

Eastern Cape papers go online through PressDisplay.com

New online subscription editions of Eastern Cape newspapers have been announced by Avusa Eastern Cape in response to research showing that its readers are most interested in the content originated from the printed newspaper. They go live on Tuesday, 7 December 2010.

New advanced digital features include an interactive table of contents, full graphics and text views with zoom, bookmarking and sharing of articles through email or social media tools, article search, page printing, clickable URLs, emails and phone numbers.

The e-Editions will use one of the world's largest online newspaper kiosks, PressDisplay.com, to provide publications in an easy-to-navigate digital version. This offering is used by over 1500 publications around the world including the UK's *Daily Mail*, Canada's *The Province*, *The Globe and Mail* and Australia's *The Sydney Morning Herald*, *The Australian*.

"A large number of the Eastern Cape online readers have moved away from home to other regions and want to access the newspapers that provide news in this region, while away," says Elan Lohmann, GM of Avusa Media Live.

An added benefit of the e-Edition is that it allows easier access to popular supplement content such as the classifieds and other newspaper supplements such as *Motor Mania*. Online users have access to an e-Reader application that allows users to conveniently download, store, read and manage the newspaper editions offline. A mobile version also optimises the e-Edition for small screens including the iPad, iPhone, Blackberry and other smart mobile devices for access to the newspapers while on the move.

"The Eastern Cape editorial team and the company have made a significant investment in experimenting with various forms of online news to best meet the needs of the Eastern Cape audience. The latest offering provides choice based on various needs. The interactive breaking news multimedia content and local jobs board, powered by the group's company, Career Junction, remain a free service.

"We are constantly adapting our models to meet readers' needs. At the same time we have a corporate responsibility to our shareholders to generate revenue differently or reduce fixed costs to support the Eastern Cape operation and Avusa Media's digital growth," concludes Lohmann.

To subscribe to the e-Edition version and to get a free two-week trial, go to www.dispatch.co.za or www.theherald.co.za.

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