

HOME PAGE

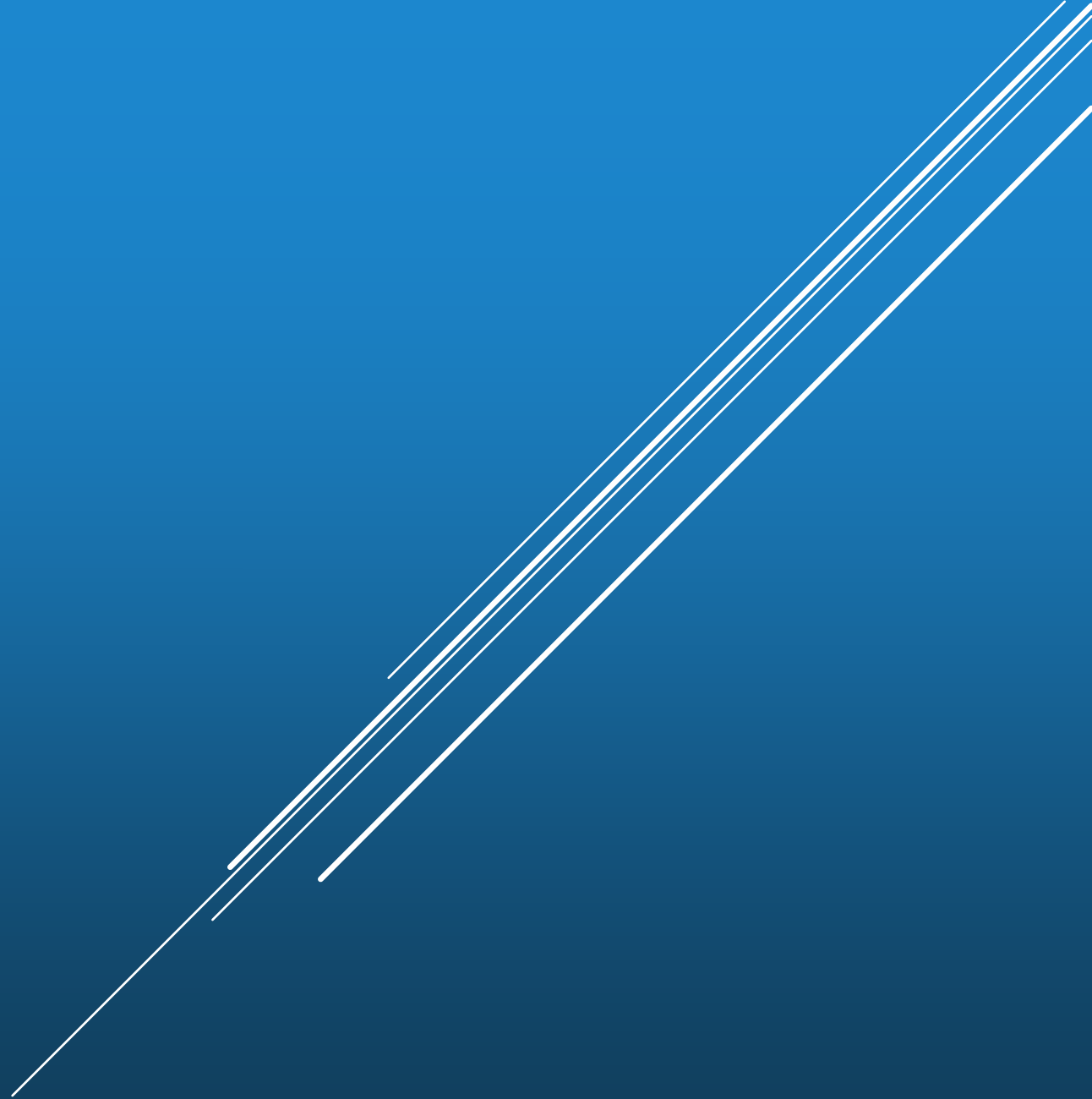
Benchmark

euronews.

OBJECTIVES

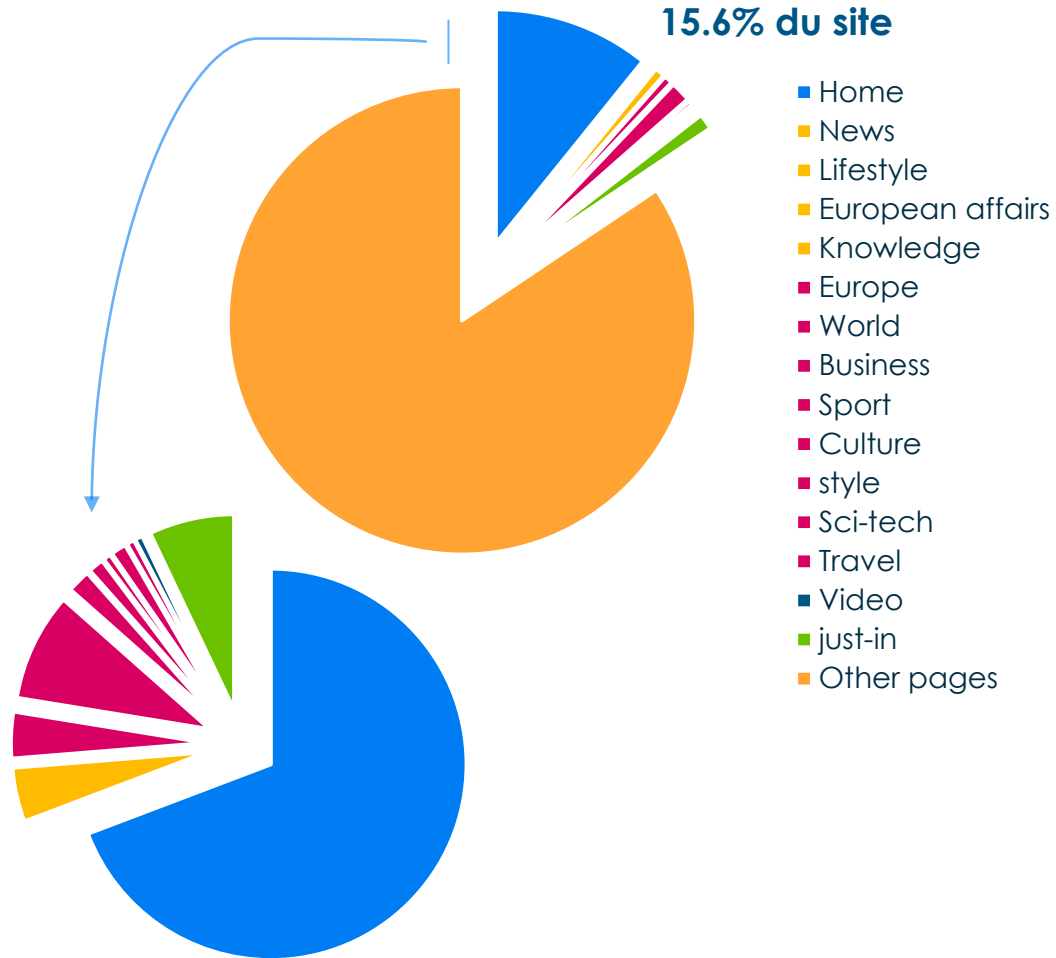
- ① **Time spent:** optimize recirculation
- ② **Design:** More clarity, readability, harmonize design
- ③ **Monetization:** optimise advertising

ANALYSIS



DATA EURONEWS

Pages view on all languages, on 30 days,
from 24/07 to 22/08 2018



Trafic global site + embed : 37 553 692 pages vues

Homepage : 4 057 835 pages vues (12.8%)

Home des verticales :

- News : 251 806 pages vues (**0.7%**)
- Lifestyle : 16 153 (**0.0%**)
- European affairs : 14 006 (**0.0%**)
- Knowledge : 5 653 (**0.0%**)

Home des thèmes :

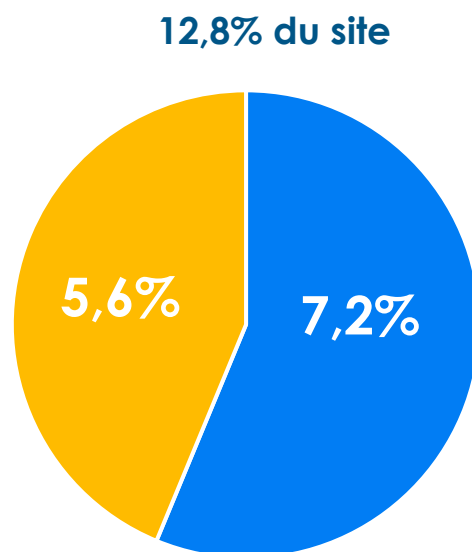
- Europe : 232 709 pages vues (0.6%)
- World : 514 587 (1.4%)
- Business : 103 090 (0.3%)
- Sport : 71 289 (0.2%)
- Culture : 45 680 (0.1%)
- Style : 4 978 (**0%**) => uniquement pour l'anglais
- Sci Tech : 60 536 (0.2%)
- Travel : 24 116 (0.1%)

Video : 47 029 (0.1%)

Page Just-in : 399 152 pages vues (1.1%)

DATA EURONEWS

On mobile



Trafic global site + embed : 37 553 692 pages vues

Homepage desktop : 7,2%

Homepage mobile : 5,6%

■ Home desktop

■ Home mobile

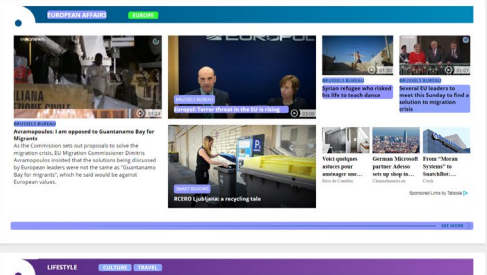
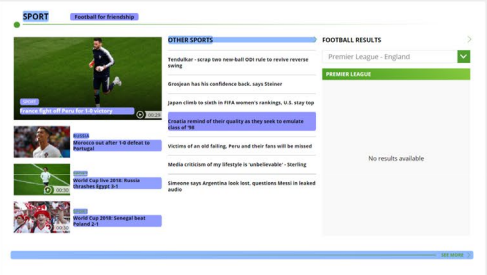
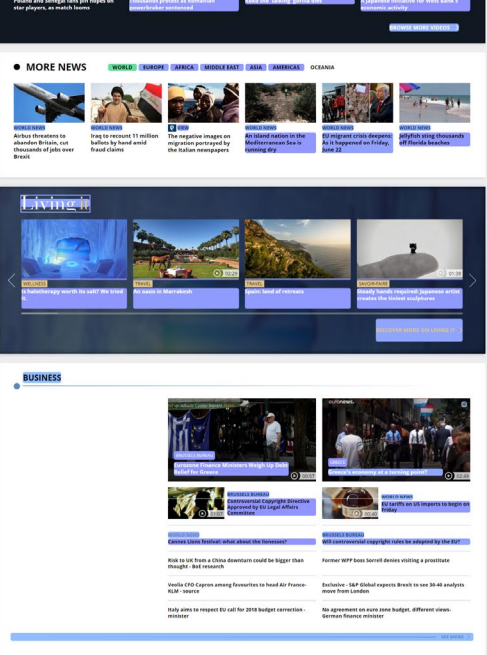
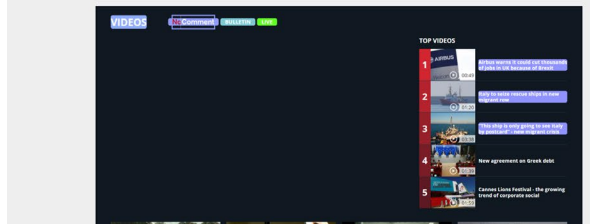
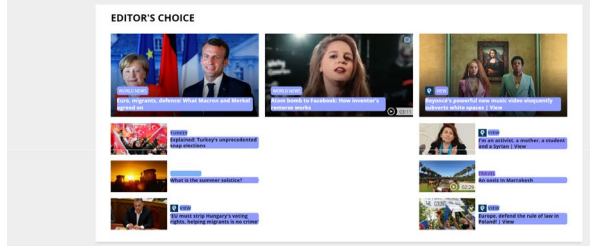
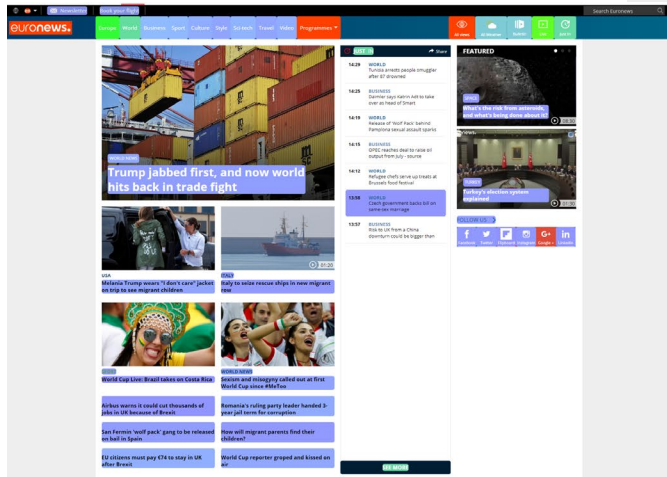
Pageviews: 58 520 | Average time: 0:11

Pageviews: 28 810 | Average time: 0:06

Pageviews: 7 430 | Average time: 0:05

Pageviews: 4 350 | Average time: 0:04

Pageviews: 2 940 | Average time: 0:04



DATA EUONEWS

Home page – Yandex Metrica

On 22/06/2018 – on 1 month, Links and scroll study



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 and depth, extending from the bottom edge towards the top right corner.

SUMMARY

of the benchmark's competitors practice

- Structure
- Advertising
- Above the fold
- Interesting bloc
- Competitors changes

10 COMPETITORS PRESENTATION



theguardian

Le Parisien



CNN

L'OBS

Slate

franceinfo:



BBC

euronews.

abc NEWS

ALJAZEERA

BBC

CNN

Le Parisien

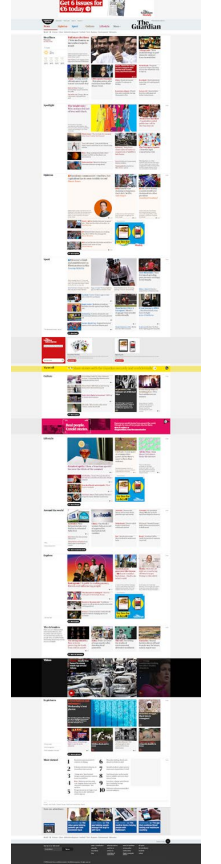
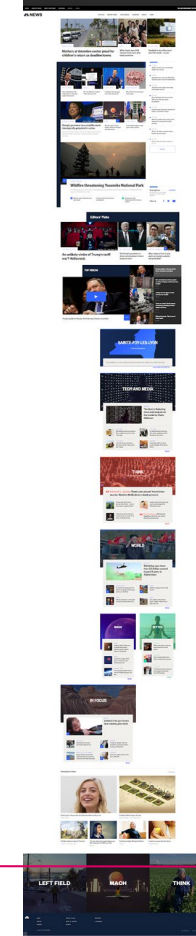
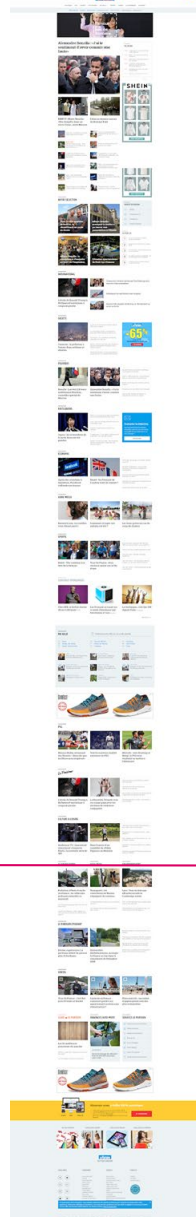
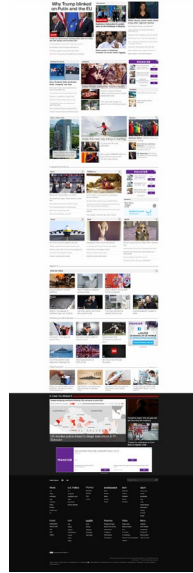
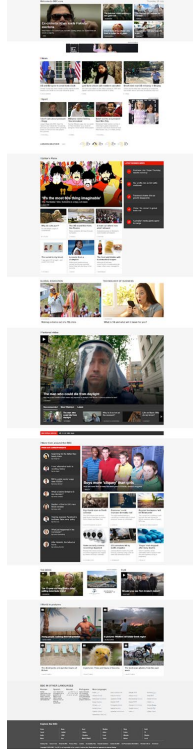
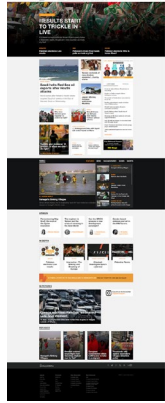
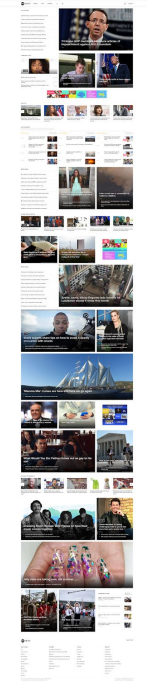
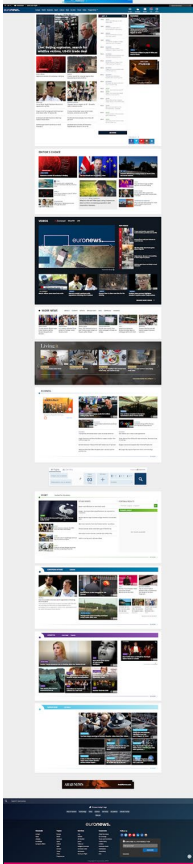
franceinfo:

L'OBSS

NBC NEWS

Slate

theguardian



→ euronews is on the average height

STRUCTURE : HEIGHT

euronews.

Le Parisien

ALJAZEERA

BBC

CNN

abc NEWS

franceinfo:

L'OB

NBC NEWS

Slate

theguardian



→ euronews is on the average height

STRUCTURE MOBILE : HEIGHT

9*

euronews.

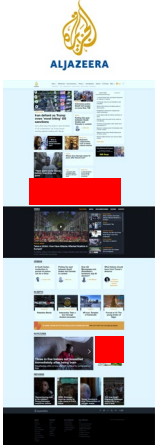


4

abc NEWS

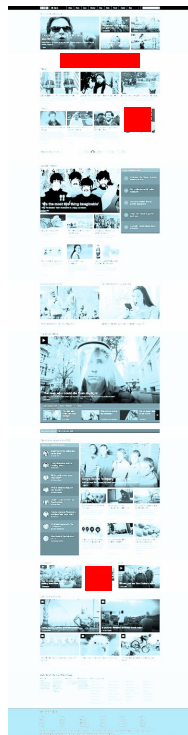


2



3

BBC



5

CNN



7

Le Parisien



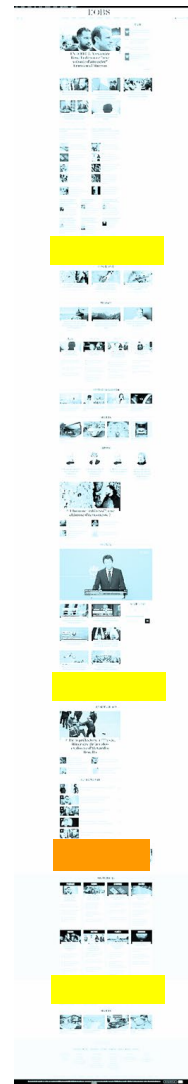
-

franceinfo:



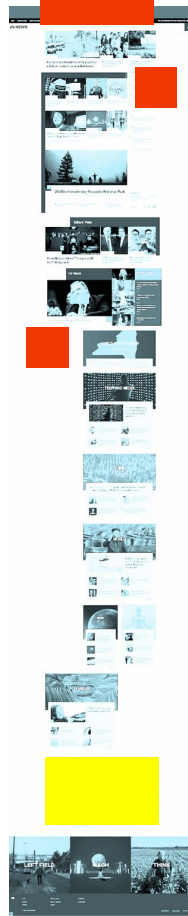
4

L'OB



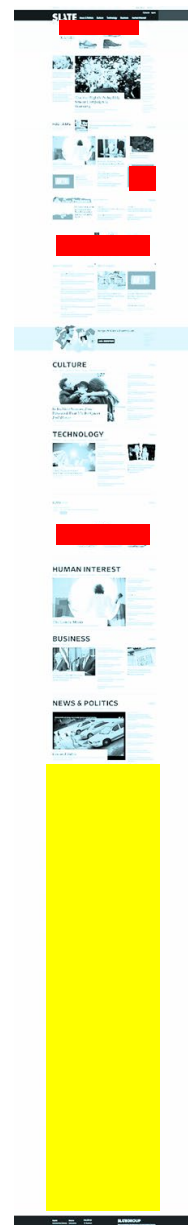
4

NBC NEWS



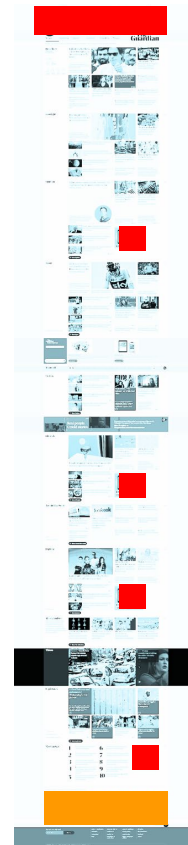
5

Slate



6

theguardian

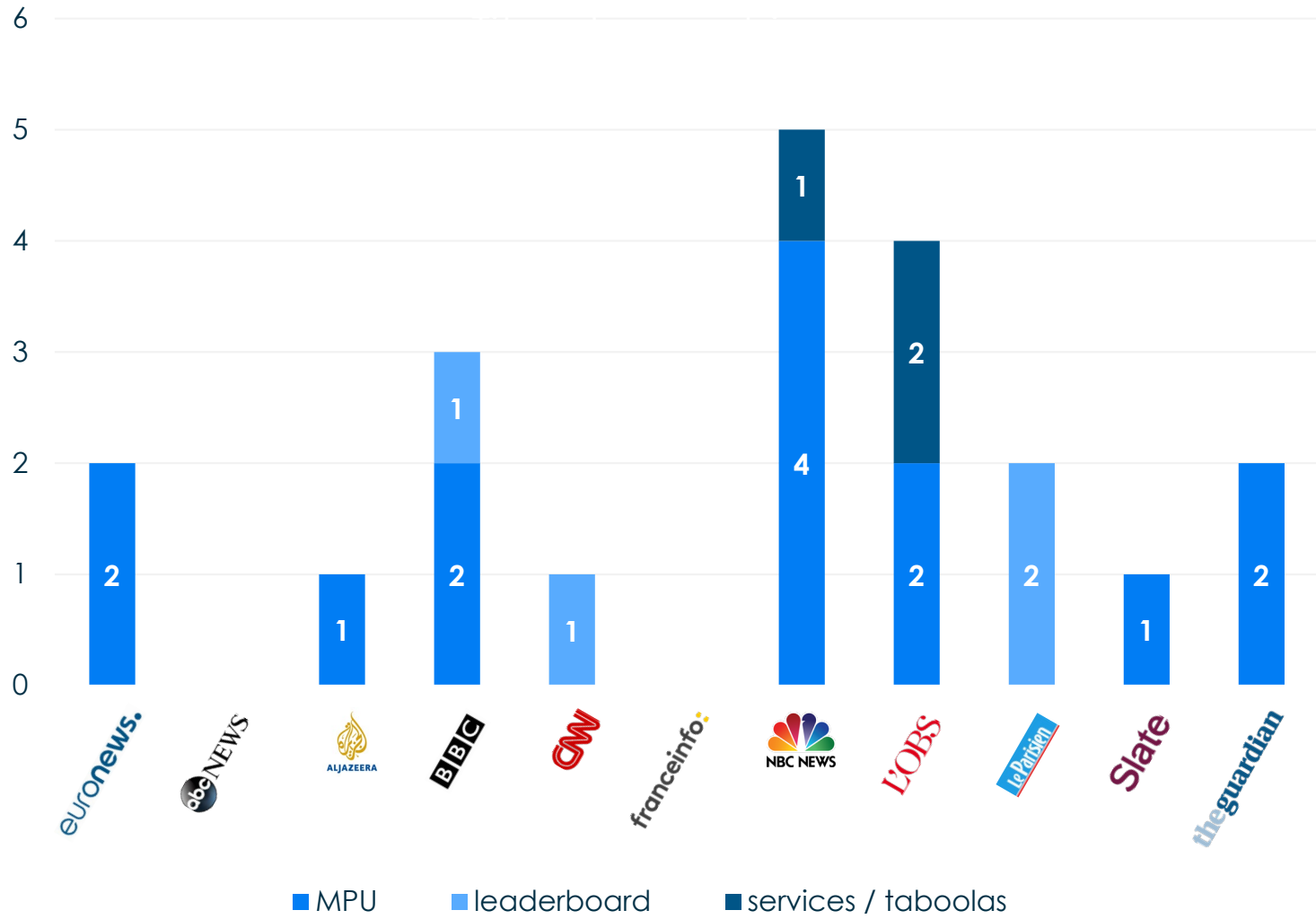


* doesn't include prerolls + wallpaper !

AMOUNT OF ADVERTISING

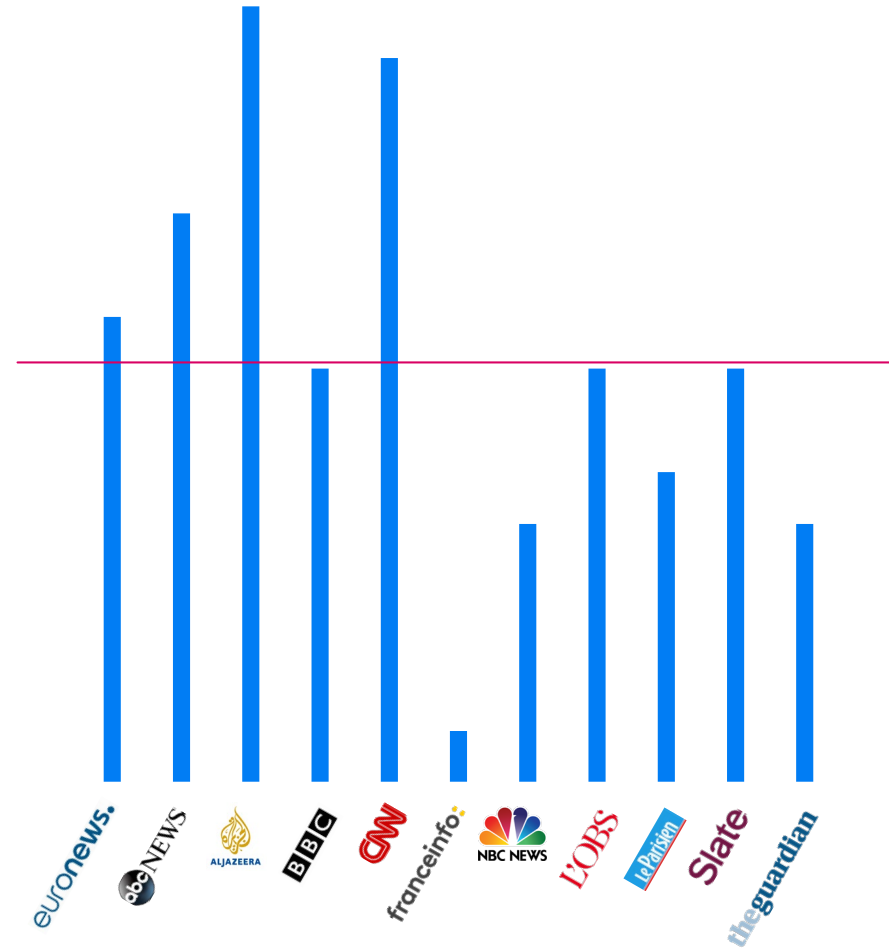
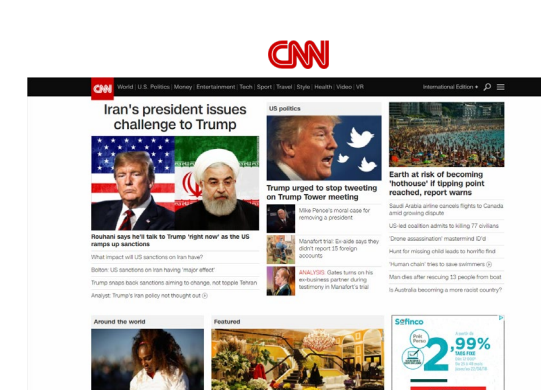
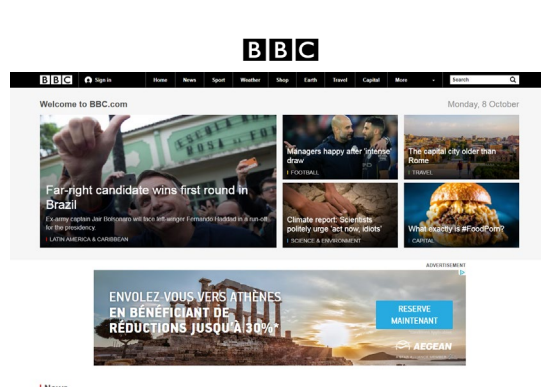
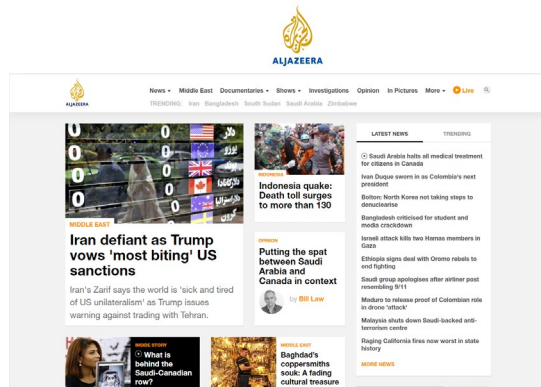
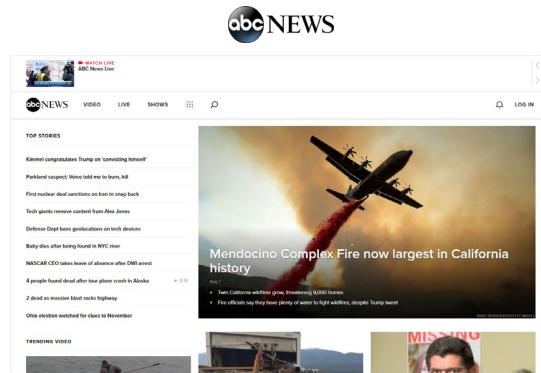
Average 4,6

- Native ads
- Ads
- Sponsored Ads like taboos

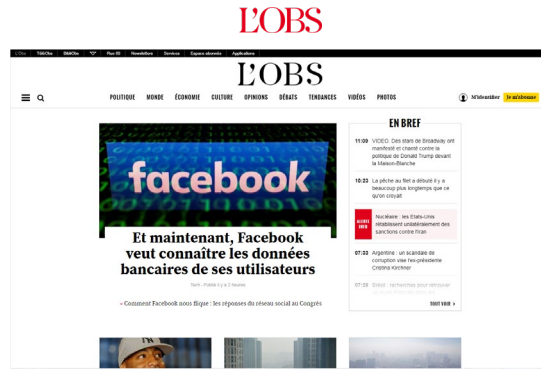
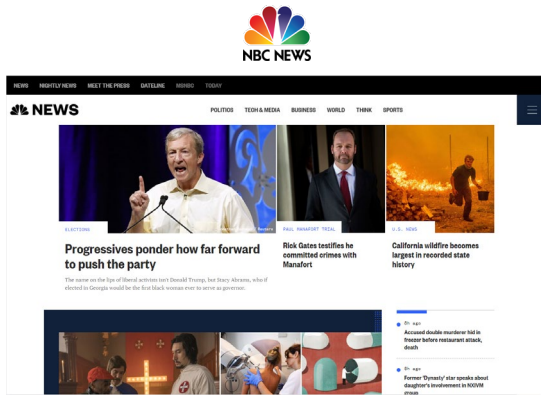


AMOUNT OF MOBILE ADVERTISING

STRUCTURE : ARTICLE ABOVE THE FOLD

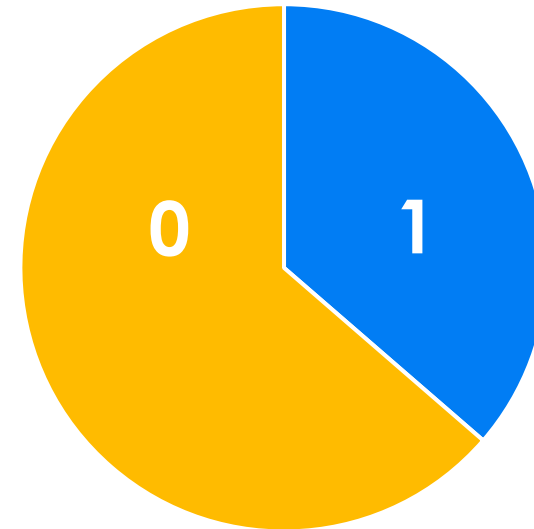


8,1
Avera
ge



STRUCTURE : AD ABOVE THE FOLD

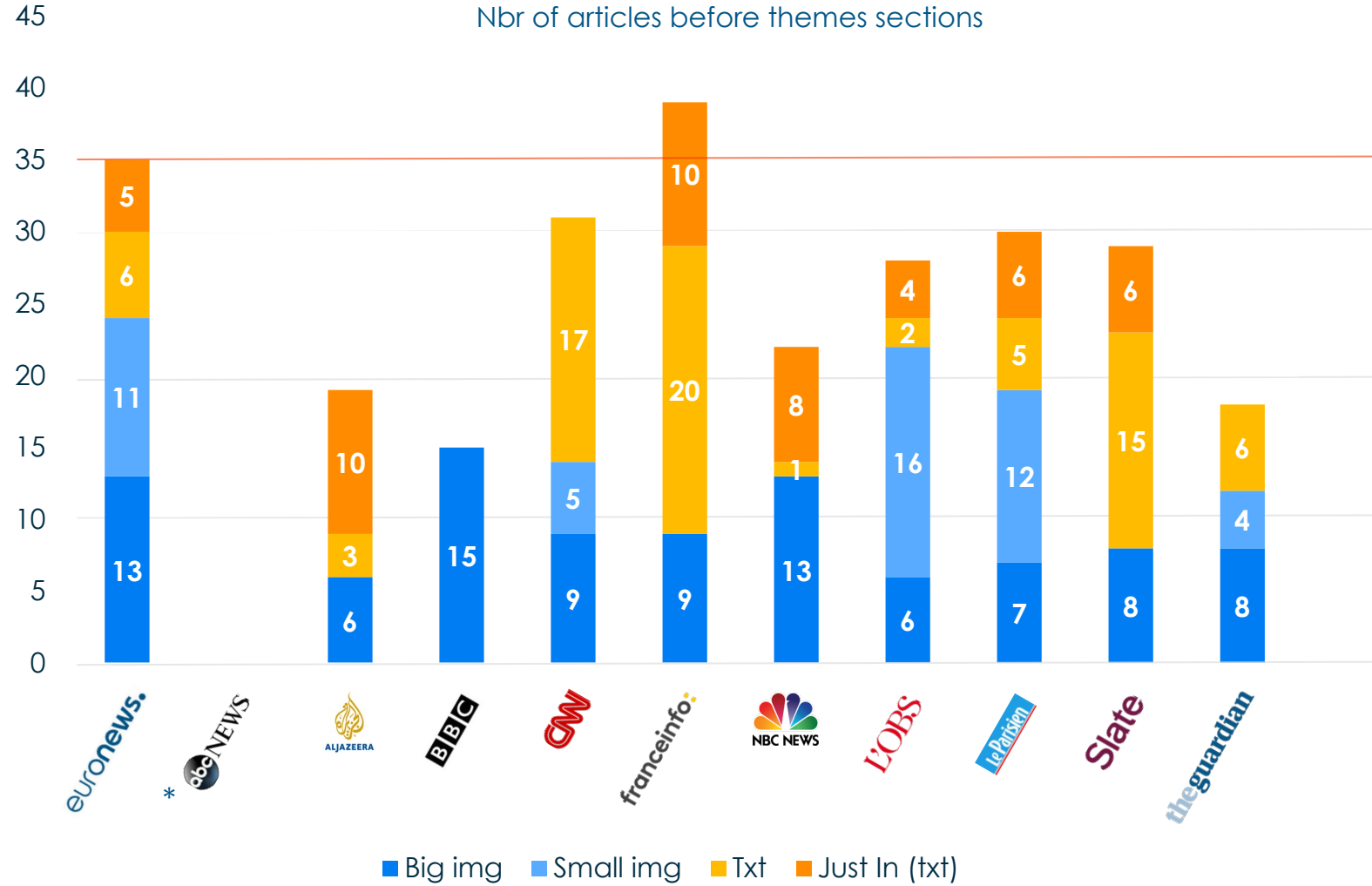
Nbr of ads



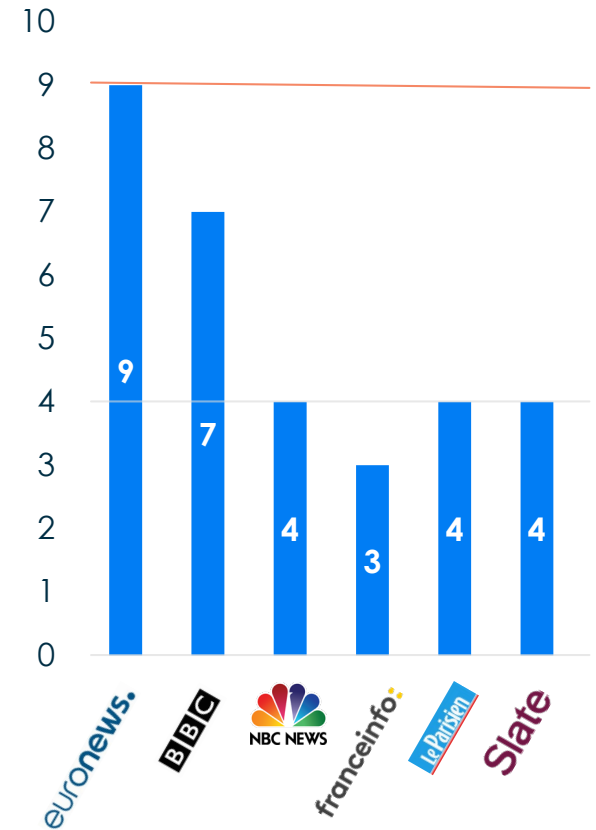
franceinfo:
abc NEWS
ALJAZEERA
LOBS
NBC NEWS

euronews.
Le Parisien
Slate
theguardian
BBC
CNN

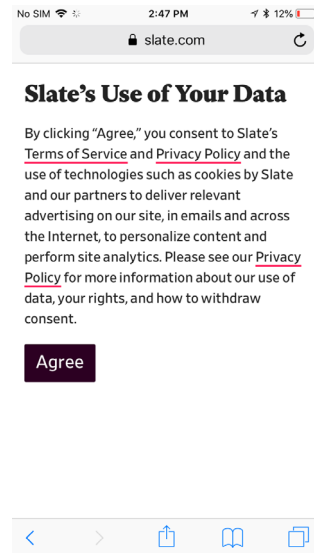
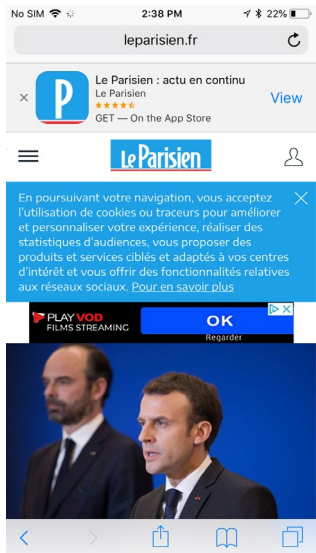
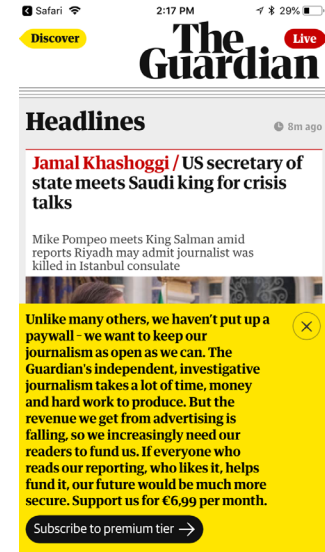
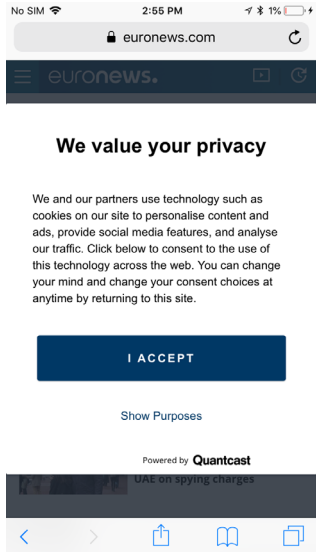
AMOUNT ARTICLES ON HOME PAGE



Nbr of editor choice articles
Include in 'nbr of articles before themes sections'



* Only news, focus on TV strategy

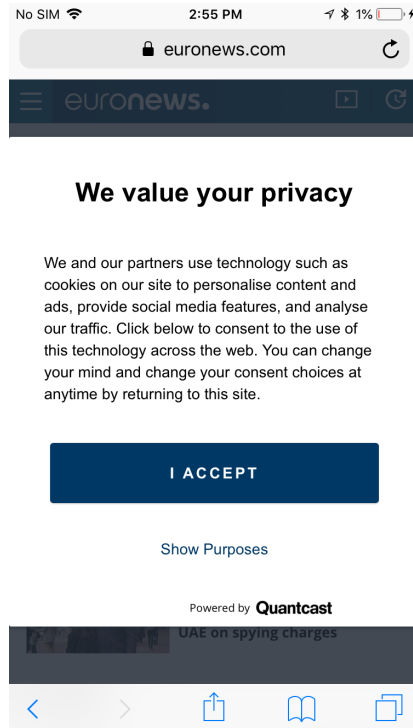


STRUCTURE MOBILE START SCREEN

- Use of native promotional app
- Cookie policy
- Paid content
- Breaking news

STRUCTURE MOBILE START SCREEN

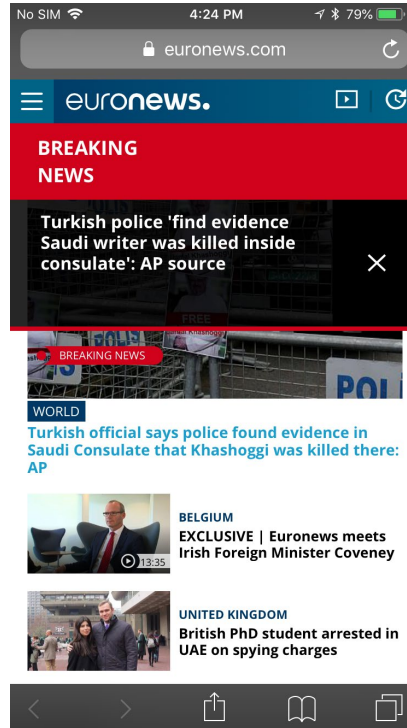
→ Euronews have to much « pop up » on mobile



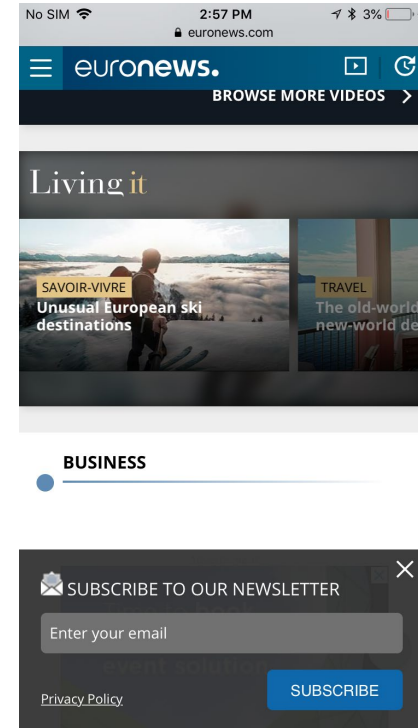
Cookie policy (pop up)



App promotion (infeed and native)



Breaking news (pop up)

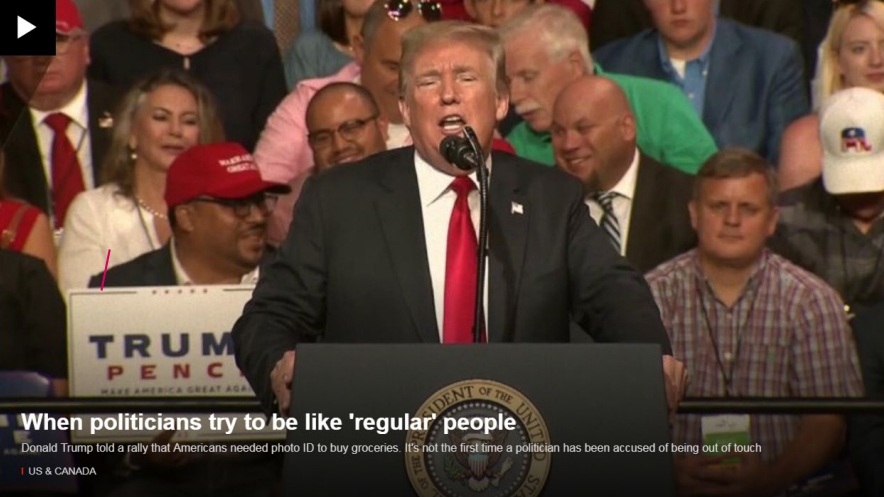


Newsletter (pop up)

NICE TO HAVE

BBC → Video bloc with playlist

Featured video



When politicians try to be like 'regular' people
Donald Trump told a rally that Americans needed photo ID to buy groceries. It's not the first time a politician has been accused of being out of touch

US & CANADA

Recommended Most Watched Latest

- When politicians try to be like 'regular'...
US & CANADA
- Colombia's battle with cocaine traffickers
LATIN AMERICA & CARIBBEAN
- Gaddafi's home still a ghost town
AFRICA


abc NEWS

→ Watch live (at the top)


- WATCH LIVE**
ABC News Live
- WATCH LIVE**
Heavy rain in the East Coast: Radar

theguardian → Bloc opinion (views, all views)


Opinion



So Jeremy Hunt is the Tories' capable one? Let's look at the evidence ...
Hannah Jane Parkinson 776



England must start to listen to its neighbours on these troubled isles
Martin Kettle

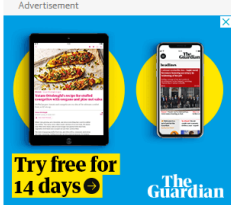


The theft of Helen the shark makes me wish the dinosaurs hadn't died out
Elle Hunt 133


As Brexit looms, humility and respect are required to see us through this crisis together 1,236

Behind the aquarium theft is a craze for shark tanks that speaks to a total loss of perspective about our place in the food chain 133


Advertisement




Try free for 14 days
The Guardian



Telling women how not to get raped won't stop sexual violence on campus
Chris Linder



Forget angry, Brexit stereotypes - the 'white working class' does not exist
Zoe Williams



Here in Colombia, the hypocrisy of western cocaine users is laid bare
Iman Amrani 280

→ Animated label while live

● Live / England v India - first Test, day two!



franceinfo:

LES DIRECTS

EN COURS

DIRECT. Canicule : la vigilance orange étendue à 66 départements

Rai News

LIVE




Rainews24 canale 48 digitale terrestre



→ Bloc live at the top of the home

NICE TO HAVE

CNN → Little bloc for themes

Travel	Style	Health
		
Pilot flies huge cargo plane in a 'loop' The beautiful Silk Road city you've never heard of Liquids and laptops may soon be allowed to stay in carry-on bags Can you name this penguin? 5 marvelous places to visit in August	Europe's tallest skyscraper nears completion Photos capture shifts in society Defining a new Chinese 'girlhood' Instagram hoax fools thousands A look back at Air Force One's classic design	Four reasons to skip a charcoal 'detox' Middle-aged men are for rent in Japan Surgeon falsely accused of wrongdoing tries to recover his name Do women heart attack patients fare better with female doctors? Who was buried at Stonehenge? Study sheds light


Slate • Second menu on theme bloc

WHAT'S WORTH YOUR TIME

CULTURE

[VIEW ALL](#)

Movies Music Television Books Sports Wide Angle Brow Beat



LILI LOOFBOUROW
Reality TV
Better Call Saul's obsession with the mundane is a tonic for these times.

MATTHEW DESSEM
Johnny Depp's Notorious B.I.G. Movie City of Lies Has Been Pulled From Release

ROB DOZIER
Dave Bautista Threatens to Leave a James Gunn-Less Guardians of the Galaxy, Vol. 3

ROB DOZIER
Watch the Entire First Episode of Random Acts of Flyness







MARISSA MARTINELLI
Chinese Audiences Will Not See Disney's New Movie Starring Notorious Outlaw Winnie the Pooh

MARISSA MARTINELLI
John Oliver Explains How Prosecutors, Not Judges or Juries, Control Your Fate in Court

COLIN FLEMING
2007 Is Still Teaching Us How to Watch Movies

Slate → Programmes ?

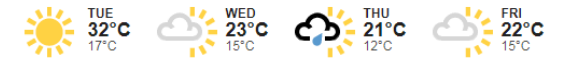
Dossiers

 EN PARTENARIAT AVEC STUDIO+ De l'underground à la pop culture, une histoire du surf Le surfeur, personnage de tous les fantasmes	 En partenariat avec CANAL+ Les séries argentines entrent dans leur âge d'or L'enfer des prisons d'Amérique latine	 EN PARTENARIAT AVEC CANAL L'espion, un super-héros ordinaire
 En partenariat avec Tendances Islamisme et antisémitisme, les failles de la société française	 EN PARTENARIAT AVEC CANAL+ Le Marseillais, ce bouc-émissaire médiatique	 AVEC VINORESTO Dînez au restaurant avec vos amis... et vos bouteilles!

BBC

→ Weather in feed

LONDON WEATHER [EDIT](#)

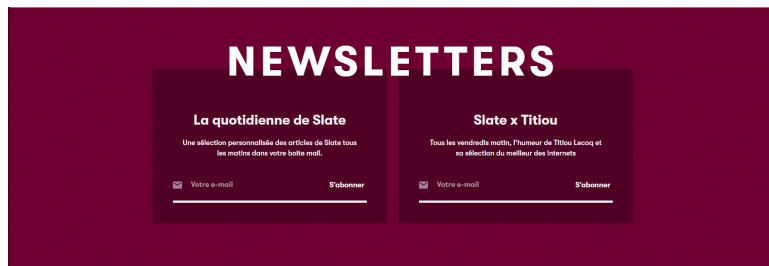


NICE TO HAVE

→ Services not in menu but in feed

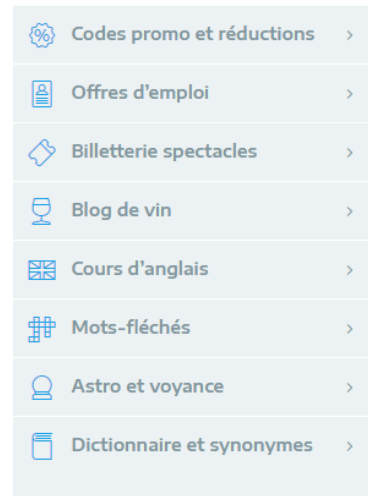
→ Newsletter in feed

Slate



Le Parisien

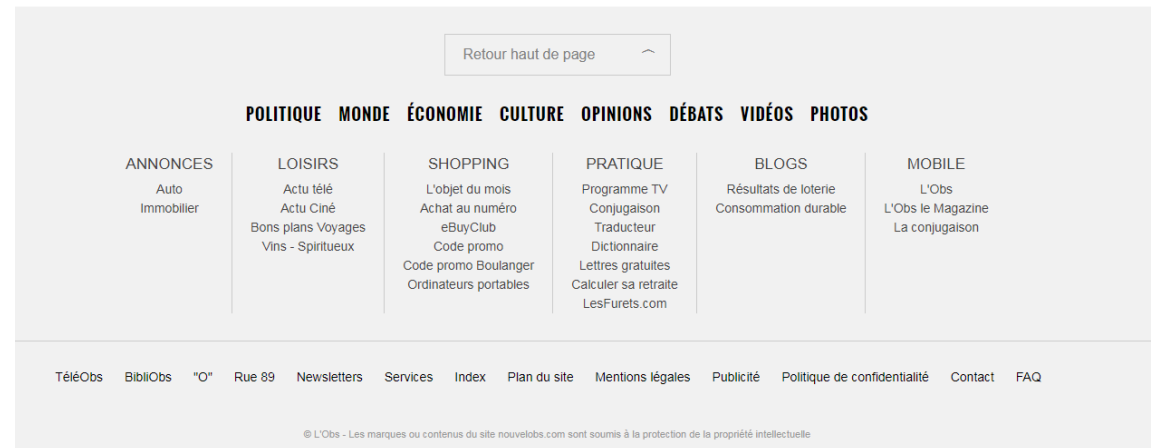
SERVICES LE PARISIEN



BBC → Highlight languages views before footer



L'Obs → Hierarchy on footer



COMPETITORS CHANGES

01 SEP 2016

ALJAZEERA News Programmes Opinion Investigations video
Topics: Syria's Civil War Turkey Nepal Venezuela ISIS

NEWS AS WE GET IT 01 SEP 2016

THE LISTENING POST 3 hours ago

Why do some war images resonate more than others? Plus, the politics and populism behind Ecuador's media law.

VIDEO 5 hours ago

Ireland: Split emerges in cabinet over response to Apple tax ruling

VIDEO 5 hours ago

Brazil: Rousseff ousted, Temer sworn in as president

New president Temer promises "new era" for Brazil, hours after senators voted to remove Dilma Rousseff from office.

31 Aug 2016 21:46 GMT | Brazil, Latin America, Dilma Rousseff, Politics

More to this story

- Is Brazil's Dilma Rousseff a victim of a coup?
- Dilma Rousseff: 'No legal grounds for this impeachment'

FAULT LINES

Poison in Our Walls

Fault Lines investigates why hundreds of children in the US are still being poisoned by lead every year.

Health, US & Canada, Poverty

AL JAZEERA WORLD

Palestinian Wedding

An insight into Palestinian weddings, uniting faiths and communities, and upholding traditions as a form of resistance.

Palestine, Arts & Culture, Religion

MY CUBA

→ More clear, regular, titles bigger

> Today

ALJAZEERA News Middle East Documentaries Shows Investigations Opinion In Pictures More Live

TRENDING: Iran Bangladesh South Sudan Saudi Arabia Zimbabwe

MIDDLE EAST

Iran defiant as Trump vows 'most biting' US sanctions

Iran's Zarif says the world is 'sick and tired of US unilateralism' as Trump issues warning against trading with Tehran.

OPINION

Putting the spat between Saudi Arabia and Canada in context

by Bill Law

INDONESIA

Indonesia quake: Death toll surges to more than 130

LATEST NEWS TRENDING

- Saudi Arabia halts all medical treatment for citizens in Canada
- Ivan Duque sworn in as Colombia's next president
- Bolton: North Korea not taking steps to denuclearise
- Bangladesh criticised for student and media crackdown
- Israeli attack kills two Hamas members in Gaza
- Ethiopia signs deal with Oromo rebels to end fighting
- Saudi group apologises after airliner post resembling 9/11
- Maduro to release proof of Colombian role in drone 'attack'
- Malaysia shuts down Saudi-backed anti-terrorism centre
- Raging California fires now worst in state history

MORE NEWS

INSIDE STORY

What is behind the Saudi-Canadian row?

MIDDLE EAST

Baghdad's coppersmiths seek: A fading cultural treasure

→ <https://archive.org/web/>

COMPETITORS CHANGES

01 MAY 2017

NBC NEWS SECTIONS NIGHTLY NEWS MSNBC MEET THE PRESS DATELINE TODAY

TOP STORIES

EXCLUSIVE
Kelly calls Trump 'idiot,' say White House staffers

Netanyahu claims Iranians lied about nukes

Trump, Nigerian president dodge 's--hole' controversy in White House meeting

N. Korean vow to shut nuclear site appears to be mostly symbolic

Michelle Wolf set fire to the Correspondents' Dinner and let it burn. Good.

ICE's acting boss announces 'bittersweet' plan to retire

Stormy Daniels sues President Trump for 'total con job' tweet

Migrants seek asylum at border, but U.S. has a message: No more room

Here's how antibiotic-munching bacteria do it

Golden State Killer possibly

LATEST

Journalists among the dead as Kabul suicide blasts kill 22

Guard at juvenile lockup charged in teen's death

NFL team reportedly investigating angry fan's threatening tweet to G.M.

Kelly calls Trump 'idiot,' say White House staffers

GET BREAKING NEWS UPDATES

FOLLOW NBC NEWS



Today

NBC NEWS POLITICS TECH & MEDIA BUSINESS WORLD THINK SPORTS

Closely watched Ohio special election too close to call, NBC News projects

Trump-endorsed Kris Kobach in neck-and-neck GOP governor primary in Kansas

Scientists blame climate change for uptick in wildfires

Rick Gates, testifying in Manafort trial, admits to affair, London apartment

Missing Iowa student's family makes emotional plea for her return

'I'll smoke ya': Officer cleared of shooting woman holding screwdriver

Could EPA proposal lead to new uses for cancer-causing asbestos?

ACLU sues Jeff Sessions over restricting asylum for domestic, gang violence

Parents of Ohio teen who suffocated in minivan, push for 911 system changes

→ More clear (menu), trendy, regular, titles and images bigger, more spaces

COMPETITORS CHANGES

Slate

01 JAN 2018

Slate

SIX TECH RESOLUTIONS FOR 2018

In a Rare Celestial Event, the Buffalo Bills Make the Playoffs

Man Arrested With Small Arsenal on Top Floor of Houston Hotel

Iranian President Blasts Trump, Calls Him "Enemy of the Iranian Nation"

Bryce Petty Struggles Against Patriots, His Own Helmet

How Watergate Became the Greatest Show on Earth, in Episode 4 of Slow Burn

JOIN SLATE PLUS

YEAR-END READS

AMERICA'S GUN

→ More clear (menu), one big image, more organized

>

Today

NOTABLE: Ohio Election Manafort Trial Calif. Wildfires Tesla Parkland Shooter Citizenship Restriction

PODCASTS SLATEPLUS

SLATE News & Politics Culture Technology Business Human Interest

A KILLER LAST-SECOND COMEBACK

THE RESULTS IN OHIO BODE POORLY FOR REPUBLICANS, REGARDLESS OF WHO WINS

LIBERALS DON'T HAVE TO DEFEND SARAH JEONG

Iranian President Blasts Trump, Calls Him "Enemy of the Iranian Nation"

PODCASTS

THE WAVES

WHEN PARENTING IS POLICED, WHO GETS PUNISHED?

→ <https://archive.org/web/>

COMPETITORS CHANGES

L'OBs

21 JAN 2016



Today

The screenshot shows the L'Obs website interface from January 21, 2016. The layout is cluttered with a large number of small, stacked news items. A prominent headline reads "Qui dirige vraiment l'Arabie Saoudite ?" with a large image of Saudi officials. Other visible headlines include "Disparition La romancière Edmonde Charles-Roux...", "Le président du RC Toulon Mourad Bouadjjalal...", "Julien Lepers aurait décidé d'aller aux prud'hommes...", "Paris a connu sa nuit la plus froide depuis 3 ans...", and "Francois Hollande va 'très probablement' décider de prolonger l'état d'urgence...". The navigation bar at the top includes a search icon, social media links, and a subscription button.

The screenshot shows the L'Obs website interface from "Today". The layout is clean and organized, featuring a clear navigation menu with categories like "POLITIQUE", "MONDE", "ÉCONOMIE", "CULTURE", "OPINIONS", "DÉBATS", "TENDANCES", "VIDÉOS", and "PHOTOS". The main headline is "Des associations dénoncent les 'violences policières' envers les bénévoles à Calais", accompanied by a large image of police officers. A "EN BREF" (In Brief) section on the right lists several news items with timestamps, such as "Le bilan du séisme monte à 131 morts" and "Maduro accuse des députés de l'opposition d'implication dans l'attentat". The overall design is more spacious and easier to navigate than the 2016 version.

→ More clear (menu), one big image, more organized, more spaces

COMPETITORS CHANGES

theguardian

10 JAN 2018

the guardian

10 JAN 2018

US politics world opinion sports soccer tech arts lifestyle fashion business travel environment

home

headlines
Wednesday
10 January 2018

Julian Assange / Stay in London embassy untenable, says Ecuador
South American country that has housed WikiLeaks founder for five years says it is seeking mediator to end impasse with UK

US / Judge blocks Trump move to end Dreamers program for immigrants

Caribbean / Tsunami alert issued for Honduras after 7.6-magnitude earthquake

New York / Police solve 1994 rape case that newspaper called a hoax

World Bank / Stark warning issued on interest rates and inflation

Smoking / One cigarette 'may lead to habit for more than two-thirds of people'

France / Speed limit on roads cut after alarming rise in

Brexit / Key British ministers make plea to Germany in pursuit of deal

UN / Brexit bill may have broken international environment law

Khalifa Haftar / Libya may not be ready for democracy, says military strongman

Chechnya / Human rights activist held for drugs

Trump-Russia / Trump lawyer Michael Cohen sues BuzzFeed over Russia dossier
Lawsuit comes one year after news site published in full unverified claims about Russia collusion by former intelligence officer Christopher Steele

Steve Bannon / Former aide leaves Breitbart after expressing 'regret'
New transcript / Source inside Trump campaign could have



Today

Support The Guardian

News Opinion Sport Culture Lifestyle More

The Guardian International edition

World UK Science Cities Global development Football Tech Business Environment Obituaries

Headlines
Wednesday
8 August 2018

Lyon
26°C

14:00 17:00 20:00 23:00
29°C 28°C 23°C 23°C

'The secret Rick Gates' / Ex-Trump aide struggles to answer questions at Manafort trial
Under cross examination at the tax evasion and bank fraud trial of his ex-boss Paul Manafort, Gates struggled to give clear answers

Iran sanctions / EU foreign policy chief calls on firms to defy Trump over threat
Federica Mogherini urges Europeans to increase dealings with Tehran despite US threats

Life or death Iranians despair as US sanctions bite
Trump Trade with Iran and you won't trade with US
Video What is the Iran nuclear deal?

'Dear Ivanka' / Celebrities flood Trump's Instagram over family separations

Ohio / Republican narrowly scrapes ahead in dramatic congressional race

'Profound sexism' / Tokyo medical school admits changing results to exclude women

MDB scandal / Najib Razak charged with money laundering

'He hasn't violated our rules' / Jack Dorsey backs move to keep Alex Jones on Twitter

Boris Johnson / May calls on ex-foreign secretary to say sorry for burqa remarks

Tesla / Trading halted after Elon Musk's 'take-private' tweet sends stock soaring

Indonesia / Shaman kept girl captive in cave for 15 years, say police

→ Menu eye-catching, white spaces, colours for comprehension of themes

→ <https://archive.org/web/>

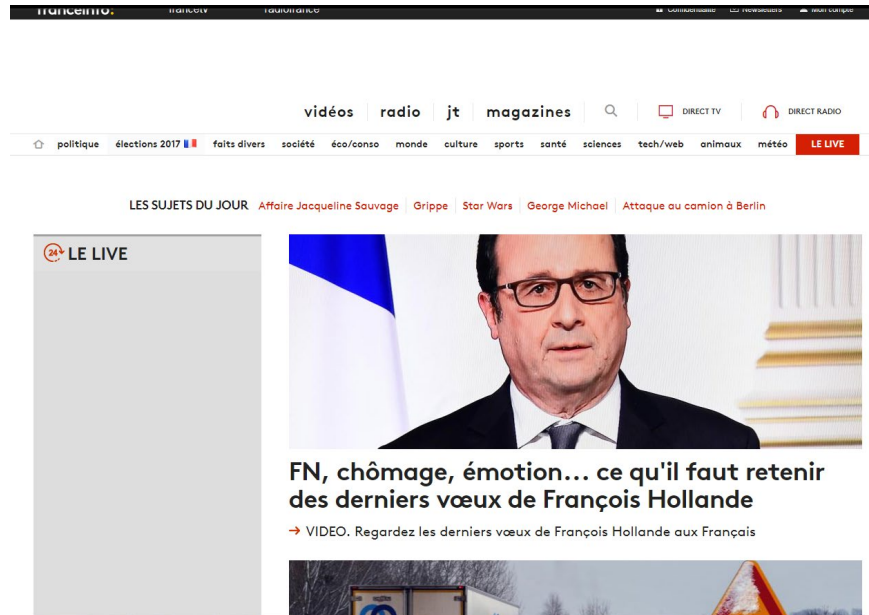
COMPETITORS CHANGES

franceinfo:

01 JAN 2017

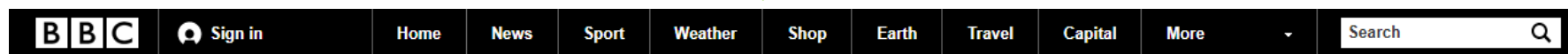
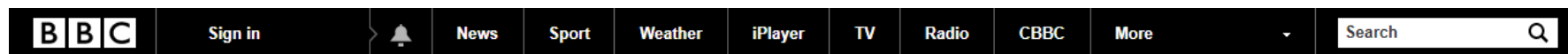


Today



→ Change above the fold to 1 main, full screen article (the just in is lower)

BBC



→ Menu more clear and selected content

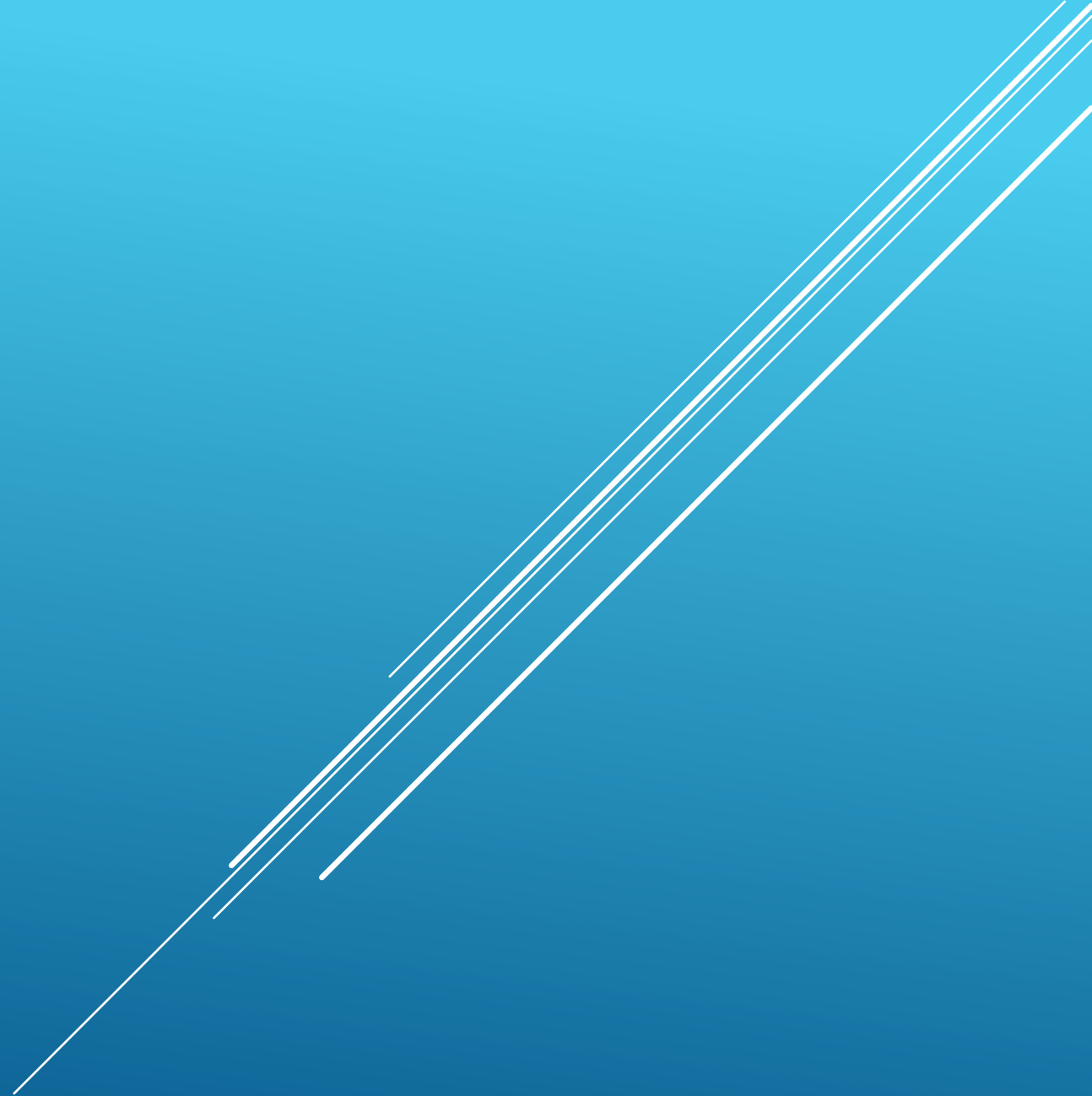
14 OCT
2016



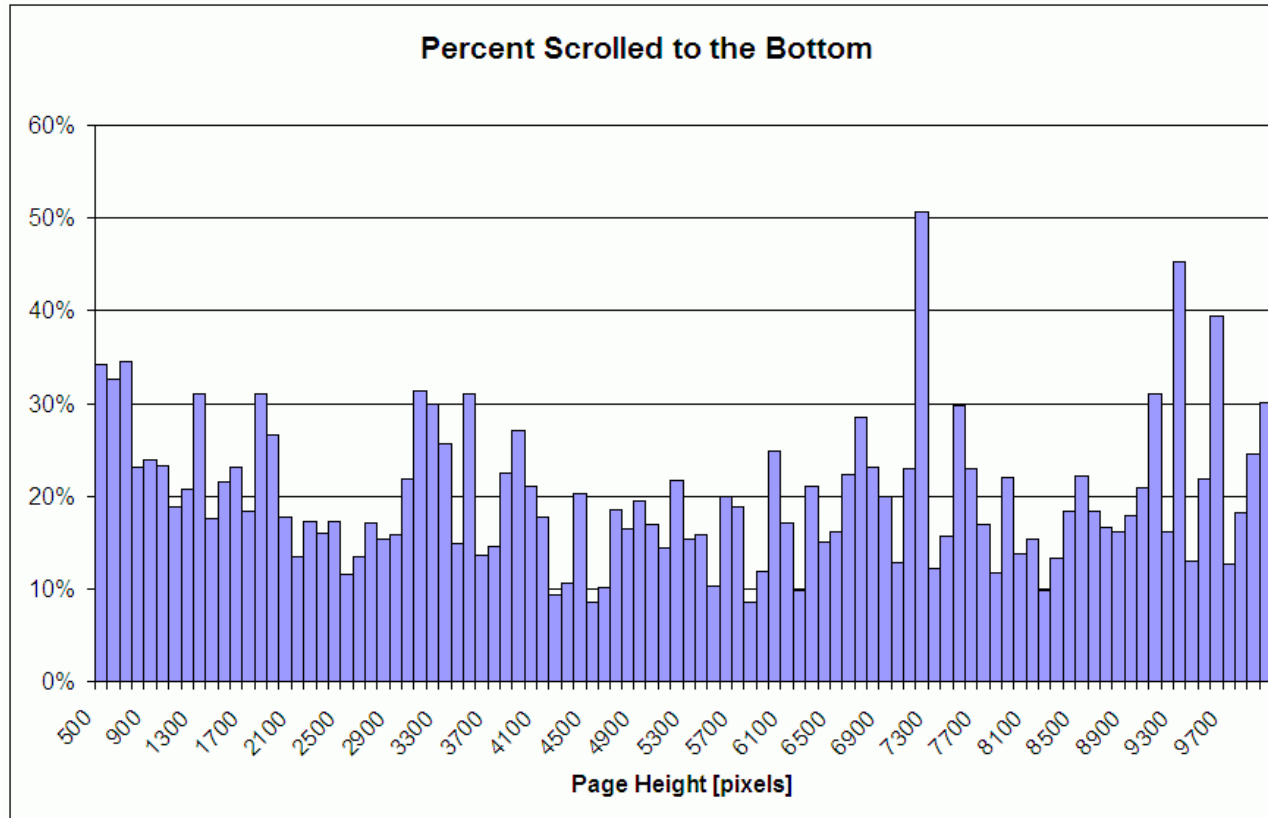
Today

→ <https://archive.org/web/>

ANNEXES



SCROLLING



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

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**

HomePage UX design

Questions to build a good home page design :

- What your site is for
- What should I do first
- Why I should be here and not somewhere else