

Irish Times

Company: Irish Times

Industry: Media

Headquarters: Dublin, Ireland

Solution

- The EMC Consulting team developed a pioneering semantic website
- Designed and built the solution as a piece of software rather than a website
- Provided services ranging from business consulting, interactive media and application development to search consulting, infrastructure, on-shore and off-shore delivery using agile consulting, maintenance, and support

Deployment Environment

- FAST Enterprise Search Platform, Unity,
- JBoss, Apache, RedHat Linux, Oracle,
- Al Fresco, Omniture, Adtech, Google,
- Google maps, Ajax, Myzinga

Irish Times launches a pioneering website delivering new digital revenue streams

Company Profile

The Irish Times has earned an international reputation as Ireland's quality daily newspaper. News stories throughout Ireland are accompanied by reports from a network of foreign correspondents, as well as sports and business coverage, features and arts sections, lifestyle, jobs, and property.

Challenge

In common with many newspapers, *The Irish Times* was seeing its existing business models threatened by digital media and changing consumer media consumption patterns. It was therefore looking for a new digital presence that would halt this decline in circulation and advertising revenues.

Solution

For many years *The Irish Times* has published their newspaper online at Ireland.com and the company recognised the potential to release the URL and create a new digital property. EMC® Consulting* created a pioneering website to take advantage of the market opportunities offered by this digital channel. The design and user experience of the new website was paramount to its success, so the EMC Consulting team undertook various profiling methods and research techniques to understand the audience and its needs. The final design and experience proved to be a key driver to its success by offering an engaging and enjoyable experience to the consumer. This would enable new revenue streams to be created to counterbalance the decline in income from traditional sources.

Highlights

- Ireland.com delivers a user value proposition based on local search and serves as a gateway to the world from an Irish perspective.
- Built on the FAST Enterprise Search Platform, Ireland.com serves as both a search portal and provides content from multiple sources.
- The site draws content from numerous sources, generating relevant links and enhancing each one with user-generated content, popularity status.
- This highly dynamic, personalized approach also means that pages can be built according to individual user's search context.

Results

By ensuring that the content (and ads) offered are as relevant as possible to user needs, the new site enables *The Irish Times* to generate revenues from multiple sources including display ads, contextual search, affiliate, directory and advertorial content. The solution architecture also allows the company to white-label and resell the platform to other media owners.

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

“We chose to work with EMC Consulting because the team demonstrated an understanding of exactly what we wanted to achieve. They have helped us to create a dynamic and contemporary website for Ireland, which meets the everyday needs of the millions of Irish Internet users around the world. “

Ali Rahnema
Director of Corporate Development
Irish Times

ireland.com 