

Best Online Publisher (Sponsored by Square1)

This category is for the digital publishing business that has demonstrated outstanding achievements across all of its brands and publishing activity. Publishers entering this category should provide evidence of a strong strategic vision, a spirit of innovation in your approach to your digital publishing business across a portfolio of unique domains and audiences, and a clear achievement against objectives.

Overview

- Vision and Mission
- Target Audience Per Publication
- Content Channels
- USP
- Strategy
- Quality of Content
- Delivery
- Commercial Partnerships
- Audience Development
- Monetisation Strategy

Design

- Creative solution for content led editorial
- User Experience
- Use of Video or Audio
- Technology
- Platforms and digital offering.
- Interactive technologies aligned with editorial and outreach strategies
- Use of Data

Innovation

- Creativity
- Development New Digital Properties
- Commercial Innovation
- Implementation & Results
- Performance results against objectives and strategy
- Audience and Statistics
- Success at delivering commercial business performance
- How successfully does the publication deliver on its editorial mandate and maximise the possibility of publishing?