

New look website for EWN

Following a soft launch a few weeks ago, [Eyewitness News \(EWN\)](#) has officially launched its new-look interactive website, offering up-to-the-minute local, national and international news as well as traffic and sport updates.



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EWN, which airs on Primedia Broadcasting's four radio stations - Talk Radio 702, 567 CapeTalk, 94.7 Highveld Stereo and 94.5 Kfm, has also introduced columns and opinion pieces as well as a compelling and improved multimedia section.

The new-look website incorporates software including Sitecore, one of Gartner's leading quadrant recommended Web Content Management systems, which is capable of discerning user patterns and adapting news content according to the viewer's preferences. This will reportedly ensure a more refined news experience, subtly tailored to meet the needs of users.

"Make it simple"

"We know that not all news is the news you're interested in. With a learning system powering the new site - the more you use it, the more it will start to deliver you the content you're most interested in. So, for example, if you view more political stories than sports stories, that's exactly what you'll see first when you visit the site. The idea is to make it simple for the user to get the news that is relevant to them, whenever they want it," says EWN editor-in-chief, Katy Katopodis.

The new website is interactive, integrating about 100 social media applications, making it easy for users to share stories with their digital community on anything from blogs to Facebook, to LinkedIn and Delicious.

"We've strengthened the thread between articles on the same issue by introducing timelines and dedicated topic pages which will not only give you the latest news but also video reports, audio interviews, pictures and historical information," said EWN's online editor, Sheldon Morais.

The new www.ewn.mobi embraces Handset Detection Application (HDA) technology, which displays news content in a format best suited for a particular handset.

For more, go to www.ewn.co.za.

For more, visit: <https://www.bizcommunity.com>