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[GumGum Reps Newscom](#)

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[GumGum](#) has added Newscom's image inventory to its pay-per-use and ad-supported offerings. Newscom, which just entered into a similar agreement with PicApp, is pursuing "an audience that increasingly exists outside the boundaries of the traditional photo-industry customer base," according to managing director Bill Creighton. GumGum says it is continuing explosive growth and tracking over 1 billion image views per month.

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