

Digital Business Development 數碼業務發展





TV commercial of the new *scmp.com* revamp
全新 *scmp.com* 電視廣告



As the SCMP Group grows into an inevitably more digital future, one area of our team structure has evolved very rapidly, and that is the Digital Business Development team.

This in-house development team manages the conceptualisation and production of the great majority of our digital products; from websites, to mobile applications, tablet and e-reader versions. The expansion of platforms and extensive pipeline of new products during the year has meant we have built and trained a now 32-person team to successfully support our business in a continually changing technology environment.

The effect of this has been to ensure we are able to deliver glitch-free, tailor-made digital solutions to our consumers. From the launch of our new mid-tier recruitment site *smartjob.com* at the start of the year, to our new education listings portal *EducationPost.com.hk* and the improved *LuxeHomes.com* property listing site, the speed to market and control

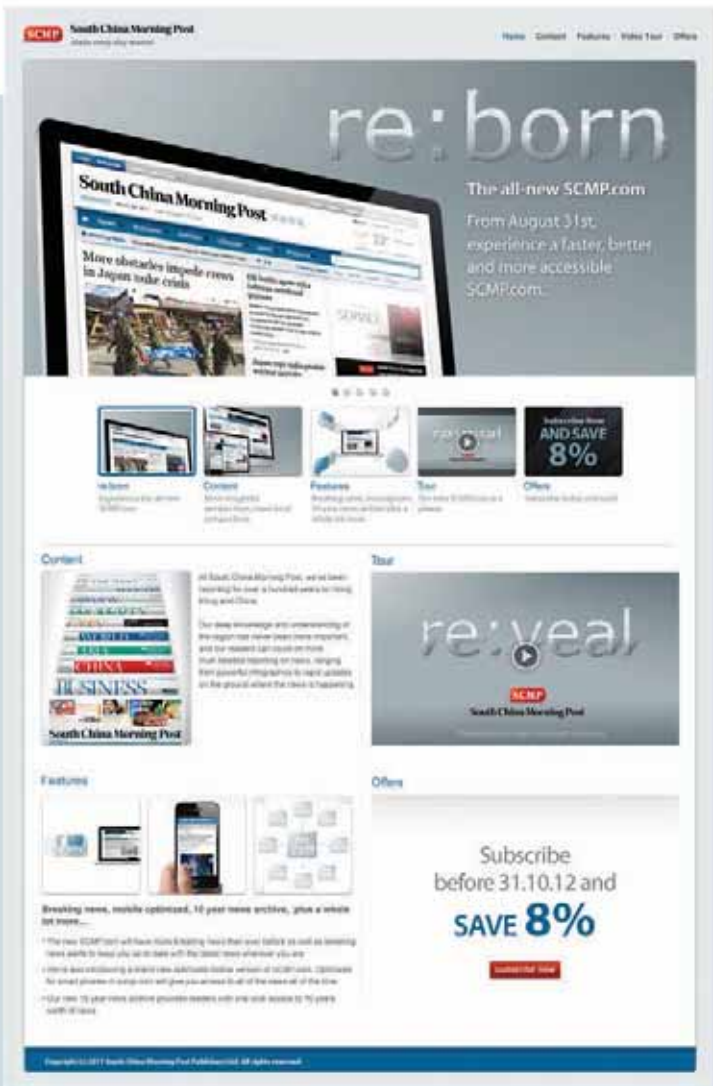
afforded by managing the development in-house have resulted in a cost-efficient way to launch new products.

By far the most complex and largest undertaking during the year was the redevelopment and rethinking of our long established website for our flagship newspaper, *scmp.com*. Although one of the first news sites out of the gate when it first launched in the early nineties, the site had become dated and difficult to operate when compared to current standards.

The relaunch project soft-launched on 31 August 2012 as a subscription-only site. This totally reconstructed site was easier to navigate, had greater search and design functionality, enabled social media actions such as sharing and posting comments, and was optimised for search engines, so that articles and key words could more readily be 'seen' by Google and other search sites. The full launch of the site took place in mid October 2012, when the metered paywall was implemented, allowing free access to up to 8 articles, thus turning on the full capability of social sharing and search engine optimisation.

Smartphone optimised edition
智能手機優化版





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On top of these more functional changes came a complete overhaul of the editorial content to ensure a richer reader experience, including large format picture galleries, related article tags, video, a more accurately pinpointed 10 year archive search function, bloggers, interactive information graphics and much more. Having the resource of an in-house development team ensured full integration of platform and content.

The addition of an optimised mobile site at *m.scmp.com* was also a first for the site, and met with a dramatic increase in traffic from this important news source. In all, the site was primed to be read and shared more easily, on the move or while at home or in the office.

The Digital Business Development team may have already achieved a large portion of the remedial work needed to bring our digital products up to date, but there is still much work ahead of us to further evolve existing products and to seek new digital revenue generating solutions for the Group. ●



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隨著南華早報集團迅速邁向數碼未來，數碼業務發展部亦跟隨這步伐擴充及增強團隊。

此團隊主要負責策劃、監製及編寫本集團大部份的數碼產品，包括網站、智能手機程式、平板電腦程式和電子閱讀器版本的刊物。本年度在不斷開發新平台和實現新產品管道的情況下，本部已成功培育及建立了一個有三十二人的專業團隊，在瞬息萬變的科技環境下能成功支持我們的業務。

我們一直秉持將優質、以客為本的數碼產品給予用戶。由我們年初針對中層管理人員而打造的招聘網站 *smartjob.com*，到全新高等教育資訊搜尋網站 *EducationPost.com.hk*，以至改版的豪宅廣告雜誌網站 *LuxeHomes.com* 的推出，都是以加快推出市場及加強監控新產品開發的成本效益為依歸。

直至現時為止，最複雜及最大規模的項目，就是對我們建立多年的南華早報新聞網站 *scmp.com*，進行改版及重新開發。該網站是九十年代初首批推出的新聞網之一，但隨著科技進步，網站的操作實難以達至現今之水平。

全新面貌的網站於二零一二年八月三十一日局部推出，優化工程不但使革新了的網站更容易瀏覽、擁有更好的搜索功能，更增添了社交媒體功能，方便用戶分享和發表評論。網站完成了搜索引擎優化後，文章和關鍵詞可以更容易地被谷歌和其他搜索引擎「找到」，增加在搜

索引網站的曝光率。其後網站於二零一二年十月中旬正式全面推出。加設了量計收費牆後，用戶可免費觀看多達八篇文章，進一步加強了網站的社交媒體分享及搜索引擎優化的功效。

除了功能的優化外，為求帶給讀者更豐富的閱讀體驗，網站在編採內容上亦作出了全面革新。新添的內容包括特大的相片集、相關文章標籤、視頻、更精準的十年存檔搜索功能、更多博客專欄及互動新聞圖形等等。憑藉內部開發團隊，我們更能確保平台和內容可以全面而妥善地整合。

此外，網站的智能手機版 *m.scmp.com* 亦首次亮相，並帶來瀏覽量的升幅。總而言之，革新了的網站使讀者無論在路上、家中或辦公室裡都能輕易讀取和共享網站的資訊。

我們的數碼業務發展團隊雖已在革新數碼產品上作出了很大的努力，但仍然會不斷用心進一步優化現有的產品，為集團在數碼業務上開拓更多新的營銷增長機遇。

- 1 Product introduction microsite of *scmp.com*'s "re:born" campaign.
scmp.com 「re:born」宣傳活動的產品介紹微型網站。
- 2 A branded "re:born" SCMP shuttle bus.
南華早報品牌「re:born」的穿梭巴士。
- 3 Key benefits of the new *scmp.com* from the "re:born" campaign.
「re:born」宣傳活動中新 *scmp.com* 帶來的主要優勢。
- 4 New product launches in 2012 including the *LuxeWatches* app, *EducationPost.com.hk*, and the Chinese-language Paris Shopping Guide iPad app.
於二零一二年推出的新產品包括《*LuxeWatches*》應用程式、*EducationPost.com.hk* 及中文版《*巴黎風尚*》iPad 應用程式。