



Media of Africa



DAILY NATION
The Truth ..

www.coremedia.com

NATION MEDIA. Cross-media publishing for African continent

THE CLIENT: Nation Media Group

The Nation Media Group (NMG) was founded in 1959 by His Majesty Aga Khan. Today it is the biggest independent media company in East and Central Africa. The company has been listed on the Nairobi stock exchange since the early 1970s. As the leading media house in the East Africa region, its portfolio includes five newspapers in Kenya (Nation, Metro, Business Daily, The East African and Taifa), a national TV station (NTV) and two national radio stations (EasyFm and Qfm). In Uganda, it produces one national newspaper (The Monitor) and operates one radio station (Kfm). In Tanzania, it operates three newspapers (The Citizen, Mwananchi and Mwanaspoti).

THE CHALLENGE: Content management for efficient and speedy cross-media publishing

The Nation Media Group faced a challenge: to respond to the dramatic uptake of internet use in east Africa, and to affirm its position as the region's leading media house - not only in conventional channels but also in online communication. The Group's existing technical infrastructure proved to be too inflexible to meet this challenge. The legacy proprietary system for administration of content had limited capacity for upgrades and necessitated time-intensive processes for the publication of each news item. As a result, one of the news websites could only be refreshed once per day, rather than minute-by-minute. The potential offered by returning readers remained untapped. It was practically impossible to re-use content from one site on other sites, and online advertising options were limited. The NMG recognized the need for a new system that offered all the existing functionalities such as consumer registration, differentiation between standard and premium (closed user group) content, and the integration of a shop. Furthermore, the new platform needed to be able to facilitate the migration of



THE PROJECT

- Cross-media publishing for major African media group
- Central content management for websites for television and radio stations as well as leading newspapers
- www.nation.co.ke

THE ADVANTAGES

- increased advertising revenue
- Integration of the existing print publishing systems
- SEO support ensures significantly improved search engine results placement
- Up-to-the-minute news items drives site traffic
- User comments and ratings provide feedback and boost user participation

THE NUMBERS

- Migration of 200,000 data items
- Increase in site traffic: 25%

around 200,000 existing content items from a legacy database system and semi-structured HTML files.

The new system, therefore, needed to be fully compatible with all standard ad-server technologies and to enable the management and precisely-targeted presentation of advertising.

THE SOLUTION: High-Traffic Portal with CoreMedia CMS

The Nation Media Group chose CoreMedia CMS as the basis for all NMG web publications, and entrusted CoreMedia Professional Services with the planning and execution of the project. CoreMedia partner, Shakeup Media, was selected to design the website. Thanks to CoreMedia CMS, the Nation Media Group was able to exploit innovative new processes in the publication of its web content. The first step on the path to a unified newsroom was the integration of the existing print publishing system. Content can now be immediately published and instantly updated, leading to a dramatic increase in the websites' topicality and attractiveness.

Efficient work processes are supported by CoreMedia CMS features such as the automatic re-use of articles and multimedia assets across different portals, the system-administered teaser generation function and the automatic recognition and linking of related content.

Good SEO support ensures that the sites appear higher in search results for key search terms, attracting interested visitors to the sites. The integration of the ad server delivers enormously improved ad management and leads to high advertising revenues. Turnover is further boosted by the seamless integration of a shop, including an online payment service. Photo galleries and the tight integration of videos make the Nation Media Group websites into multimedia experiences.

Using CoreMedia Social Software Extensions, users are able to comment upon and rate articles, giving editors feedback about site content. The rise in user numbers and the popularity of the Social Software Extension functions clearly show how effective the new sites are. Users can access and read more than 200,000 articles, all in the new site design, including archival material from the last ten years.

“We developed visionary portals for East Africa which make use of new technologies and functions, pragmatically and sustainably. We want to have a website for each of our brands while offering some of our content on mobile platforms. CoreMedia is an innovative and reliable partner of ours and has provided us with outstanding support in achieving our objectives.”

Ian Fernandes, Director, Nation Digital Division.

ABOUT COREMEDIA

CoreMedia is a premier Web Content Management company that enables organizations to engage their customers with more dynamic content and achieve a greater return on their Web activities. The CoreMedia CMS solution offers an open, social, adaptive Web Content Management approach to create dynamic, contextualized Web sites. It delivers content consistently across multiple touchpoints, providing a flexible platform for conversations across integrated social networks.

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