today, on www.zapaday.com. The website gives journalists, bloggers and planners free access to all known news of the future. News stories include court hearings, elections, product launches, festivals, sports events, state visits, exhibitions, conferences, auctions and awards.

Zapaday launches its site as an alternative to paid news agendas that are now almost exclusively available to established media and PR professionals. Stefan Hoevenaar, founder of Zapaday: "While news agendas drive almost half of your daily news, they are either closed or prohibitively expensive. We believe an open democracy needs free and open press resources."

Zapaday intends to broaden the scope of news coverage. Hoevenaar: "Zapaday gives journalists and bloggers more time to write background stories and voice opinion on a broader range of future news events."

The website does not predict the future. Hoevenaar: "Zapaday uses text-mining technology to search the internet for future news events. And we encourage our users to add their own stories and decide for themselves what is important, like on Wikipedia."

Zapaday has been testing and improving its service in closed Alpha since May 2011. Zapaday established an editor team, set-up a fact checking team in The Netherlands and India, implemented a new design for headlines and improved text-mining algorithms to spot future news stories. To guarantee continuity, Zapaday moved to Amazon EC2 and ensured funding by Dutch media venture fund [V-Ventures](#), that acquired a minority share for a non-disclosed amount.

Today, Zapaday opens up for public beta access.

About Zapaday

Zapaday is an open news calendar offering free access to all known news of the future. Zapaday was founded in 2011 and is based in Amsterdam.

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