

ARTICLE PAGES

Benchmark

euronews.

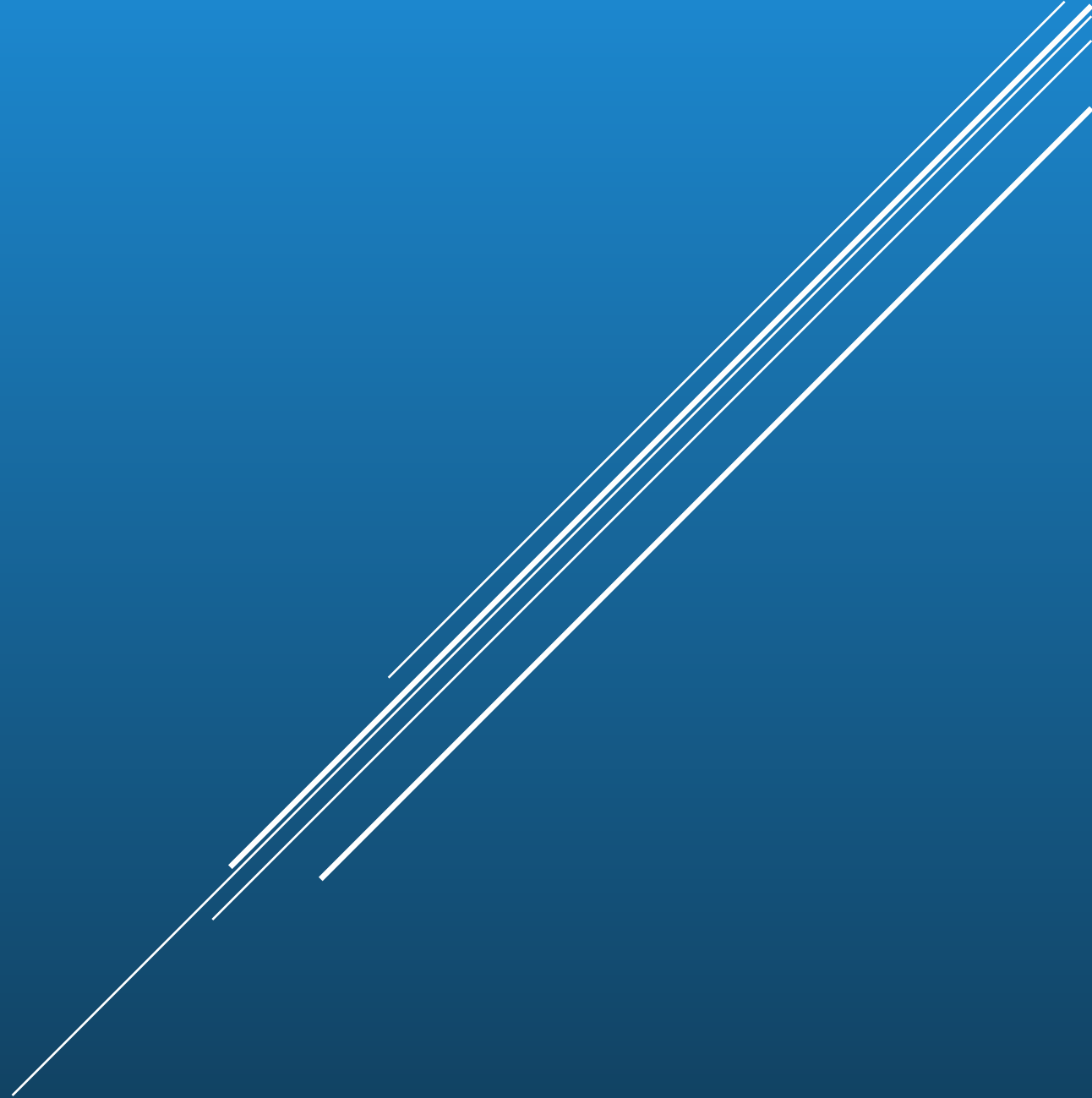
OBJECTIVES

- ① Readability
- ② Improve the video accessibility
- ③ Recirculation

REQUESTS

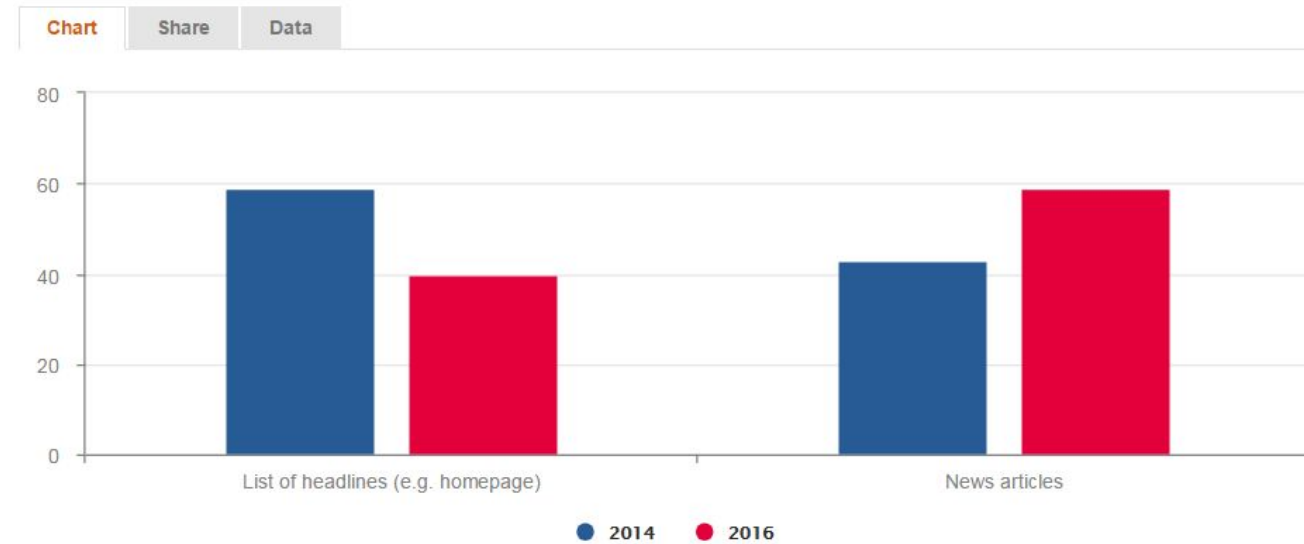
- **Top** article organization : Title first ? Video ?
- Optimize **social**'s buttons
- **Newsletter** access (if possible at the top 20% of the page)
- Optimize **recirculation** (tags, related, most viewed etc..). Personalized ?
- Examine **infinite scroll**

ANALYSIS



NEWS ACCESS

HOMEPAGES AND OTHER NEWS LISTS HAVE BECOME LESS IMPORTANT (UK)

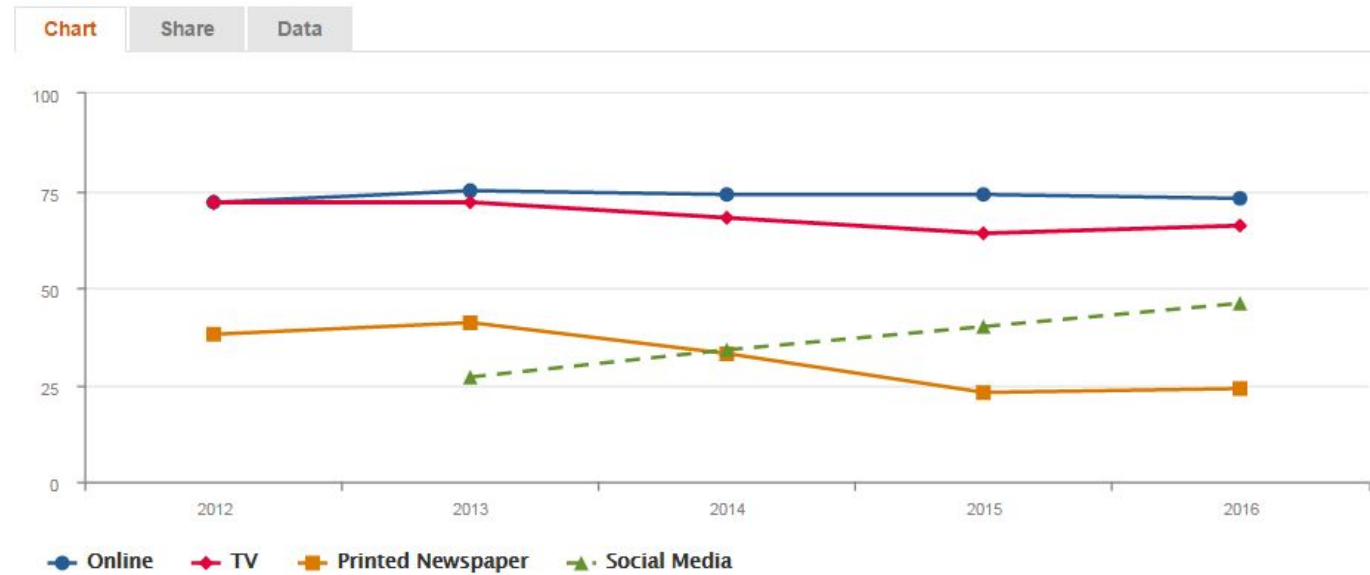


Q11. Thinking of the way you looked at news online (via any device) in the last week, which of the following ways of consuming news did you use?

Base: Total 2014/2016 sample

SOCIAL MEDIA ACCESS

SOURCES OF NEWS 2012-16 – TV, ONLINE, AND PRINT + SOCIAL MEDIA



Q3. Which, if any, of the following have you used in the last week as a source of news?

Base:, US: 845/2028/2197/2295/2197

Note: 2014 data has been estimated because of an issue with randomisation of news sources in the questionnaire.

51%

say they use social media as a source of news each week

59%

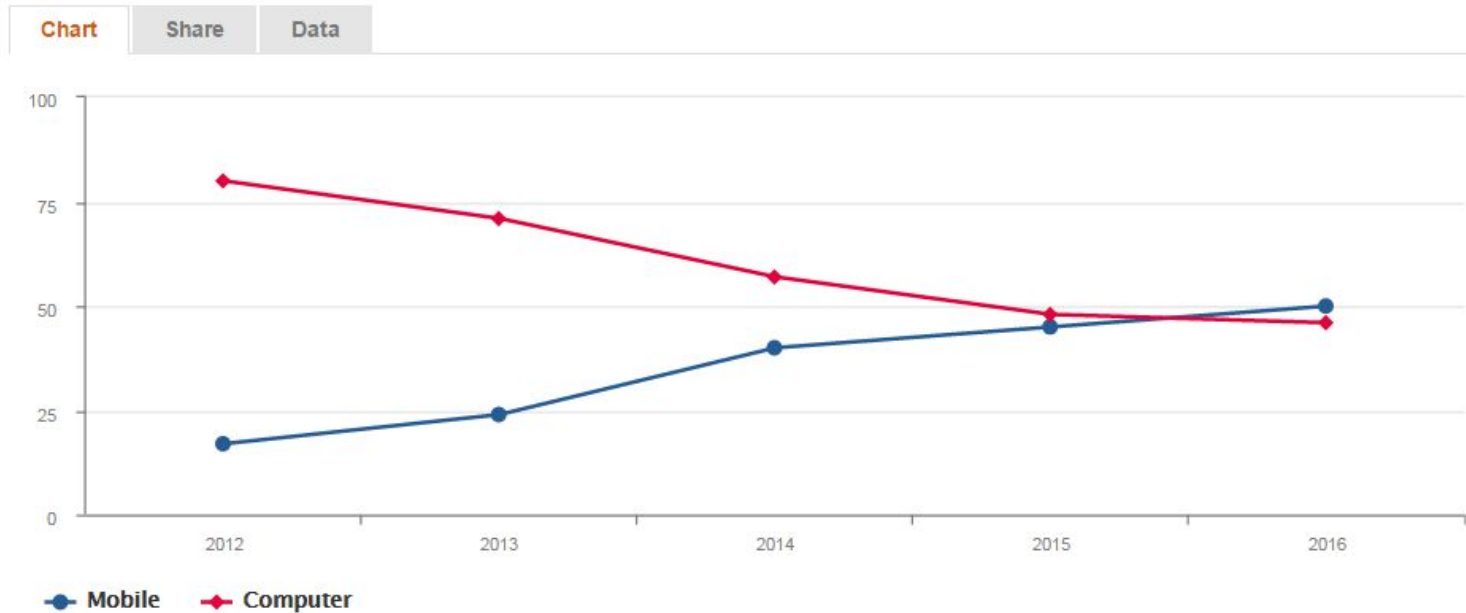
Of the links shared on Twitter are left unread

<http://www.digitalnewsreport.org/survey/2016/overview-key-findings-2016/>

<http://www.slate.fr/story/119811/reseaux-sociaux-lisent-titre>

MOBILE USE

CHANGING DEVICE USE IN UK 2012-16 – RISE OF MOBILE (MAIN SOURCE)



70%

BBC reporting that around 70% of traffic now comes from mobile devices.

QUK8b6_5. You've said you use the following devices to access news in the last week, which is your MAIN way of accessing online news?

Base: All in 2013-2016 who used a digital device to access news in the last week: UK = 1638/1598/1795/1691

Note: Mobile refers to combined figures for tablet and smartphone.

VIDEOS

78%

Of the users say they still mostly **rely on the text**, and not on the video

WHY ?



41%

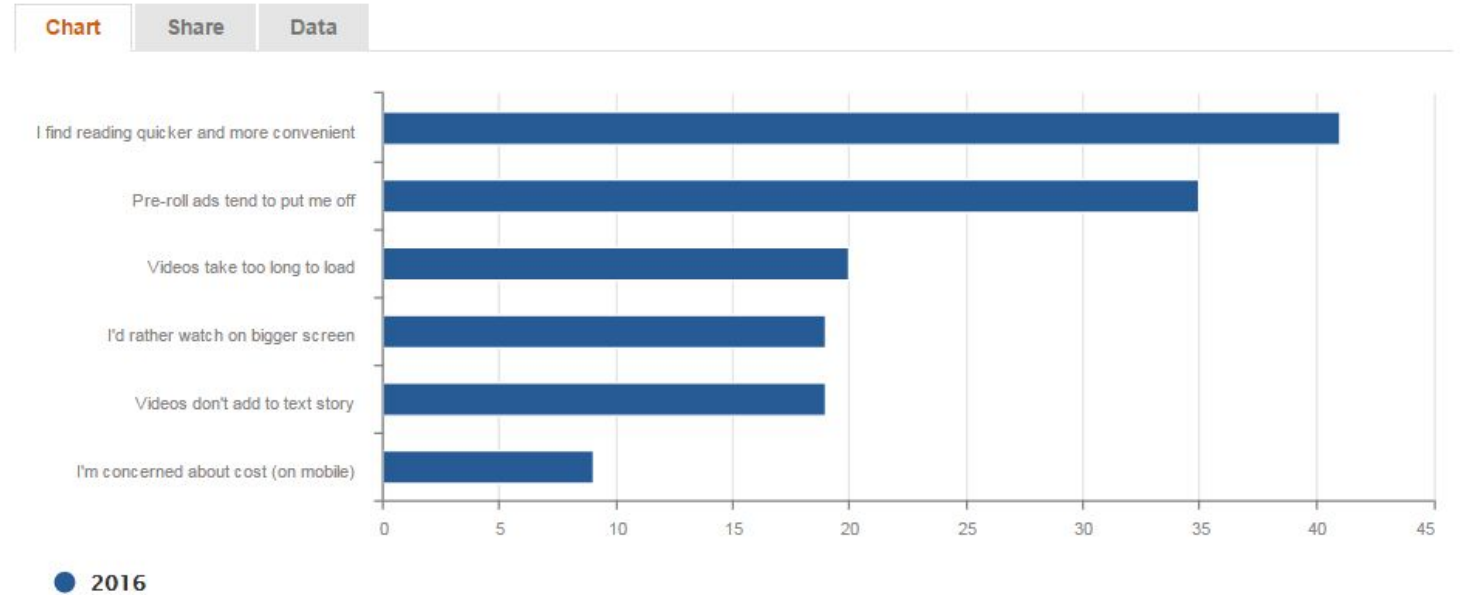
Because it's **quicker** and more **convenient**



35%

Because of the annoyance of **pre-roll advertisements**

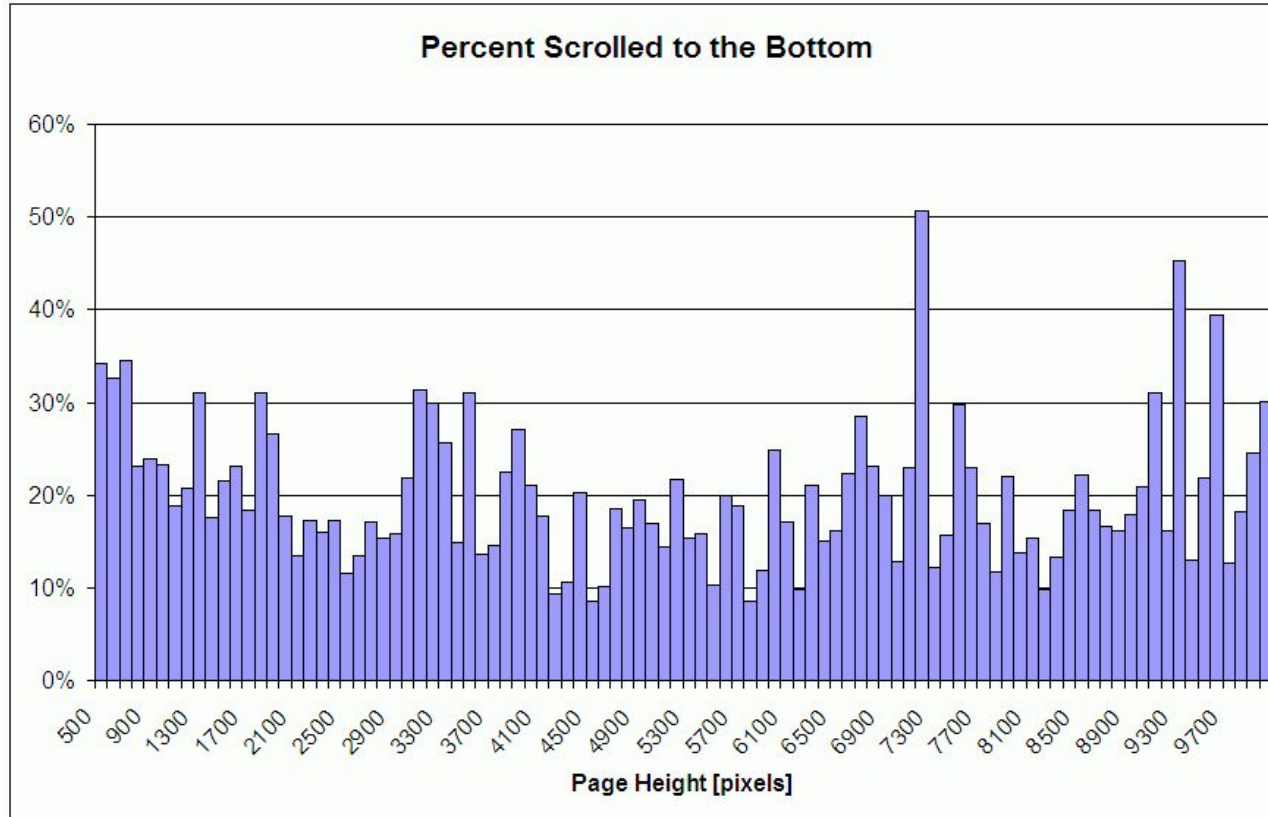
MAIN BARRIERS TO USING NEWS VIDEO (ALL COUNTRIES)



Q11ai. You said that you don't usually watch news videos online. Why not?

Base: All who did not watch an online news video in the last week: All countries = 40582

SCROLLING



Visitors are equally **likely** to scan the entire page **no matter the page size**.

INFINITE SCROLLING

PROS

better chance of **retaining** the user, next article easier to access especially on mobile

The reading style/**habit** of the user will likely be compatible with Infinite Scroll.

More page views

CONS

can cause page **performance and referencing issues**, if you're loading more and more content into memory.

> see

<https://www.seolius.com/dossiers/20150303-272-scroll-infini-les-recommandations-de-google>

trying to **return** to the same point on the originating page is very often a **frustrating experience**

The **footer disappears** > frustrating. Or sticky but that gobbles up screen space

Analytics will be much more difficult to implement.

The user **can't choose** the next article
> **More passive than engaging**

<https://www.sitepoint.com/ux-infinite-scroll-good-bad-maybe/>

INFINITE SCROLLING

NBC News

After the **redesign of NBC News** to infinite scroll, **mobile page views** in June were up  **30%** over the previous 12-month average, according to an NBC News spokesperson.

Article pages transition into **related stories**, not top stories.

On average, NBC News readers on desktop and mobile are seeing nearly **20%** **more pages per visit** than before the site's February redesign.

PERSONNALIZATION

I AM HAPPY FOR NEWS TO BE SELECTED FOR ME...



36%

Automatically
based on what I've
read before



30%

Judgement
of editors
or journalists



22%

Automatically based
on what my friends
have consumed

One way to interpret this is that, in the end, people think **they** are the best judge of what they want.

Competitors practices

The image features a solid blue background. In the bottom right corner, there are several white, parallel diagonal lines that create a sense of motion or a modern design element. The text 'Competitors practices' is centered on the left side of the image in a white, sans-serif font.

SUMMARY

of the benchmark's competitors practice

- UX grades
- Structure
- Recirculation
- Advertising
- Services

12 competitors presentation

6 with **normal** articles pages

franceinfo:



The New York Times



6 with **infinite scroll** articles pages



QUARTZ



The Intercept_

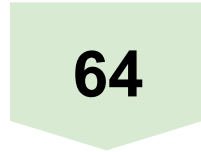
[> CF competitors comparison](#)

UX grades /100

euronews.



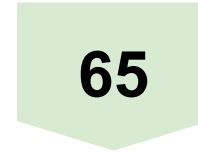
franceinfo:



The New York Times



QUARTZ



The Intercept_



[> CF UX Note table](#)

Why is UX important ?

88%

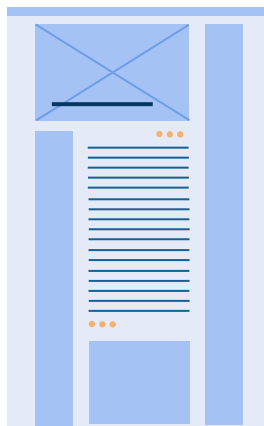
Visitors are **no longer inclined** to **come back** on the web site after a **bad User Experience**

48%

Of the interviewed assert that the **design graphic** of a website is the **number one factor** for a **brand credibility**

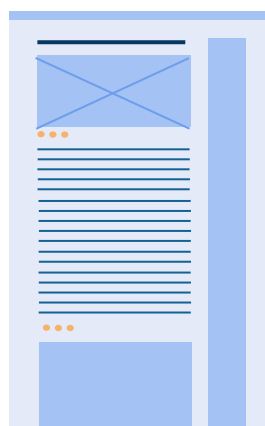
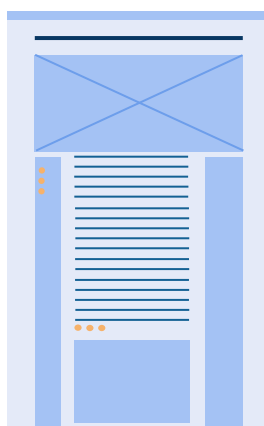
Structure

euronews.

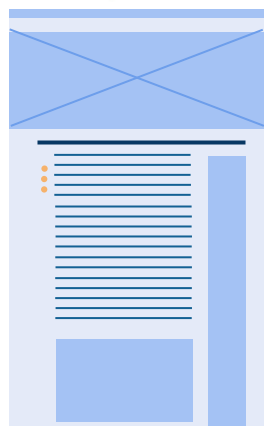


Next article button

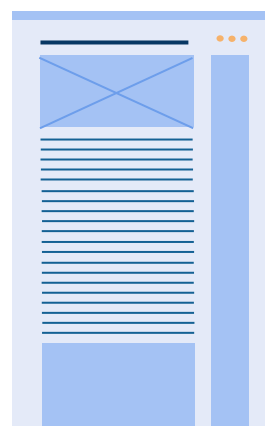
franceinfo:



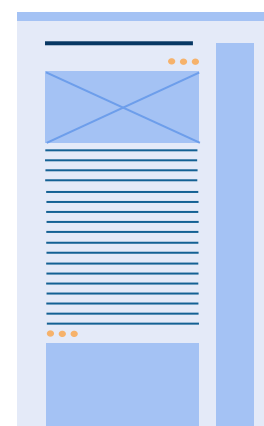
ALJAZEERA



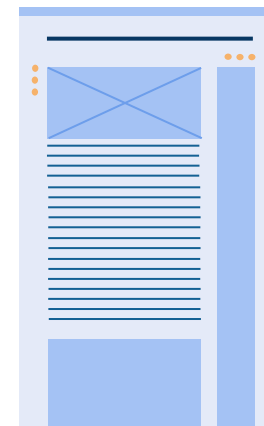
The New York Times



BBC

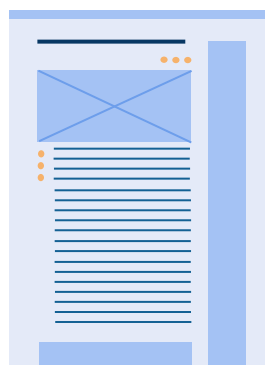


CNN



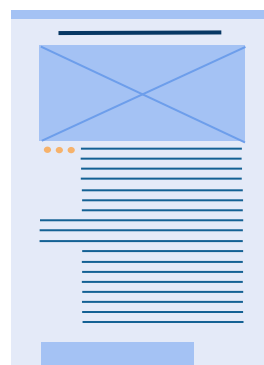
Infinite scroll
next articles

abc NEWS

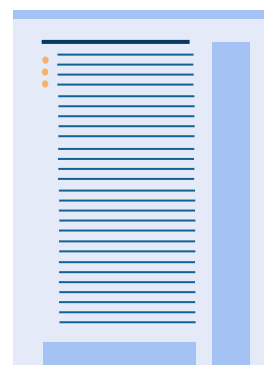


Infinite scroll

QUARTZ

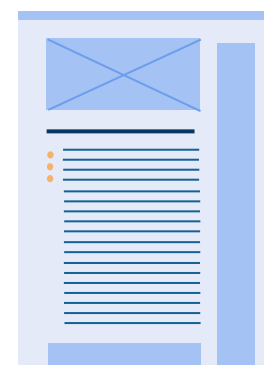


Infinite scroll



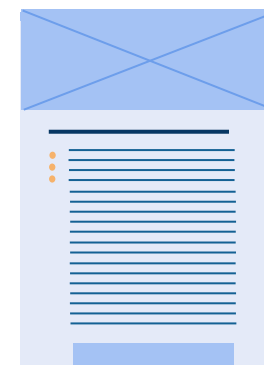
Infinite scroll

THE DAILY
BEAST



Infinite scroll

The
Intercept_

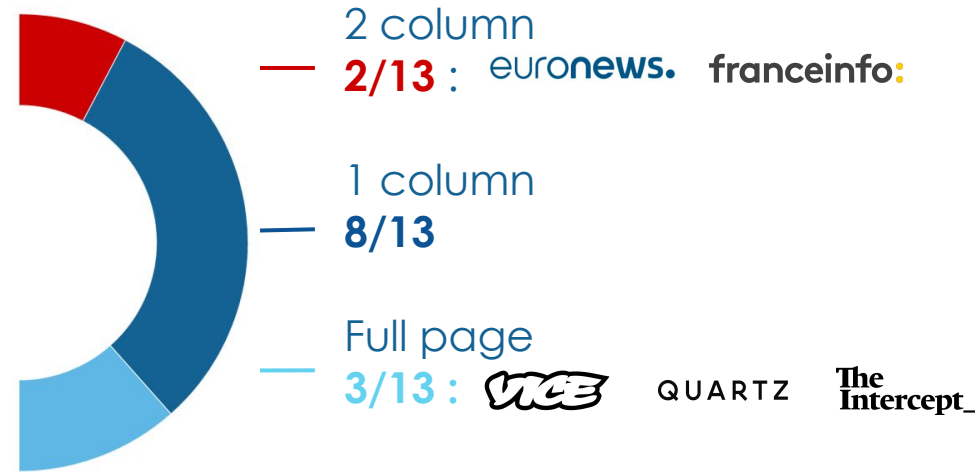


Infinite scroll

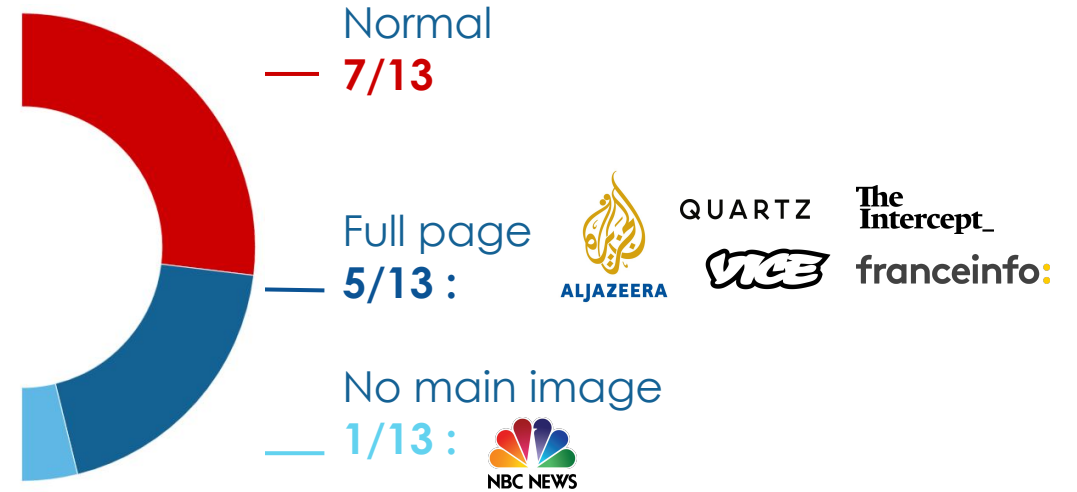
- Areas
- Main image
- Socials
- Content
- Title

Structure : columns & main image

Structure columns on desktop :



Main image :



- **The 2 columns** considered like **old fashion** on web design are still used by France info and euronews
- **The full page images**, a web design **trends** is used by 5 news website who develops **modern approaches**. (including 60% infinite scroll websites)

Structure : Title

Title position - desktop :



Title position - mobile :



- Euronews is the only one to place **the title over the image** / video > It **disappear** when the video is played
- The title **before** the main image / video, at the top of the article is the most common practice.

Structure : Title



→ The competitors who put the title **after** the main image mostly use a **full-page layout** > (On mobile mostly **come back** to a title + image layout)

The Intercept_

Photo: Tamir Kalifa/The New York Times/Redux

ARKANSAS FIGHTS TO EXECUTE TWO MEN WITHOUT TESTING DNA EVIDENCE THAT COULD EXONERATE THEM

Liliana Segura
April 20 2017, 10:54 p.m.

DAMIEN ECHOLS NEVER planned to come back to Arkansas. "These days, I try to look forward," he wrote in his 2012 [memoir](#), *Life After Death*. "I'm tired of looking back." After spending half his life on Arkansas's death row – he was finally released in 2011 – Echols was "sick to death" of his claim to fame as one of the West Memphis Three. "It's a title I'd prefer never to hear again," he wrote. "It does nothing but remind me of hell."

Echols was wrongfully accused of murdering three 8-year-old boys whose bodies were discovered in the woods in rural Arkansas in 1993. It was the tail end of a bizarre era in American criminal justice, a wave of public hysteria

The Intercept_

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Recirculation components

	euronews.	franceinfo:	RT	ALJAZEERA	The New York Times	BBC	CNN	Infinite scroll	VICE	abc NEWS	QUARTZ	NBC NEWS	THE DAILY BEAST	The Intercept
Related														
Tags			X		X		X		X	X	X	X	X	X
Featured / ed choice		X	X	X	X		X	X	X	X	X	X	X	X
Popular; most viewed, Trending			X				X		X		X	X	X	X
(Associate d) program	X				X	X	X	X	X	X	X	X	X	X
Last main articles			X		X	X	X			X	X	X		X
related theme(s)'s last art	X	X		X				X	X	X	X	X	X	X
Next article		X	X	X		X		X						

+ Ads
+Editor's choice
+ Flashback

+ Ads
+ Popular in the community !

+ Ads

+ Ads
+Recommended for you !

+ Ads

+ Ads
+ News & buzz

+ Ad
+Recommended

+ Ads

+ Ad

+ Ads

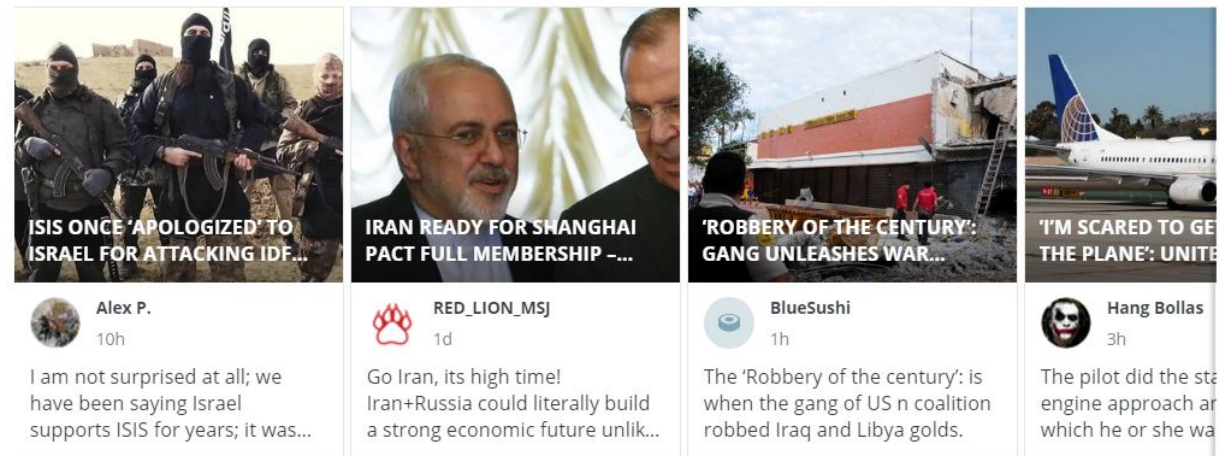
+ Ads

Recirculation components

ANALYSIS :

- “**Related**” is used by everyone
- **Links include** in the text are important, they can convert **+238%** of the visits
- Only BBC use a ‘**features**’ section and nobody use ‘**editor’s choice**’ except euronews.
- Nobody use ‘**flashback**’ section except euronews.
- Two interesting and original sections : ‘**Popular in the community**’ (RT) and ‘**Recommended for you**’ (Vice and NY times) (Not a Taboola).
>
- Site with **infinite scroll** don't use many recirculation. Only **related** in the text and show **which articles come next**

Popular In the Community



The screenshot displays a grid of four social media posts. The first post features a group of armed men in black clothing, with the title 'ISIS ONCE 'APOLOGIZED' TO ISRAEL FOR ATTACKING IDF...'. The second post shows two men in suits, with the title 'IRAN READY FOR SHANGHAI PACT FULL MEMBERSHIP ----'. The third post depicts a large building under construction or demolition, with the title ''ROBBERY OF THE CENTURY': GANG UNLEASHES WAR...'. The fourth post shows a commercial airplane on a tarmac, with the title ''I'M SCARED TO GET ON THE PLANE': UNITED...'. Each post includes a user profile picture, a name, and a timestamp.

Thumbnail	Title	User	Timestamp
ISIS ONCE 'APOLOGIZED' TO ISRAEL FOR ATTACKING IDF...	Alex P.	10h	
IRAN READY FOR SHANGHAI PACT FULL MEMBERSHIP ----	RED_LION_MSJ	1d	
'ROBBERY OF THE CENTURY': GANG UNLEASHES WAR...	BlueSushi	1h	
'I'M SCARED TO GET ON THE PLANE': UNITED...	Hang Bolla	3h	

Recirculation : infinite scroll - 6 of our competitors use it



QUARTZ



> **Classical** approach of infinite scroll go from one article to another



VICE

> Shows just **the main covers** of the upcoming articles

0

OVER THE LAST 15 years, the U.S. government has quietly released more than 400 people convicted on international terrorism-related charges, according to a data analysis of federal terrorism prosecutions by The Intercept. Some were deported to other countries following their prison terms, but a large number of convicted terrorists are living in the United States. They could be your neighbors.

The release of people convicted on terrorism-related charges with little if any monitoring by law enforcement might suggest U.S. government officials believe they can be fully rehabilitated following minor prison terms. A more likely explanation is that many of these so-called terrorists weren't particularly dangerous in the first place.

The Intercept_

> Shows just **the beginning of the articles**. Have to clic on **“read more”** to see in full.



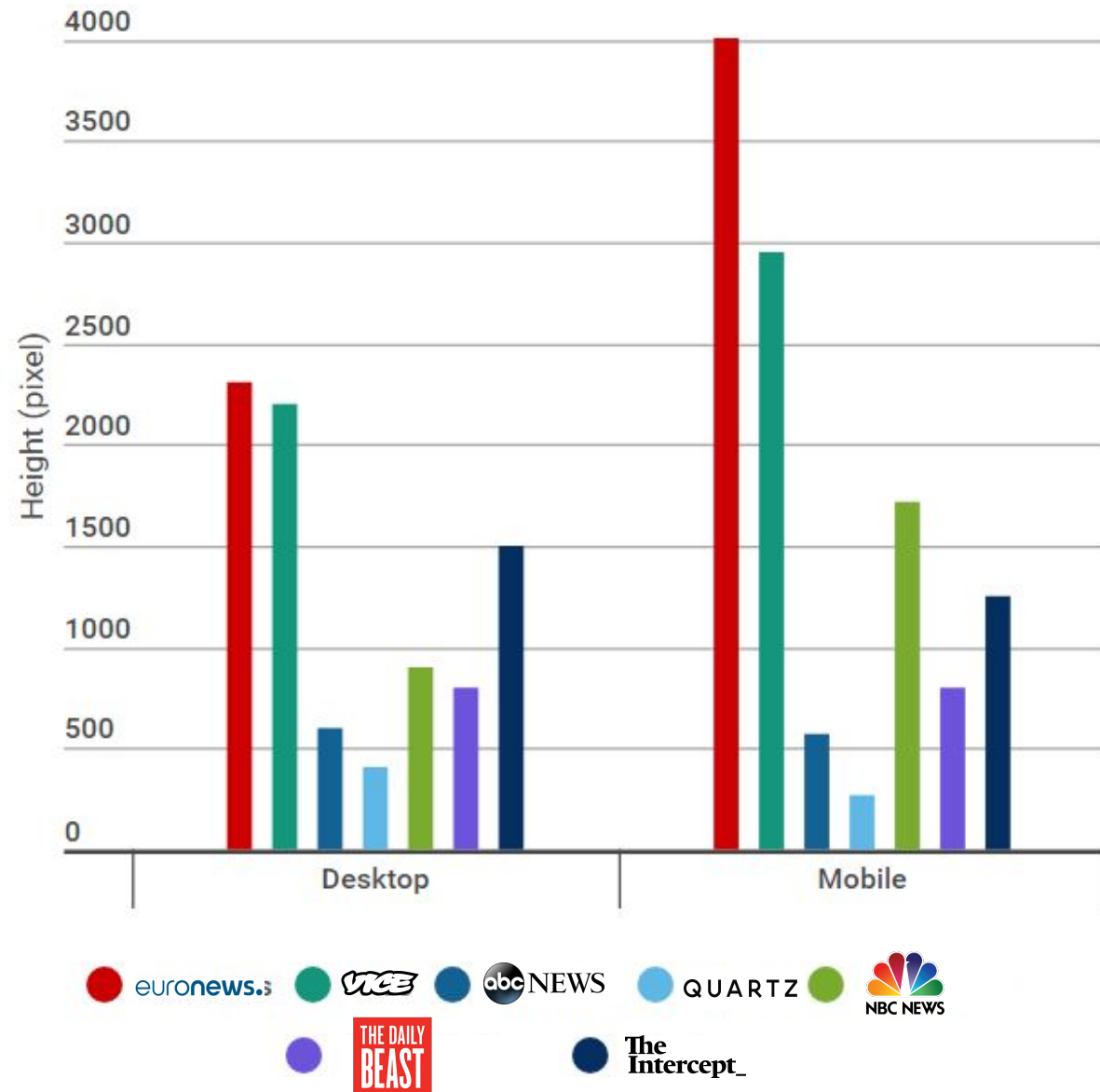
Among them is one of the Harold Sisters bombers, who plotted to attack the



Recirculation : infinite scroll - Gap

Gap between the end of the first article and the next

from the end of the text to the title's or main image's next article

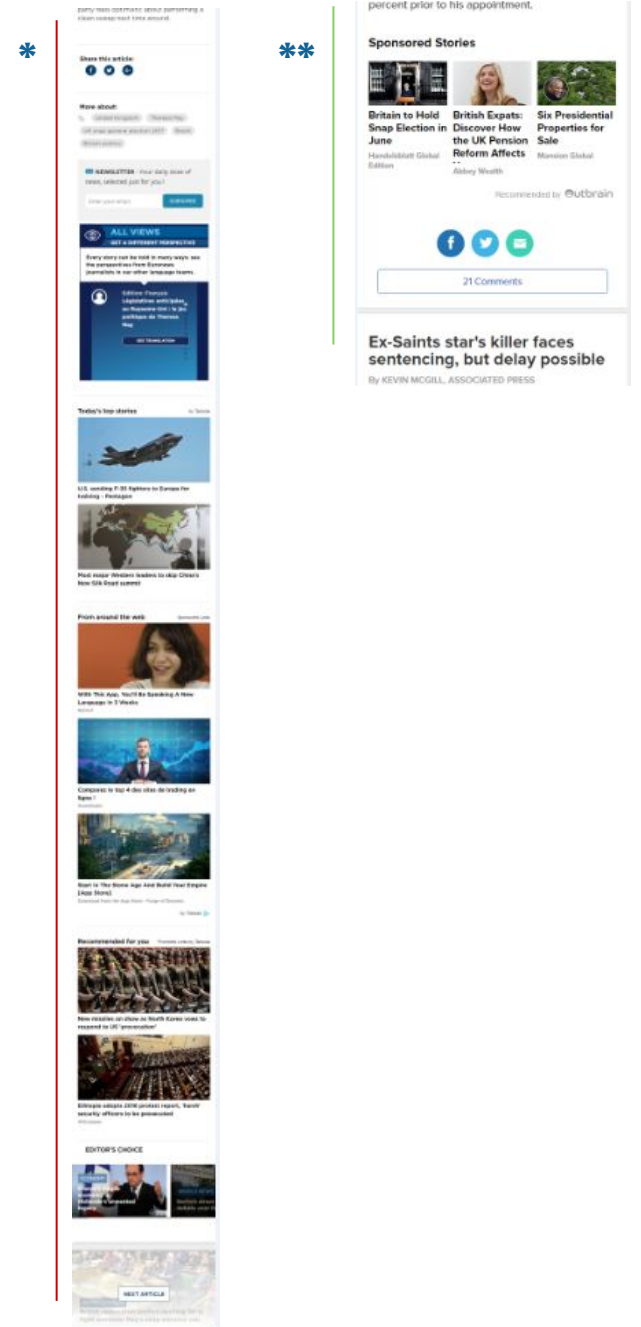


Recirculation : infinite scroll - Gap

	euronews.	Overall average	abc NEWS
Desktop	2308 px	1068 px	600 px
Mobile	4006 px*	1250 px	570 px**

ANALYSIS :

- If euronews wants to follow **good practices for infinite scroll** articles we need to **reduce the gap** between two articles at least **by half on desktop** and **by 4 on mobile**.

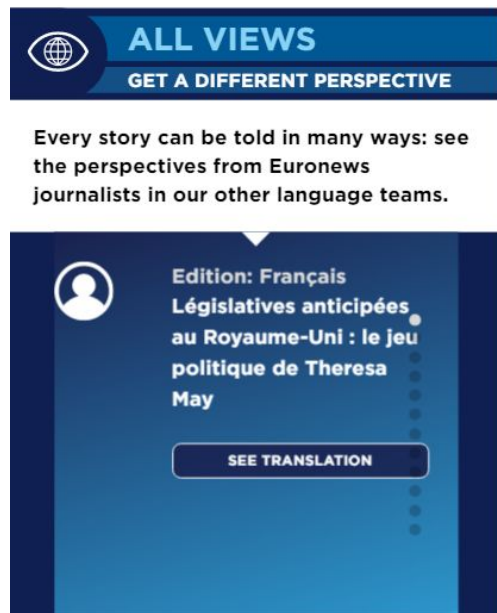


Recirculation : infinite scroll - Gap

WHY IS THE GAP SO TALL ON EURONEWS COMPARE TO THE OTHERS ? (especially on mobile):

Because of All views module

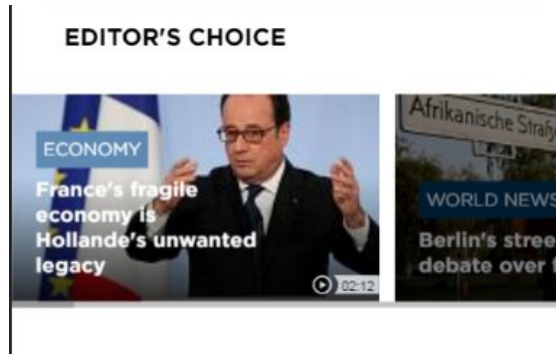
510px



does not exist elsewhere

300px

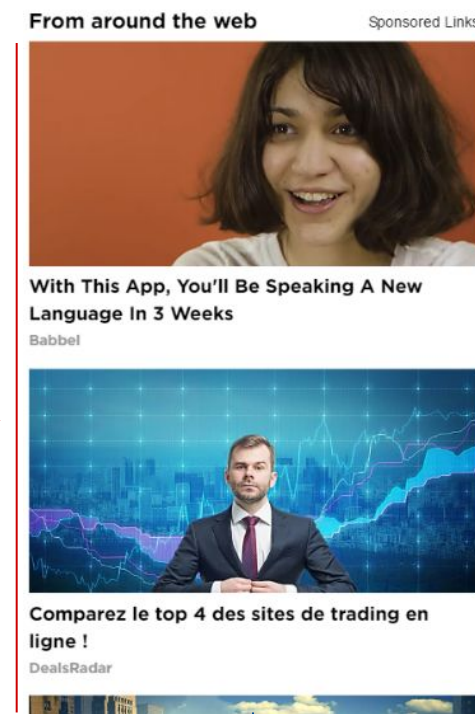
Editor's choice module



does not exist elsewhere

2400px

Taboolas



much taller than anyone else

Recirculation : infinite scroll - Gap

WHAT DOES COMPETITOR'S TABOOLA / OUTBRAIN LOOK LIKE ? (on mobile): ✗ QUARTZ ✗ VICE ✗ The Intercept_



h : 350px



h : 670px



h : 560px

Sponsored Stories



CEO of Mitu Explain How Snapchat Was Able To Help

Absolute Critic



Strange Investment Video Could Make You

Banyan Hill Publishing



NBA Star Stephen Curry Selling \$3.7 Million Bay

Mansion Global

Recommended by outbrain

More to Explore

Sponsored Links by Taboola



How to Write The Perfect...

Boomerang



10 Best Smart...

10Likes



Derniers Modèles + Forfaits dès...

les-promos-du-moment.fr

SPONSORED CONTENT

The Extraordinary

Upgrade for... Boomerang

Finally You Can Track Your ...

Smart Device Trends

The Gmail Trick That Google Doe...

Boomerang

This Is The Trick To Writing The ...

Boomerang

The Tool for Gmail that Google Doe...

Boomerang

MORE FROM NBC NEWS

3 dead in Fresno shooting spree; polic...

Aaron Hernandez Found Hanged in ...

Trump set to meet with China's president am...

Two South Carolina inmates charged with...

Teen Makes Teddy Bears From Fallen...

Promoted Links by Taboola

Sponsored Stories

Reci



Don't Pay Netflix Another Cent When You Fly Overseas

VIRAL UPROAR



The most addictive game of the year! Play with 15 million...

FORGE OF EMPIRES



The Four Pillar Success in Work and Life

OPTIMOVE



Woman Whose Husband Disappeared 20 Years Ago

TREND CHASER



Over 1 million people have fallen in love with this language

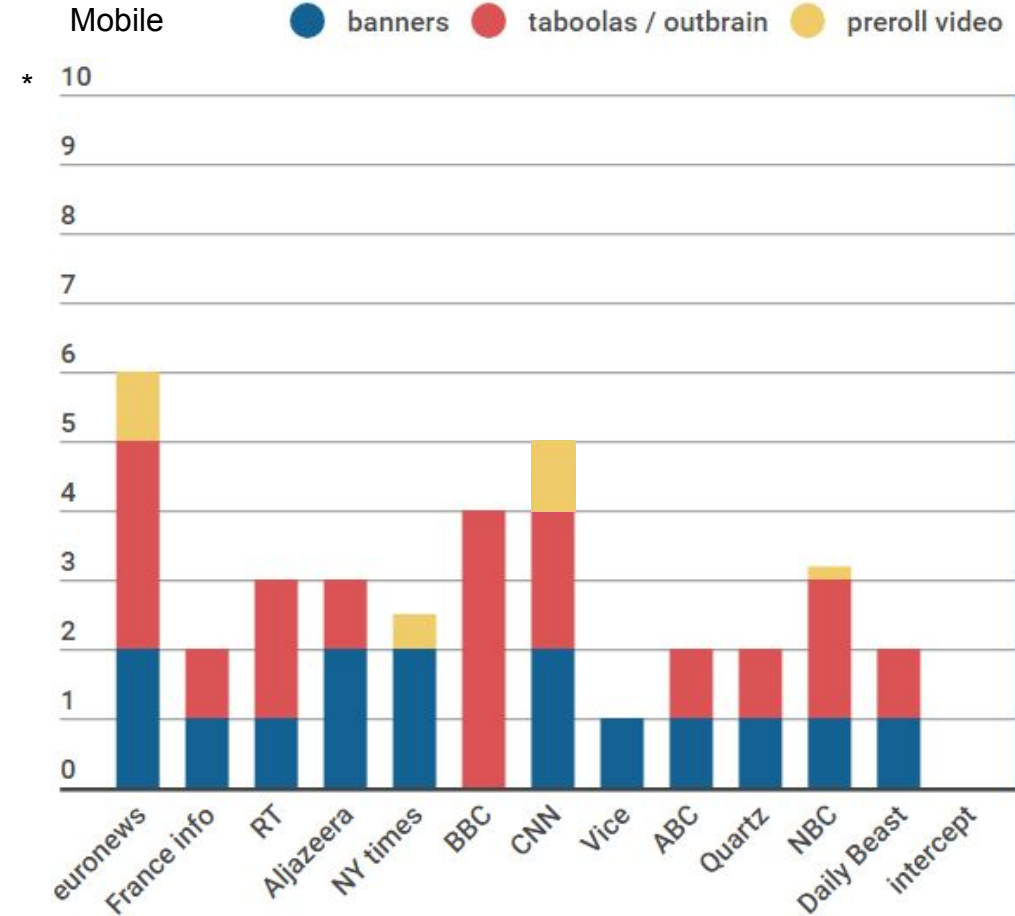
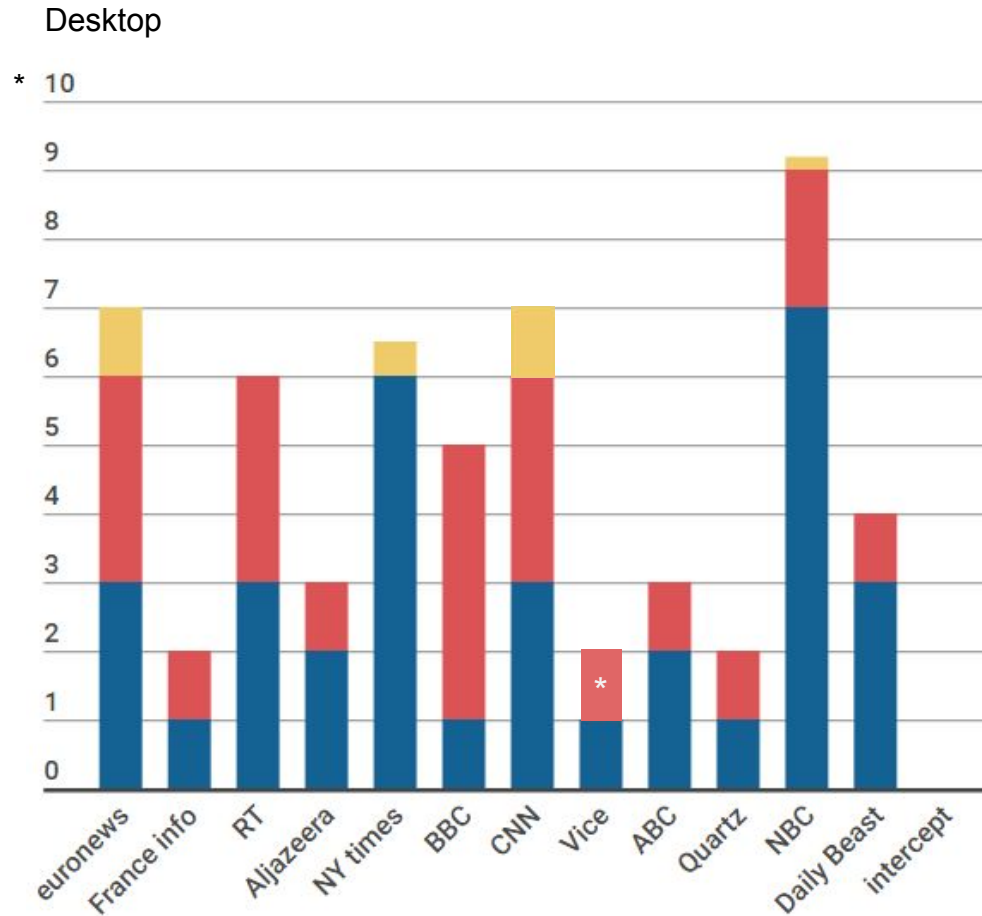
BABEL




Cities & Governments with a real impact in Society

DES

Advertising - amount of ads



* one banner = 1 ; group of taboola = 1 ; preroll everytime = 1

- euronews is the only one (with CNN) to **always display** the **preroll video** : *The New York Times* **half the time**  **just once** at the beginning
- euronews is the one with the **highest number of ads on mobile** (and one of them on desktop)
- euronews is the only one to display ads a **big advertising video** into the main body of the article

* Vice : Doesn't display taboola on the first article visited

Advertising - Interesting practices

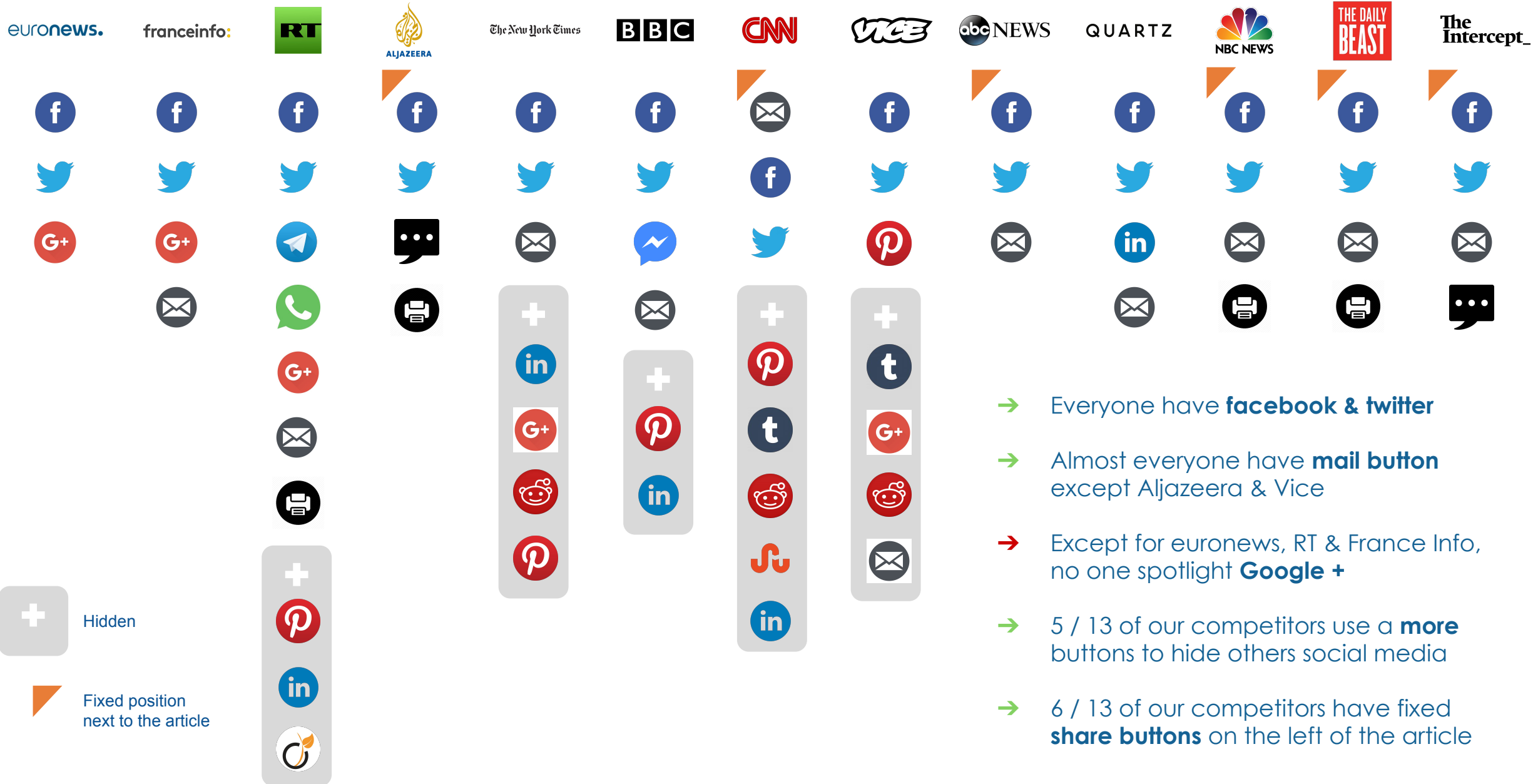
The screenshot shows a CNN news article page. At the top, there's a navigation bar with 'Regions' and 'International Edition'. Below that, the article title is 'Israeli jets strike inside Syria; military site near Palmyra reportedly targeted' by Oren Liebermann and Euan McKirdy, updated on March 17, 2017. A large video player is the central focus, showing a news anchor and a man speaking. Below the video, there's a 'Now Playing' section with several video thumbnails. On the right side, there's a 'News & buzz' section with two articles: 'Convicted terrorist admits she lied to become US citizen' and 'Bride of ISIS: 'Happily ever after' to hell'. At the bottom right, there's a 'TUI' advertisement for a flight from Lyon to Cap Vert, starting at 699€.

→ Sticky banner on the right

The screenshot shows a Microsoft Cloud advertisement. The top part features a large banner with the text 'This cloud helps Partners In Health save time and lives.' and a globe graphic. Below this, there's a section titled 'Indians are eating more chocolate than ever before because they think it is healthy'. This section includes a large image of Hershey's Kisses chocolates and a bar chart showing the growth of the Indian chocolate market. The bar chart shows a steady increase in chocolate consumption in India from 2011 to 2016, with a significant jump in 2016.

→ Big banner instead of many little banners, include between two articles during the infinite scroll

Services - Share



- Everyone have **facebook & twitter**
- Almost everyone have **mail button** except Aljazeera & Vice
- Except for euronews, RT & France Info, no one spotlight **Google +**
- 5 / 13 of our competitors use a **more** buttons to hide others social media
- 6 / 13 of our competitors have fixed **share buttons** on the left of the article

Services - Share

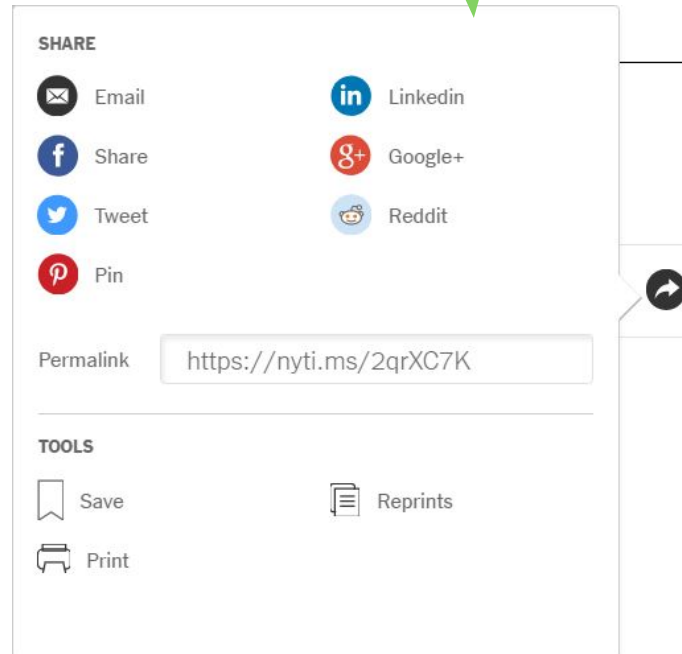
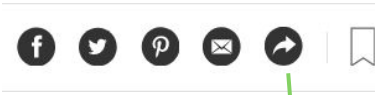


Pop-up

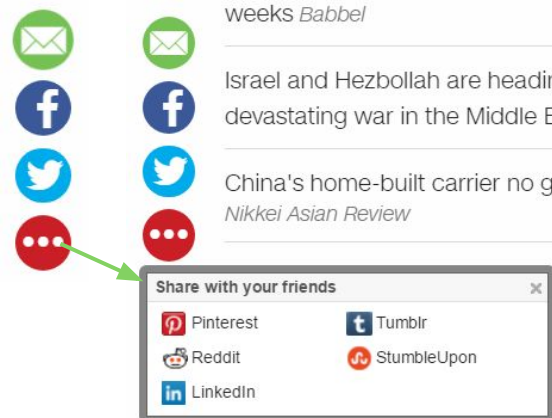


Mobile : the same

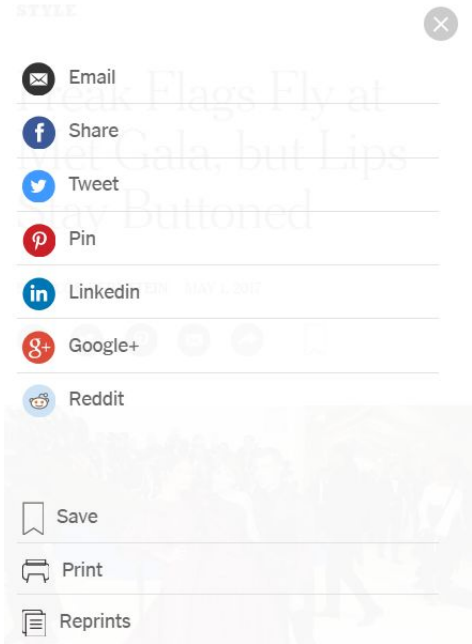
The New York Times



Fixed



Mobile : pop up



Mobile : the same but not fixed, embedded at the top of the article

Services - Share

BBC

f t m Share

f t m Share

UK 'will not enter Brexit war'

Share this with X

- Email
- Facebook
- Messenger
- Twitter
- Pinterest
- LinkedIn

Copy this link

<http://www.bbc.com/news/magazine-3962>

Read more about sharing.

These are external links and will open in a new window

Mobile : pop up

Share this with X

- Email
- Facebook
- Messenger
- Twitter
- Pinterest
- LinkedIn

Copy this link

<http://www.bbc.com/news/magazine-3962>

Read more about sharing.

These are external links and will open in a new window

VICE

f t p +

f t p -

t g+ r e

Good practice :
calls-to-action



SHARE

Tweet

Share

Post

Send

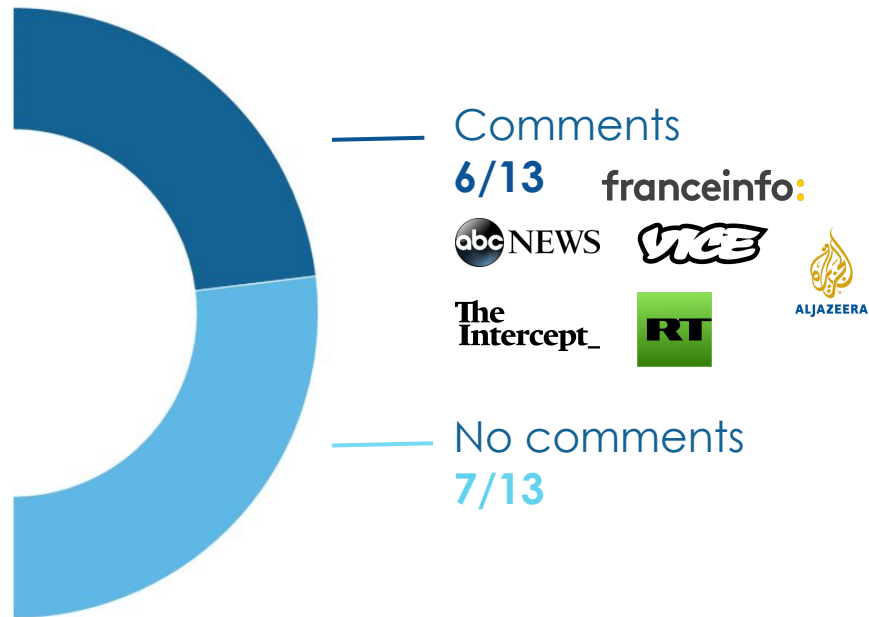
Bottom article :

Share this story About sharing

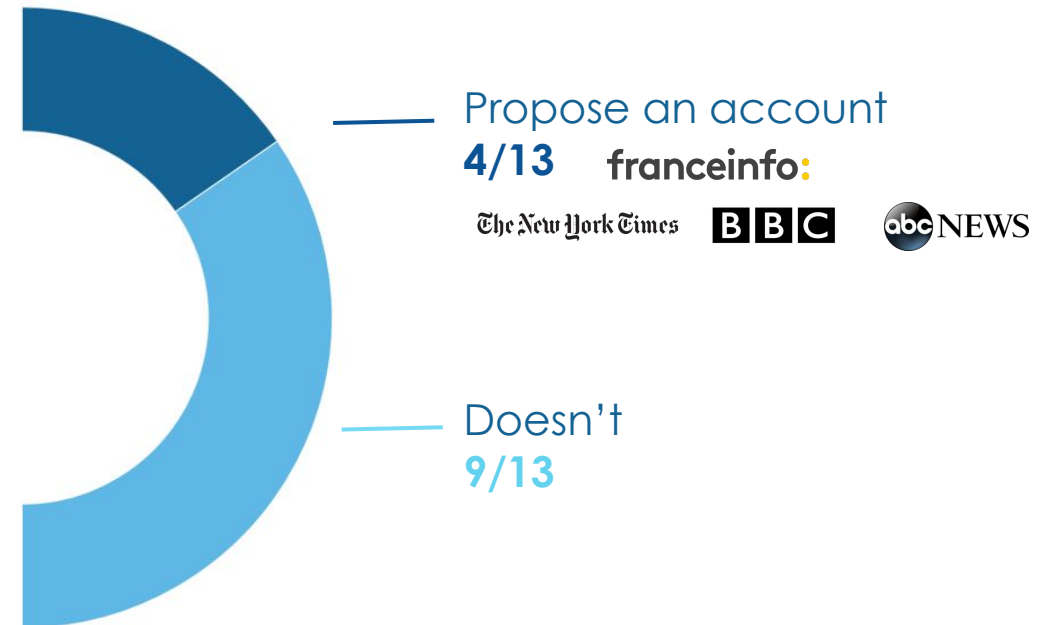
f t m p in

Services - Comments & account

Comments possibility :

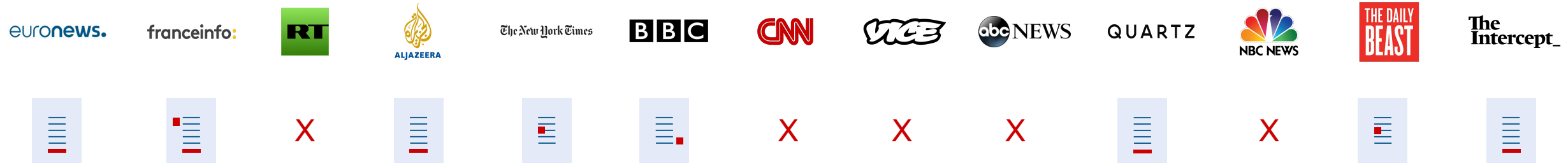


Possibility to open an account:



→ Allowing **comments** or to open an **account** can increase the **engagement**

Services - Newsletter



* NY Times : Newsletter bloc personalized with the section of the article

* Quartz : Newsletter bloc appear only on the second article

→ The half of our competitors have a **newsletter**

→ Bloc newsletter generally at the **bottom** of the article

→ Two interesting practices :

◆ * France info & NY Times : Newsletter **personalized** according to the section of the article

◆ ** Quartz : The newsletter bloc appears **only on the second** article of the infinite scroll

Services - Newsletter examples

**The
Intercept_**

**The
Intercept_**

Newsletter

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In Nigeria, whoever works in the name of ISIS answers to al-Barnawi.

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The five men officials picked up have their base in Nigeria's north-central region where there are also active militants from Ansaru, another terror group, which broke away from Boko Haram in 2012

and is best known for targeting foreigners. It is suspected of being behind the kidnapping of an American missionary in 2015. And its founders are accused by the government of being behind the 2011 bombing of a UN building in Abuja where at least 24 people were killed.

ISSUES

→ Structure

- ◆ Give up the **two column** structure
- ◆ Highlight the **title**

→ Switch to an infinite scroll system

- ◆ Reduce the **gap** between two articles especially on mobile

→ Recirculation

- ◆ Give up **components** which nobody uses and takes lot of spaces (Flashback, editor's...)
- ◆ Use **useful components** to attract
- ◆ Optimize the **infinite scroll**

→ Advertising

- ◆ **Reduce the amount of ads** to a clever use
- ◆ **Increase the control** of the user over the ads
- ◆ Optimize **preroll** video, less aggressive

→ Services

- ◆ Optimize **social** access
- ◆ Instal **comments** ? account ?
- ◆ Find a good position for the **newsletter** proposal bloc

Yandex results

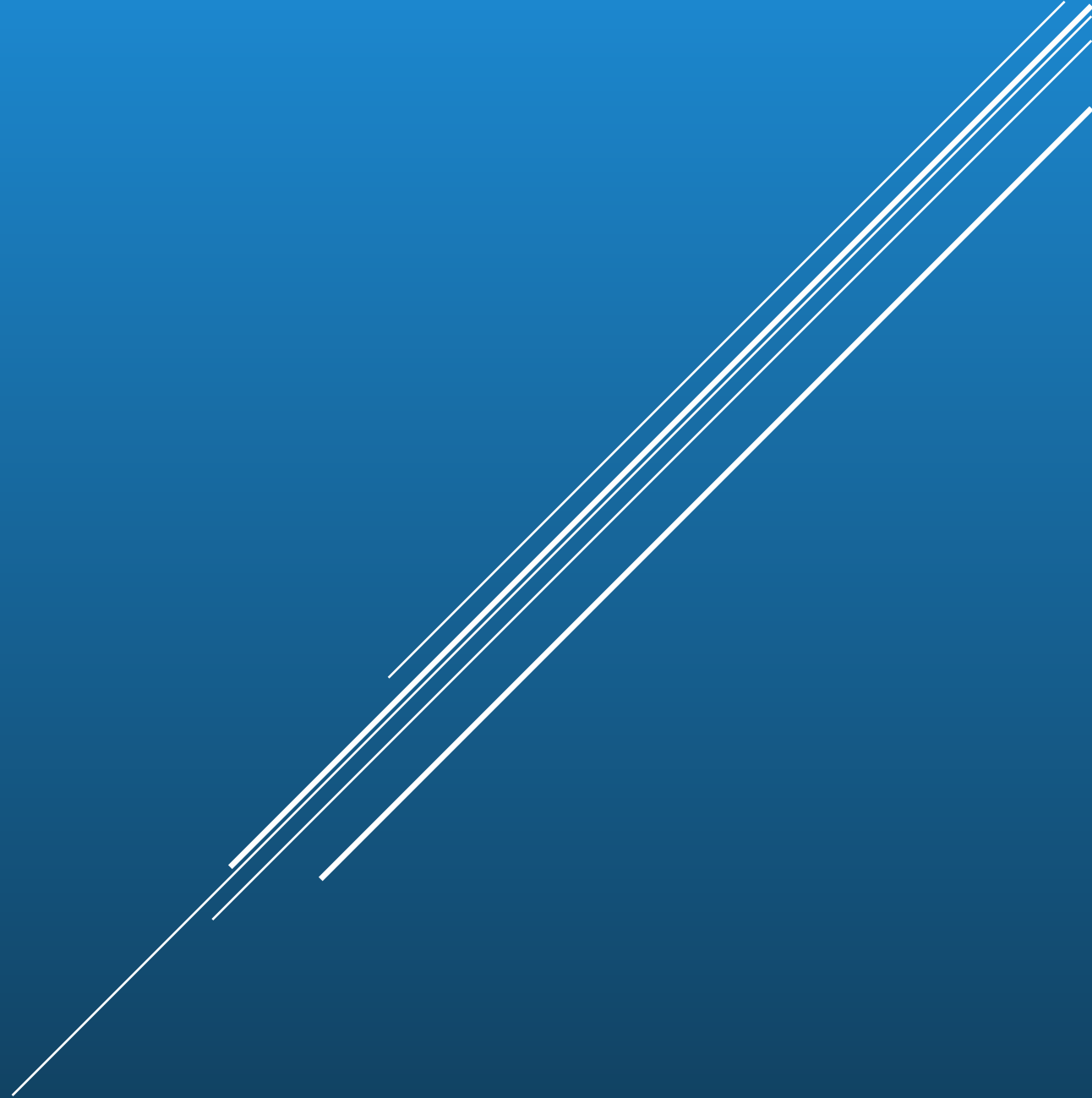
The image features a solid blue background. In the bottom right corner, there are several white, parallel diagonal lines that create a sense of motion or a stylized graphic element. The lines vary in length and are arranged in a way that suggests a path or a series of steps.

Conclusions of the analysis of Yandex

- **Editor's choice** and **flashback** are **never** used
- **Today top stories** and **most viewed** are used **sometimes**
- **Ads banners** are **almost never** clicked
- The **newsletter** box is **never** used
- **Taboolas** are clicked **sometimes**
- **Related and links** include in the text are **often** used
- The **player** video button is **often** clicked
- The **next article button** is **often** used
- The **links in the footer** are **often** used

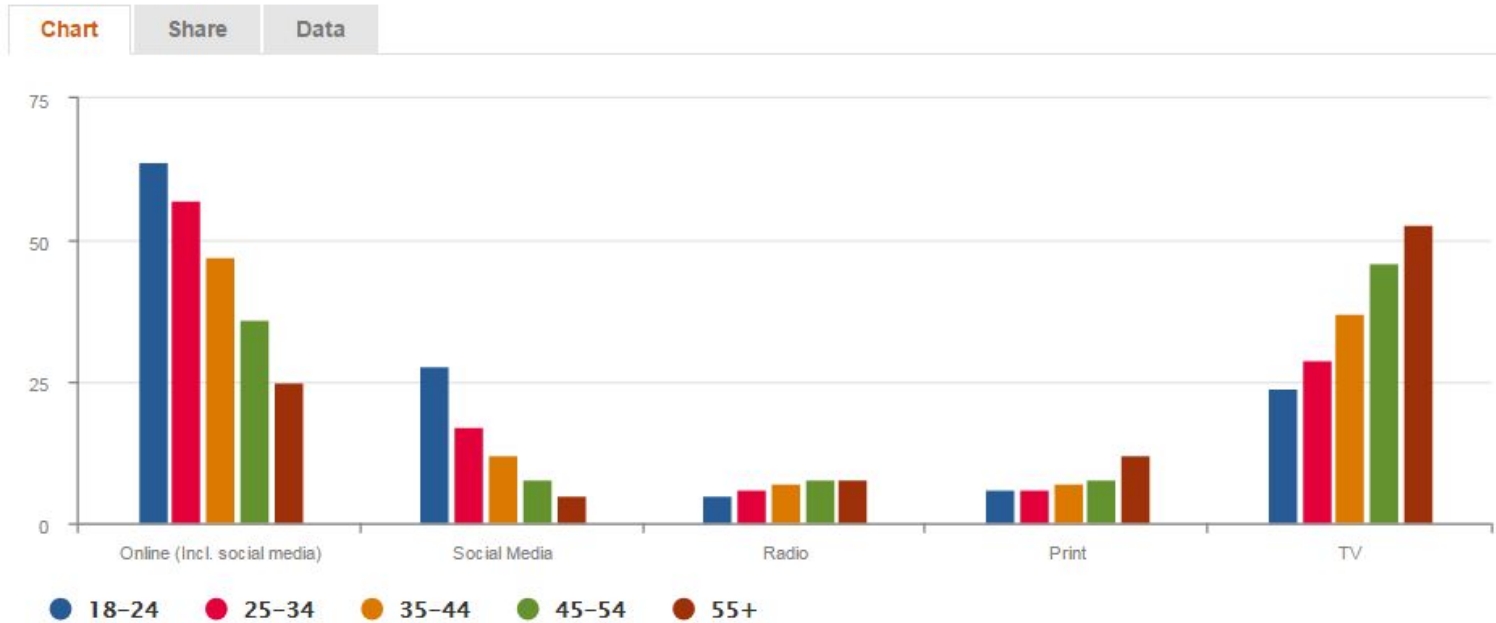
- Generally, we can see that people are **interested** on articles **related** to the article (on related bloc, tags, taboola...)
- They **scroll to the end** of the page and clic on next article button and footer but **NOT on irrelevant content** like taboolas, newsletter etc..

ANNEXES



MAIN NEWS SOURCES

MAIN NEWS SOURCES SPLIT BY AGE (ALL 26 COUNTRIES)



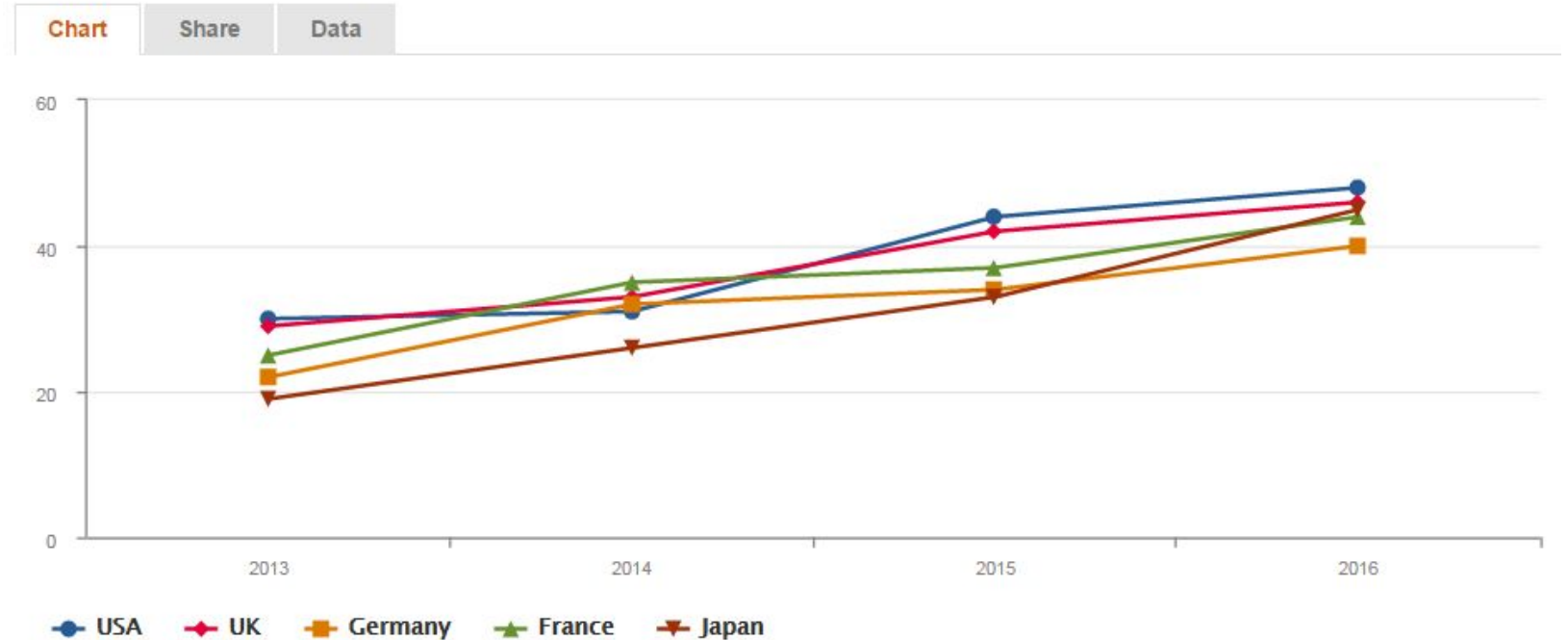
Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Base: All 18-24s/25-34s/35-44s/45-54s/55+ who have used a news source in the last week: All countries = 5598/9187/9686/9383/18371

MOBILE USE

Across our entire sample over half (53%) now say they use a smartphone to access news, with some of the highest levels in three of our new countries, Sweden (69%), Korea (66%), and Switzerland (61%).

GROWTH OF SMARTPHONE FOR NEWS 2013-16 (SELECTED COUNTRIES)



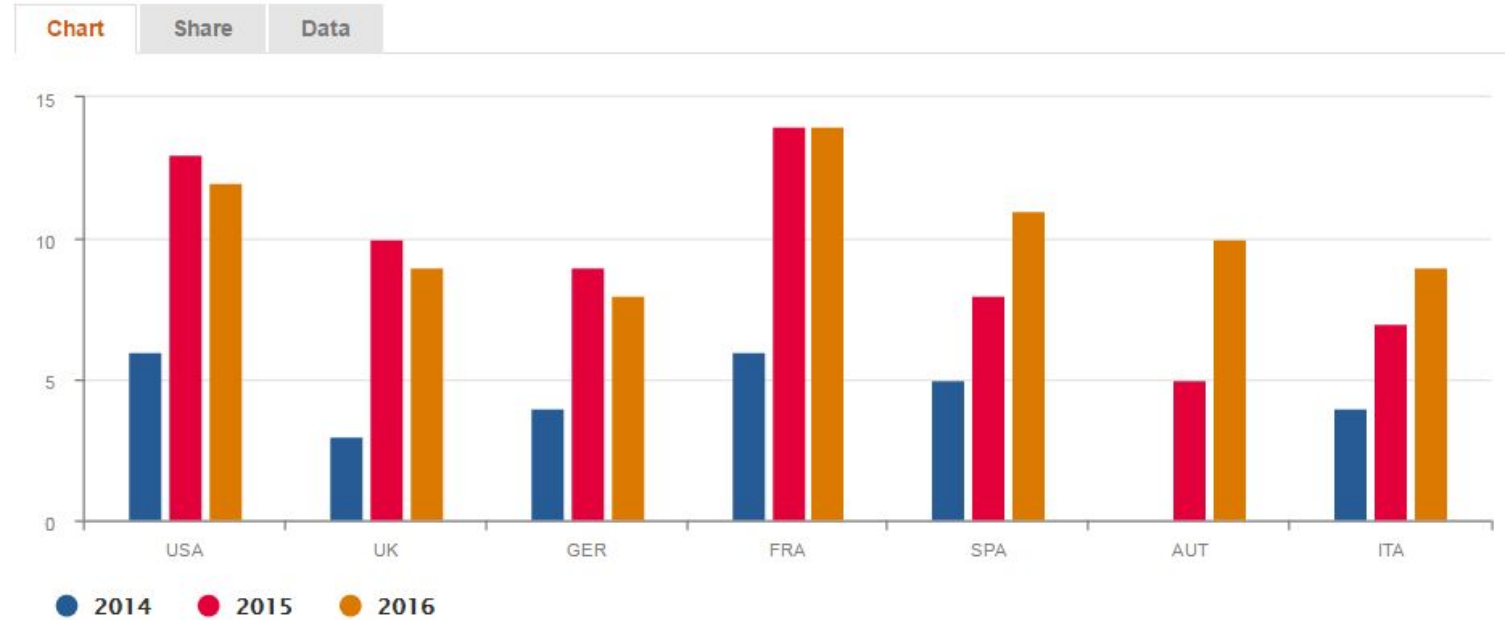
Q8b. Which, if any, of the following devices have you used to access news in the last week?

Base: Total 2013-2016 sample in each country

MOBILE USE

we find that heavy smartphone users tend to access the news more frequently than people who mainly use computers or tablets.

% USING PUSH ALERTS AND NOTIFICATIONS FOR NEWS (SELECTED COUNTRIES)



Q10. Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories?

Base: Total 2014-2016 sample in each country.

SOCIAL MEDIA ACCESS

Around a quarter of internet news users (24%) share news via social media during the average week;

TABOOLA'S CATALOGUE - infinite scroll websites



COMMENTS

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A game that changes the way you look at strategy!
Vikings: Free Online Game

If You Own a Computer You Must Try This Game
Pirates: Free Online Game

15 Astuces de grand-mère pour perdre du poids chaque jour
Que Des Astuces

3 (very) normal guys learned French in just 7 days - see how did they did it!
outdoor

The Extraordinary Upgrade for Gmail That Helps You Write Perfect Emails (Based on Data)
Boomerang for Gmail

A Surrogacy Agency That Does It All
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Abbey Wealth



If you own a computer you must try this game
Vikings



Six Presidential Properties for Sale
Mansion Global

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MANSION GLOBAL



Chelsea Clinton's \$6M Former Condo in Manhattan Finds A...
MANSION GLOBAL



If you own a computer you must try this game
VIKINGS



Are Israel and Hezbollah Preparing for War?
THAT THIS | THE NATION



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INDEPENDENT VOICES



Air Berlin in Rapid Descent
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British Expats: Discover How the UK Pension Reform Affects You
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MANSION GLOBAL



Chelsea Clinton's \$6M Former Condo in Manhattan Finds A...
MANSION GLOBAL



If you own a computer you must try this game
VIKINGS



Israel and Hezbollah are heading for a new, devastating war
INDEPENDENT VOICES



Air Berlin in Rapid Descent
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Boomerang

Tiny Device Allows You To Track Anything (it's Genius)
TrackR Bravo

The Gmail Trick That Google Doesn't Talk About
Boomerang

Finally You Can Track Your Car Using Your Smartphone
Smart Device Trends

10 Best Smart Home Tech
10Likes

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Sister of teen girl's accused kidnapper: 'He's done this horrible thing'

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Boomerang



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Tiny Device Allows You To Track Anything (it's Genius)
TrackR Bravo

The Gmail Trick That Google Doesn't Talk About
Boomerang

Finally You Can Track Your Car Using Your Smartphone
Smart Device Trends

10 Best Smart Home Tech
10Likes

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North Korea's Kim Jong Un at concert featuring mock-up attack video
USA Today

Promoted Links by Taboola

CASE STUDY : VICE

“We know **engagement is the most important thing**. Who cares about hits? Who cares about page views?”

We consciously didn't go mass, we went niche.

With TV, you can ram things down people's throats. If you put something on at 9 p.m. on a Thursday, people are going to watch it — even if it's a piece of crap.

The internet's definitely harsher and people are a lot more honest with their praise and their criticism.