

New digital publishing platform for Pulse

LAGOS, Nigeria - African publisher, Pulse, has migrated to a new publishing system to reach readers in Africa and in the African diaspora worldwide.



The new system which launched late-December, affects the following online publications in Nigeria, Kenya and Uganda: In Nigeria (www.Pulse.ng); Ghana (www.Pulse.com.gh); Kenya (www.Pulselive.co.ke) and Uganda (www.Pulselive.ug).

Pulse provides millions of readers across the African continent as well as the diaspora more convenient access in consuming news, entertainment, lifestyle, sports, live videos, and *Business Insider* content. Additionally, Pulse is widely represented with channels across all social media platforms on the continent, including in Francophone Africa through *Pulse Live Afrique*.

The new platform for West and East Africa has an enhanced user interface and will improve reading experience, with its faster loading web pages that are responsive across multiple devices and browsers, including - Desktop, Mobile, AMP and Opera Mini. Journalists can easily report and publish news from on-site locations to bring Africans on the continent and the diaspora up-to-date information on all key topics of the moment.

Reaching over 175 million unique users across all its platforms in Sub-Saharan Africa on a monthly basis, Pulse and its Pan-African license partner, *Business Insider by Pulse*, have positioned themselves the preferred media publisher for accurate news and entertainment, backed up with unbiased analysis, fact checking and research.

Moritz Boullenger, CTO and head of product for Ringier Africa Digital Publishing (RADP), highlights that this new solution was developed in-house by DreamLab, a part of Ringier Axel Springer Media AG (RASMAG), the leading integrated multimedia company in Central and Eastern Europe.

“By leveraging Ringier’s global assets, we were able to execute this project in record time. The great collaboration between DreamLab and Ringier in Africa enabled us to build technologically-leading media platforms across our markets. Our new technology meets the highest international standards in terms of

speed, effective navigation, and accessibility.”

Talking about this migration, the head of editorial and editor-in-chief of *Pulse*, Osagie Alonge, affirms that the change of the platform will give better access to the high-quality content millions of readers already associate with Pulse because it consumes lesser data and will also be accessible to users with weak internet connection and also makes for easy navigation through the different content categories published Pulse and *Business Insider by Pulse*, as this was the key consideration for the new design.

“We are dedicated to ensuring that our audience have the best experience whenever they visit our platform and that is why we have effected this migration, assured that it is a move in the right direction both for the users and the content creators. It is easier to navigate the different categories, and more pocket-friendly a requires less data to access and surf the platform for entertaining and informative news and stories.”

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