

A New Way to Navigate News



MICHAEL
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Independent Business Analyst/
Big Data Expert



1 Day



Fly In, Fly Out



20+ Cases



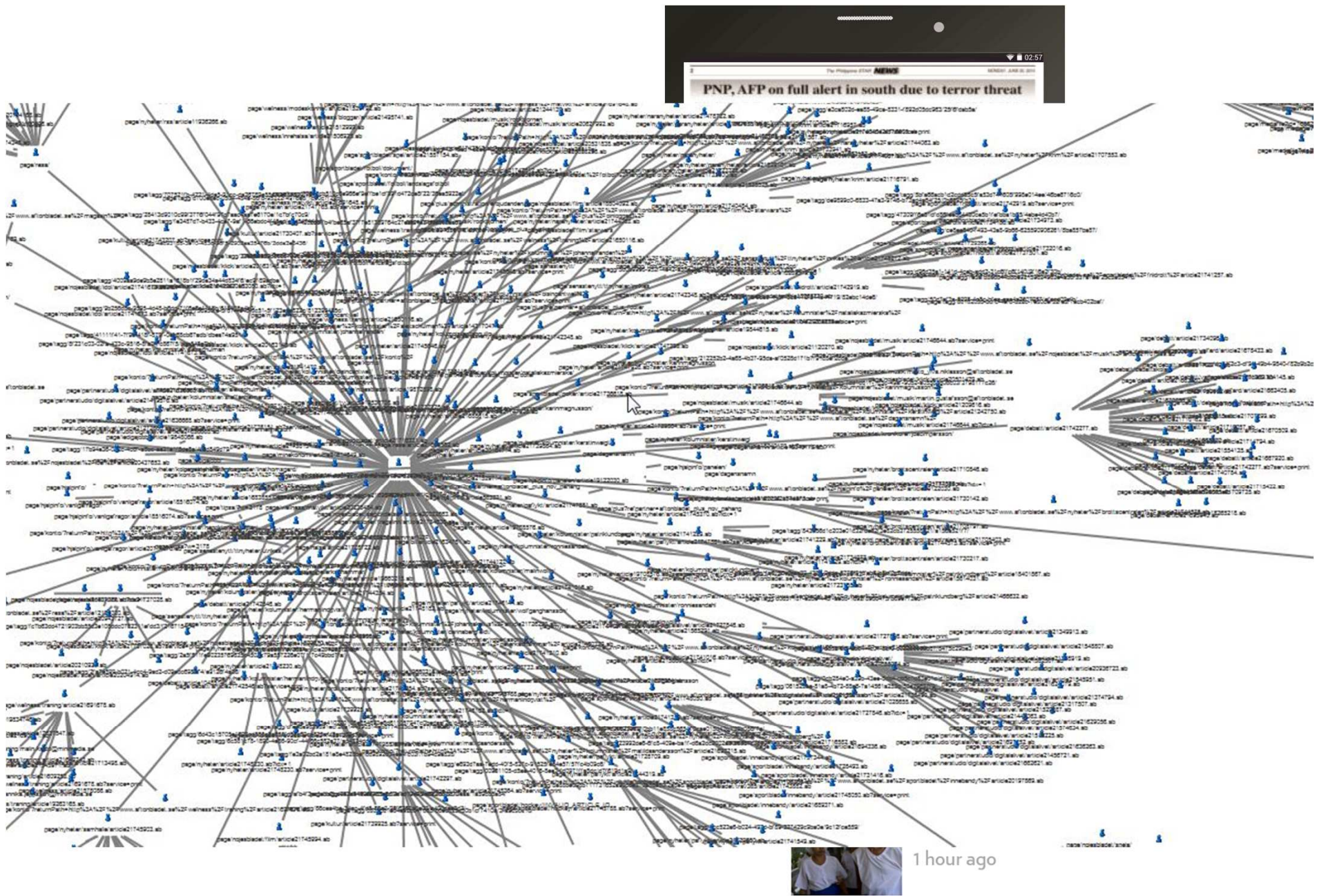
Share a Case, Pay Less

A New Way To Navigate News

Michael Kollegger
Business Analytics Consultant
Berlin
Nov. 2015

The reality

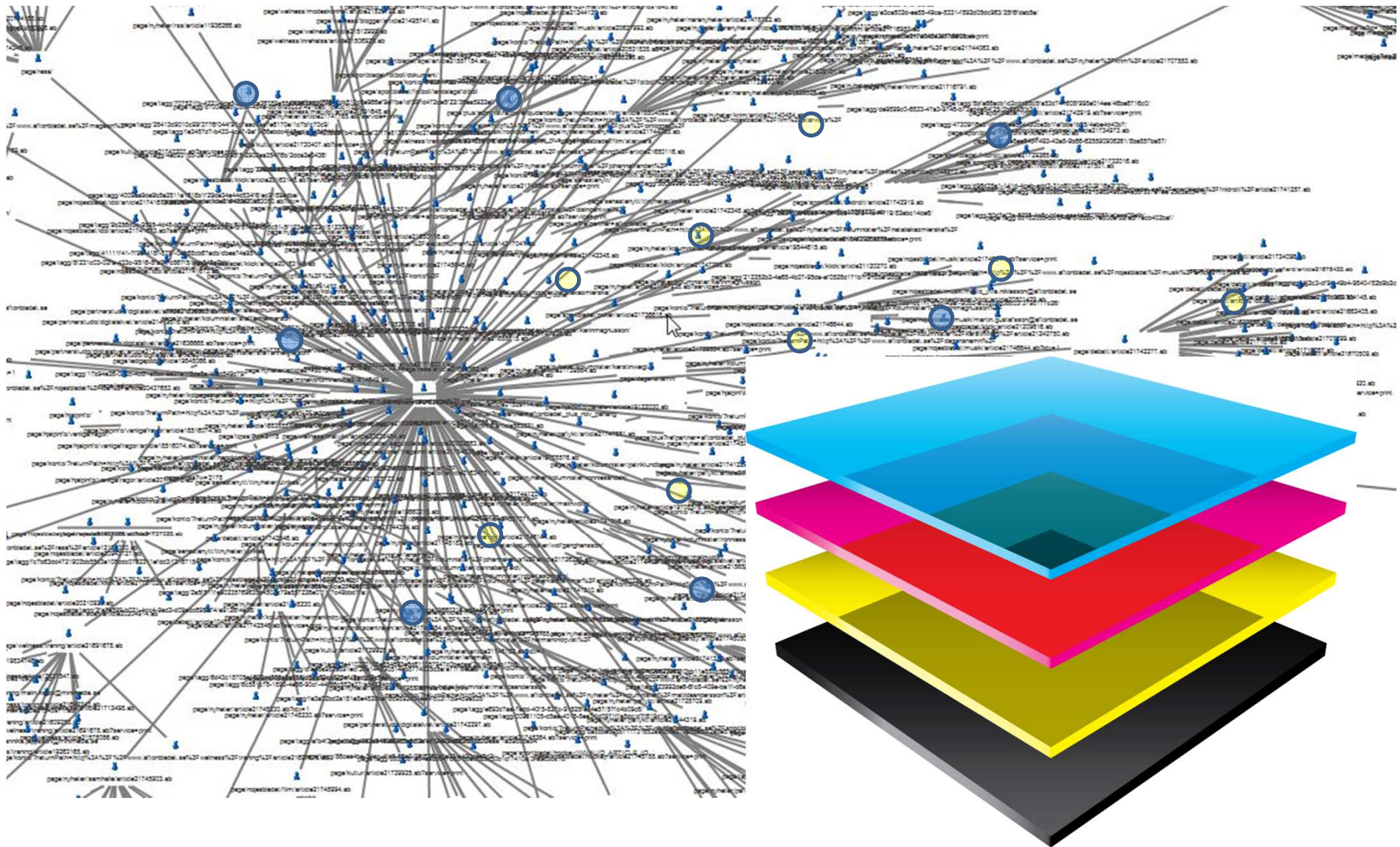
- online newspapers and news apps are supposed to attract huge numbers of readers and ad consumers
- On average a reader
 - visits a news page only 3 times a week
 - reads only 3,5 pages per visit
 - only spends roughly 60 seconds per page



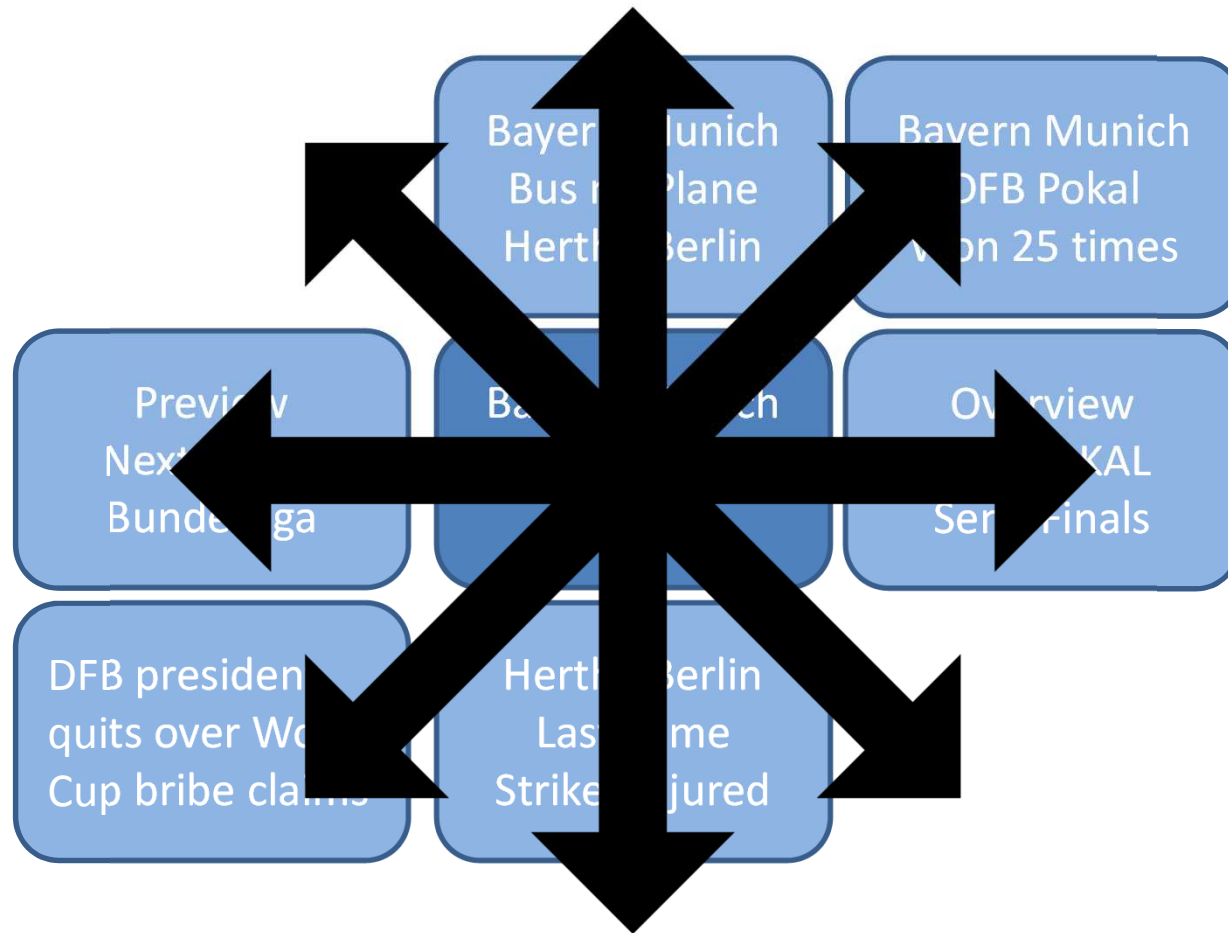
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The Simpsons' The Hobbit couch gag
2 hours ago

Layers of information



Intelligent article placement



Drill down possibility

Nearest neighbor

Bayern Munich
Hertha Berlin
Match

Lufthansa's
longest strike
takes its toll

Bayern earns
528 millions in
revenues in
2014

Reader recommendation

Bayern Munich
Hertha Berlin
Match

Bayern beats
Arsenal in
Champions
league

1860 is
struggling

Historical development

Bayern Munich
Hertha Berlin
Match

DFB Pokal
Quarter Finals

Hertha Berlin
beats Köln

Vertical Navigation

Vertical Navigation