

## Associated Newspapers Limited

**Company:** Associated Newspapers Limited

**Industry:** Media

### Solution

- EMC Consulting helped design, build, and implement the online version of the Daily Mail
- Online application designed to closely replicate the 'real' newspaper, matching typography and design elements
- Flexible and scalable solution designed to suit wide variety of delivery channels
- Developed quickly and collaboratively using Agile methodology
- Solution enables ANL to boost revenues through retaining readers and attracting a new audience

### Deployment Environment

- Microsoft Vista
- Microsoft .NET3 using XAML
- Microsoft Expression Blend™
- Automated Data Feeds using RSS

## Delivery of innovative eReader places Daily Mail at the forefront of online news

### Company profile

Associated Newspapers Limited (ANL) is the management company for five major newspapers including Daily Mail. Founded in 1896, Daily Mail is ANL's flagship newspaper with six million readers and dominates the middle market for national newspapers.

### Challenge

In January 2007, ANL commissioned EMC® Consulting\*, part of EMC Global Services, to deliver an eReader—an interactive, downloadable version of the Daily Mail. One of the primary goals was to ensure that the user experience would reflect that of the newspaper as closely as possible.

### Solution

Collaboration between EMC Consulting, Associated Northcliffe Digital (the online division of ANL), and the Advanced Reading Team from Microsoft in Seattle facilitated incredible speed of development.

The project was completed in just eight weeks using Scrum Agile delivery methodology to maximise the involvement of Daily Mail business managers, editorial staff, and the digital development team. At each step, the application was stress-tested by Microsoft and it was launched in beta mode to accommodate refinements based on comments made by early users.

### Highlights

- The eReader offers comprehensive functionality, giving instant access to that day's edition and the previous six days, as well as The Mail on Sunday.
- The image-intense online version captures the true spirit of the news.
- Users can navigate through story lists, toggle between articles, switch between sections, view picture galleries, and search for stories up to seven days old.
- The eReader can easily scale for viewing on laptops, tablets, desktop PCs, and ultra-mobile PCs.
- An innovative 'News in Pictures' feature allows the user to browse the news visually before selecting a story.

### Results

ANL became the first news publisher in both the UK and Europe to offer its readers an online application that closely replicates the "real" newspaper. As an early adopter of technology, the Daily Mail has now claimed "innovation in news delivery" as its own property. ANL predicts that the eReader will help the title attract new users and retain its existing readership through a compelling user experience and wider online availability.

\*EMC Consulting delivered this project through acquired UK-based company, Conchango, which combines consulting skills with creative and technical expertise.

“EMC Consulting is well versed in Agile working methodologies. It was clear that without this innovative and iterative approach we would not have achieved so much in such a relatively short time. EMC helped create a tremendous team spirit.”

Ian Cohen  
CIO, Associated Newspapers Ltd

**Daily Mail**  
24 HOURS A DAY