



Erkundungen in der neuen Welt des Journalismus

Beispiel 1: **Die Publisher-Plattform**

Michael Paustian, Creative Director upday



lpr-forum-medienzukunft

**ALLES,
WAS DICH INTERESSIERT,
AUF EINEN BLICK.**

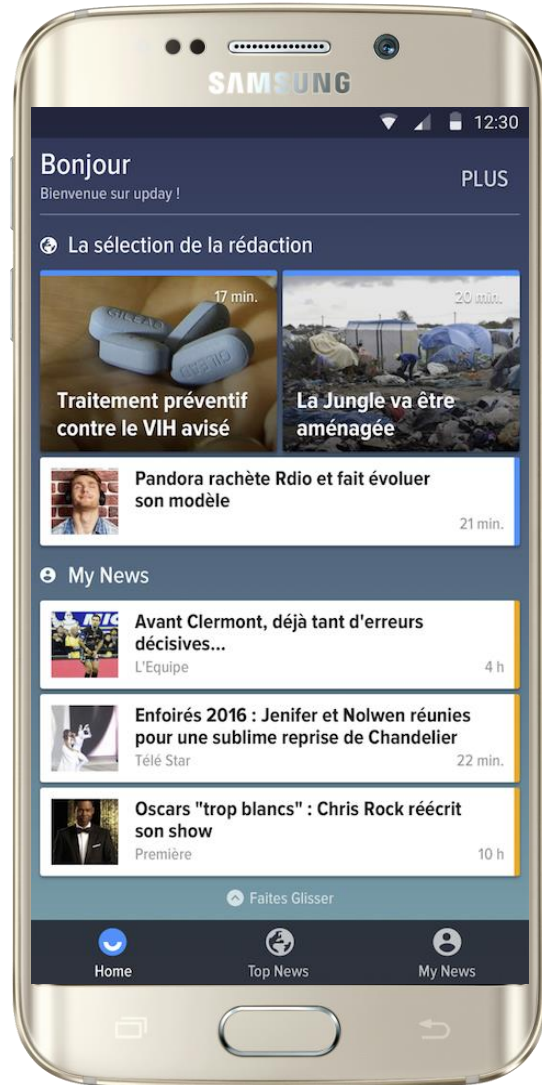




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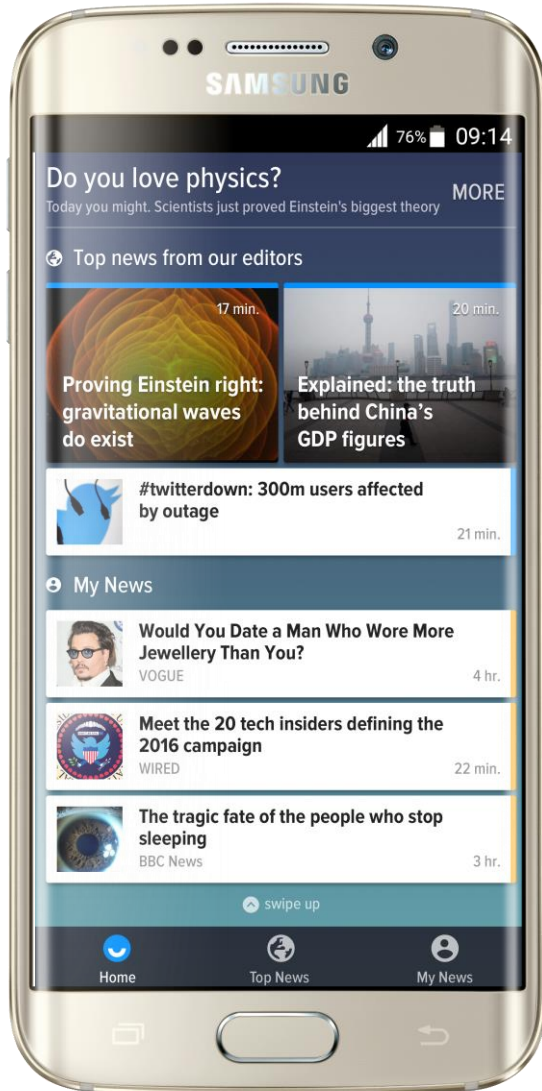


Upday in a nutshell



- Exclusive partnership with Samsung
- Deeply integrated into Samsung's Flagship device S7 ("-1 page")
- Available in the PlayStore since 3 September 2015 (beta)
- Launch Countries: DE, UK, FR, PL (since today!)
- More than 1200 sources, redirect to original sources

What makes upday special?

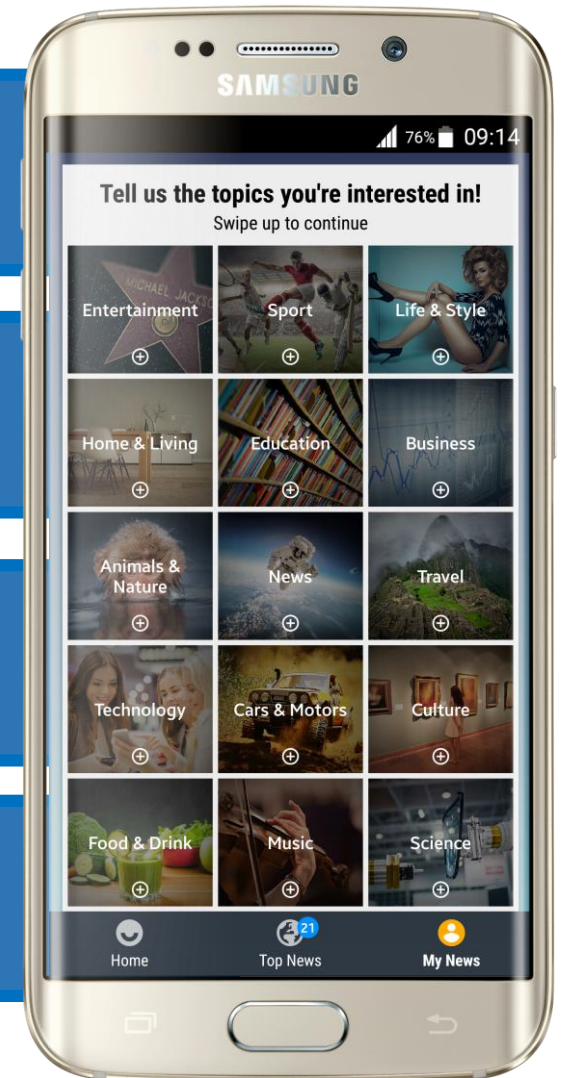


Easy to use!

Man & Machine!

Editorial Know-How!

Publisher friendly!



Need to know – and want to know



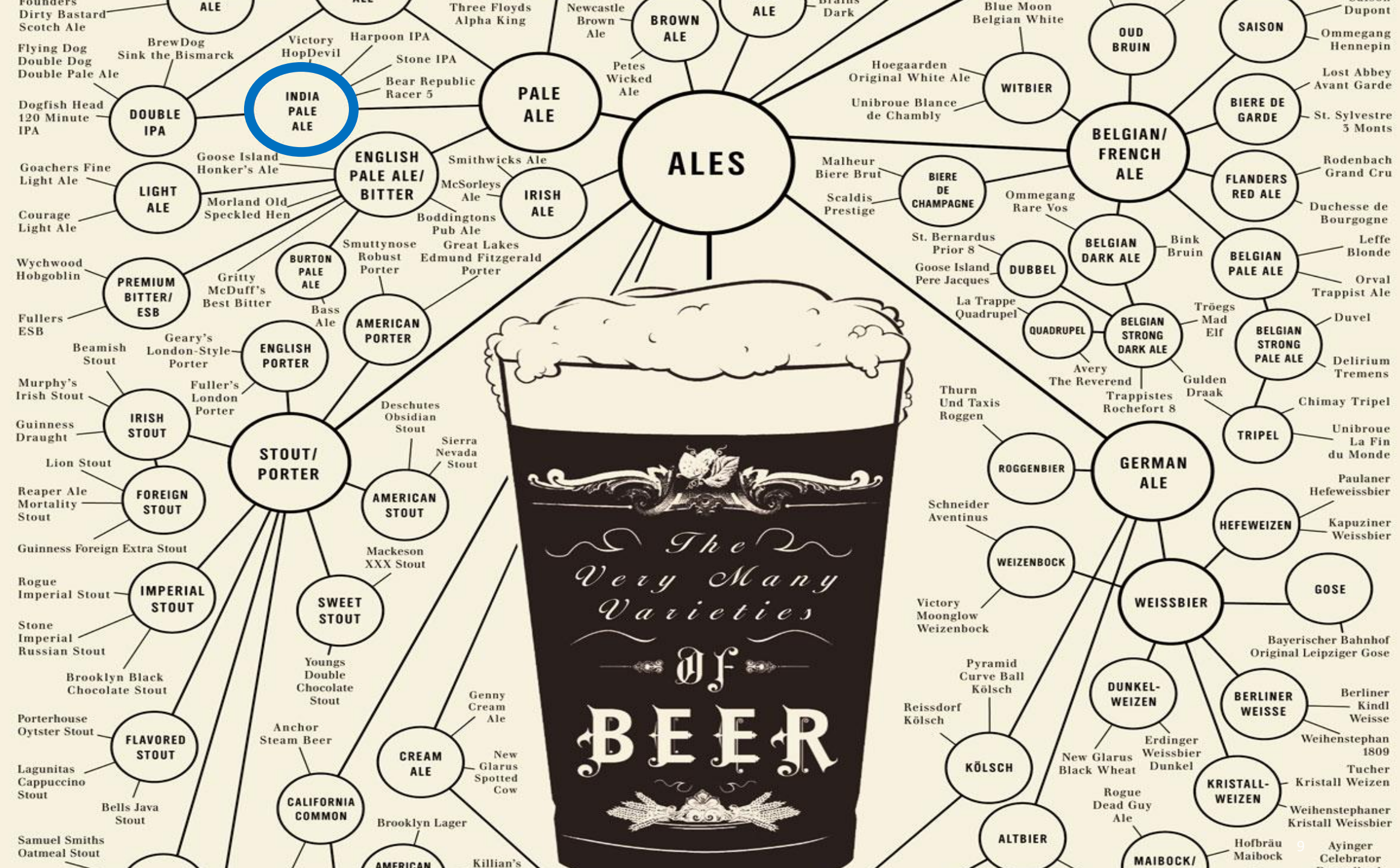
NEED TO KNOW *aka. TOP NEWS*

- Top & Breaking News
- Curated by local editors
- 20-30 daily must read stories



WANT TO KNOW *aka. MY NEWS*

- Personalised stream based on behaviour and interests
- Dynamic recommendation engine with sophisticated algorithm
- Endless stream of content



Crafted with journalistic know-how





Thank you!