

# alfa NewsApp

ContentLine

**DYNAMIC CONTENT FOR TABLETS AND SMARTPHONES.** News is the capital of every media company. Nowadays, the efficient provision of relevant content also decides on the economic success of a publisher. Content needs to be made available to the target audience promptly, location-independent and on various platforms. Readers increasingly want to be informed via a choice of multi-media channels.

The requirements for a cross-media editorial system where content is gathered once, and then possibly distributed to all media and information channels, are fulfilled by alfa Media solutions in every aspect. The publishing of content online does, however, involve more than just an e-paper as a 1:1 depiction of a printed newspaper. It requires the provision of real-time news on tablets and smartphones where these digital services have to be adapted and optimized for each purpose.

**ANIMATED NEWS** To achieve this, to the greatest possible extent, in an automated manner, alfa Media provides with alfa NewsApp a comprehensive solution for the publishing of such content. News can be updated anytime and can be enriched with multi-media offerings. By incorporating animations, picture galleries or videos, static information can be experienced in a completely new way. Content is presented with a dynamic which modern readers expect from a smartphone or tablet application.

alfa Media provides alfa NewsApp for readers and subscribers on various platforms: iOS for iPad, iPhone and the Apple watch as well as tablets and smartphones with the android operating system.

**THE ADVANTAGES FOR READERS** In addition to multimedia and dynamic content, alfa NewsApp also offers the ePaper as a facsimile of the printed newspaper.

*More and more newspaper readers are informing themselves via the internet. This subsequently means for publishers that they have to provide multimedia content next to print and e-paper. This has to happen on various platforms such as smartphones and tablet-PCs or also on the Apple watch. Therefore, content has to be presented with a dynamic which the reader expects from such a device.*

Mobile



Additionally, readers can create their own personal archive on the tablet computer. With a comfortable erase function (even over longer periods) they can always stay on top of things.

alfa News App may also be used offline – no matter if on a plane or train, or anywhere else on the road. An integrated news ticker, which is individually configurable, offers breaking news and RSS feeds as part of an up-to-date news coverage. The reader also has the possibility to share information on facebook and twitter or other social media. Swipe navigation is possible for all articles: the navigation between different sections via horizontal swiping or via the navigation bar; the changing between start and continuing pages via vertical swiping or tapping on the continuation page indicator. Of course, it is also possible to go directly to an article via the table of contents. Furthermore, alfa NewsApp offers the reader additional convenient functions:

- Personal adjustment of font size and brightness
- Quick navigation (thumb only) on iPhone/Android smartphone)
- Various placement of advertising media (administration with and without AdServer or also on Google DFP)
- Sharing articles (e-mail, facebook, twitter, news, photo albums etc.)
- Bookmarks (also globally, i.e. save them on one device and also use them on other devices)
- Archive function for keeping PDF-editions
- Configurable ticker
- Detailed views for dynamic content articles as well as for PDF articles
- Automatic download of the latest available issue
- Comfortable selection of issues

**FUNCTIONALITIES FOR PUBLISHERS** Advantages for readers can be realized cost-efficiently for publishers, through default automatisms.

The creation of the pages is rooted in the PDF-edition of the printed newspaper, where it is possible to easily integrate additional photo galleries, video and audio clips. The publisher can update dynamic content (also news wire) permanently, as the day progresses.

At the same time, alfa NewsApp offers the connection to alfa GlobalPurchase for cross-channel and cross-platform usage of content (buy once – read everywhere).



The alfa AppLayout, our interactive tool for designing app pages

alfa Media has coordinated all workflows relevant to media companies perfectly with one another. From market management through to order processing of various advertising and marketing forms, we provide sophisticated tools for planning and organising publications. irrespective of whether it's print, portal or mobile-based: you can control your content on all publishing channels – professionally, simply and efficiently.



With alfa NewsApp, newspaper content is usable for tablets and smartphones. The adjustments for these types of display are mostly automated.

The high degree of automatism becomes evident for media houses in the following functions:

- Automatic generation of pages, as well as the possibility of individual layouts with alfa AppLayout
- The Layout offers automatic placement of predefined templates with the possibility of manual intervention.
- alfa NewsApp supports the handling of different editions and provides appropriate publication structures for any number of regional editions.
- Definition of free and chargeable content on page level.
- Subscription management is integrated in alfa NewsApp. It is possible to connect distribution systems for the provision of free content for subscribers.
- alfa NewsApp supports purchasing models like InApp sales as well as all other currently established subscriber models.
- Support of InApp purchases in the Apple AppStore and Google PlayStore.
- Display of the app in the newsstand.
- Analyses of user behaviour with Google Analytics.

As a result, alfa NewsApp offers advertising customers a perfect digital platform on tablets and smartphones in an editorial setting.

Market

Content

Process

Mobile

For more information on these solutions, visit [www.alfamedia.com](http://www.alfamedia.com)

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