

Best in Publishing & Media

Introduction

If you have an innovative publishing and/or media website or mobile app developed for the distribution of up-to date news, features, entertainment and opinion about any subject, then this is the category for you. The category is not open to web services that predominantly list existing aggregated content on third-party websites. The content created must be directed to a targeted audience.

Technology criteria

- How the best interactive publication technologies are matched with the best editorial and outreach strategies.
- The judges will consider websites, communication platforms and service applications that have been developed and integrated to further the business and customer's needs.
- Functionality & user experience: How successfully does the publication engage its intended audience
- Content must be targeted to a specific audience.

Design criteria

- The judges will consider the methodology, output and impact of the projects design strategy. They will pay particular attention to how the business developed both user-centred and content-focused methodologies in their design process.
- The judges will consider both the content and the delivery.
- The Overall quality of the content and design elements;
- Innovation and creativity in the development, deployment and/or design of the content and elements

Business results

- The judges will consider how the project, platform or services contributed to increased readership, frequency and depth of visits and subscription and advertising revenues.
- How successfully does the publication deliver on its editorial mandate and maximize the possibilities of publishing?