

Alpha Media goes live with VirtualNewspaper mobile publishing from Miles 33



March 2019, Bracknell, UK – Miles 33 is pleased to announce that The Alpha Media Group has gone live with VirtualNewspaper, a new mobile publishing solution designed by Miles 33.

The solution automatically converts content from the group's various newspapers into HTML5 and publishes it to be seen and read on smaller screens such as smartphones and tablets.

The news is presented as a newspaper page, but individual articles that, when tapped, open in an article reader, perfectly suited for reading on a small screen. Additionally, if there are multiple images, or video or audio, available, the app will open all media in a carousel, allowing the reader to "swipe" left or right through all available images, video or audio. It is a full media distribution solution.

Alpha Media Group is the first media company in the UK, to go live with this solution.

The benefits of this solution are clear and were key to the selection and implementation. First of all, it allows the various Alpha Media newspapers to reach out and address mobile audiences. These mobile users typically use their mobile devices exclusively and may not otherwise be reading the website or the newspaper itself. By presenting content that is perfectly suited for the mobile device screens, Alpha Media's content "fits" better into today's smartphone lifestyle and can therefore significantly extend the audience reach.

Secondly, the solution automates the content conversion and distribution so the newsroom is not burdened by additional formatting or preparation of content. News is created, or captured and managed in GN4, Miles 33's editorial content management system. From that point, the system does the rest, automatically converting (and uploading) to the web and mobile channels.

The group's websites are already responsive, so the VirtualNewspaper solution is "in addition to" the group's web publishing efforts, but without the additional production overhead.

Therefore, news is "delivered" to the consumer rather than rely on the consumer to visit the website.

About Alpha Media Group

The Alpha Media Group is Northern Ireland's largest newspaper publisher in terms of circulation, with 13 titles in Northern Ireland and 2 in the Republic of Ireland and enjoys over 200,000 weekly readers across their multiple titles.

Alpha Media Group publishes The Ulster Gazette (Armagh), Tyrone Courier (Dungannon), Mid Ulster Courier (Cookstown), Tyrone Constitution (Omagh), Strabane Weekly News, Ballymena Guardian, Antrim Guardian, Coleraine Chronicle, Ballymoney Chronicle, Ballycastle Chronicle, Northern Constitution (Limavady), County Down Outlook (Rathfriland) and The Newry Democrat.

About Miles 33

Miles 33 is a global solutions provider for the Publishing and Media markets.

With over 40 years of experience, Miles 33 is one of the largest and longest serving providers to these industries.

The current generation of solutions are designed to manage multi-channel content and cover all aspects of Advertising, Editorial, Internet and Mobile sales and distribution.

All solutions are designed to help publishers increase their revenues whilst lowering costs and improving productivity.

Miles 33 has an innovative licensing model that offers its customers exceptional return on their Investment and is easy on the cashflow.

Miles 33 has offices in Berkshire, England; Connecticut, USA; Milan, Italy and Kuala Lumpur, Malaysia. Miles 33 also has distributors in Latin America, Croatia and Italy.

Visit Miles 33 at: www.miles33.com