Data Economy announces the purchase of the popular news site Datacentres.com.

Submitted by: BroadGroup
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London – 23 November, 2016 — Data Economy (https://data-economy.com/), the recently launched news resource will merge with the long established Datacentres.com following acquisition and will launch a new daily online newsletter.

By leveraging the multiple distribution channels of datacentres.com (http://www.datacentres.com/) the new publication will bridge two different but complementary parts of industry coverage, Data Economy intends to build the world's most comprehensive portfolio of cloud and data centre news coverage.

"We believe that the acquisition of Datacentres.com is the right next step in our growth trajectory and is a testament the Data Economy team mission to transform reporting on the coalescing trends in cloud, data centre and infrastructure, as well as the investors behind them," commented João Marques Lima, Editor of Data Economy.

This acquisition will accelerate the content portfolio, and extend the news offering throughout the publication.

"Today's announcement is great news for our partners and customers," said Philip Low, chairman, BroadGroup, and owner of Data Economy.

"The website is already expanding and recognized by PRs for Fortune 500 tech companies. We are incorporating search for the last six years and adding a tremendous range of media and content which gives outstanding value for readers and strong web presence."

Jonathan Heap, founder of the iXNewsSearch that underpinned the Datacentres.com content, commented: "After 16 years of providing news content, I am very proud of the service that we have established as the longest daily global news provider in the datacentre industry.

"We have seen many changes in the way our clients receive and digest information over these years, and this move to Data Economy, under the sole ownership of BroadGroup, is illustrative of another market-leading strategy to deliver timely, value-adding news content to its readership".

Data Economy is targeted at senior executives and business decision makers in operators, providers and enterprises, and investors offering a window to the booming data industry.

The new daily newsletter will launch November 30th 2016. Subscribe free to the daily newsletter.

Visit the website at www.data-economy.com (https://data-economy.com/). You may also follow Data Economy on Twitter (https://twitter.com/dataeconomy), Facebook (https://www.facebook.com/dataeconomytoday), LinkedIn (https://www.linkedin.com/company/10929092), Instagram, Google+ and YouTube.

For any questions regarding the publication, get in touch at enquires@data-economy.com. For advertorial

opportunities reach out to advertising@data-economy.com.

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