



INTERACTIVE DIGITAL
NEWS DESIGN
2014

28 - 29 April 2014 | M Hotel Singapore

Print to Digital—Catching Up With the Curve

Joshua Wilwohl

Online editor

The **CAMBODIA DAILY**

All the News Without Fear or Favor | The Daily Newspaper of Record Since 1993

Rooted in Print

- Founded August 1993
- Website launched October 2012
 - Money, readership and maintaining brand
- We are not early adopters

Note: Some screenshots presented in this slideshow are taken from the Wayback Machine and may not reflect exact changes. The screenshots taken from Wayback have a recent date at top left.

All the News Without Fear or Favor

The CAMBODIA DAILY

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South Sudan Talks Delayed As Rebels Deny Massacre

REUTERS

NABOKE - South Sudan peace talks were delayed again on Tuesday as U.N. peacekeepers battle to protect some 22,000 civilians at a base in Bentiu, where dead bodies lined the dusty streets after an ethnic massacre during rebels' seizure of the oil town.

The U.N. base, guarded by 500 peacekeepers, has come under rocket fire and the number of civilians seeking refuge there has quadrupled since the start of April, U.N. spokesman Stephane Dujarric told reporters in New York.

The U.N. accused the rebels of hunting down men, women and children a week ago in a hospital, church and mosque in the capital of the oil-producing Unity state and then killing them based on ethnicity and nationality.

A U.N. official told reporters on Tuesday that dozens of rotting bodies are strewn throughout Bentiu.

"[In] the marketplace, we saw large piles of bodies, dozens and dozens of bodies, piled up on top of each other," said Amanda ...

Continued on page 2



By Chhara

A supporter lights incense yesterday in front of Prey Sar prison in Phnom Penh, where 21 garment workers and labor activists were transferred ahead of their trials on Friday.

As Protesters Prepare for Court, No Justice for Dead

By MECH DARA AND ALEX WILLEMYS THE CAMBODIA DAILY

SAMBOK VILLAGE, Kompong Speu province - As military police with AK-47s descended on protesting garment workers during their nationwide strike on January 3, Sam Ravy, a manager at one of the many factories along Phnom Penh's Veng Sreng Street, was on the phone with his mother-in-law.

Sam Ravy, who spoke Chinese and English as well as Khmer, earned double the \$160 basic monthly salary being demanded by the strikers, but he attended the protest in Pur Senchey district to show solidarity with his workers.

"He had called and said 'Hello mother, is my wife on the way to Phnom Penh with our child?' I heard the sound of shooting, and I asked him where he was," his mother-in-law, Long Saran, revealed yesterday. She said Sam Ravy had dismissed her concerns in their morning phone call.

"He told me he was with the other protesters. Then his phone went quiet... At 2 p.m. someone called us and told us to pick up the body," she said.

Sam Ravy, 25, was one of at least five protesters killed by the military police's AK-47 fire during the successful effort to put down the nationwide strike, which had dovetailed with mass protests by the political opposition.

On Friday, 13 of the strikers who were beaten and arrested during the protest on Veng Sreng will appear alongside 12 others before the Phnom Penh Municipal Court.

Continued on page 2

About Cambodia

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- Post-New Year Pretests in Svay Rieng Decline
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- Finnish Khmer Rouge Sex Crimes, UN Representative Says Page 17
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Concern Over Migration Chief's Family Connections

By MATT BLUMBERG AND AUN PHEAP THE CAMBODIA DAILY

The appointment of General Sok Phal to head the Interior Ministry's newly formed department to monitor migrant workers has raised concerns over his close familial connection to a labor recruitment industry fraught with human rights abuses.

Gen. Phal's sister, Ung Seang Rithy, is the owner of one of the biggest labor recruitment agencies sending Cambodian workers overseas.

Sak Sotha, a secretary of state at the Interior Ministry, confirmed Tuesday that the department of immigration would deal with migrants entering and leaving the country.

Chik Savouth, prosecutor-general of the Phnom Penh Appeal Court, confirmed that Gen. Phal was the brother of Ms. Seang Rithy, owner of the Ung Rithy Group, which has been named by rights groups as a serial abuser of Cambodian migrant workers. Ms.

Seang Rithy is also president of the Association of Cambodian Recruitment Agencies.

Gen. Phal is scheduled to assume his responsibility as director-general of the general department of immigration in a ceremony today at the Interior Ministry.

"When I heard this news, I was concerned about the close relationships between high-ranking people in the government and in recruitment agencies," said Moeun Tou, head of the labor ...

Continued on page 17

The Daily Newspaper of Record Since 1993

Welcome to the Web

- No initial design
 - Template
- Readership beyond Cambodia
- Competition begins
- Free
- Idea to get online fast, but be selective
 - Archives
 - Editor-selected stories
- Initial high user response

The screenshot shows the homepage of The Cambodia Daily website. At the top, it displays the date "Tuesday, April 22, 2014" and a search bar. The main header features the newspaper's name "The CAMBODIA DAILY" with the tagline "All the News Without Fear or Favor" above it. A navigation menu includes links for HOME, NEWS, BUSINESS, SELECTED FEATURES, OPINION, and ABOUT US. The main content area is dominated by a large article titled "Sonondo Verdict Tests KR Tribunal's Legacy" with a sub-headline "Message From The Publisher". The article includes a photograph of a courtroom and a paragraph of text. To the left of the main article is a "LATEST" sidebar with several smaller article teasers. Below the main article, there is a "Continued" link. At the bottom of the page, there is a horizontal menu with categories like Magazine, Supplements, Special Reports, The Burma Daily, and Outreach. Below this menu are four small image thumbnails with captions: "Our City' Turns Focus on Phnom", "Eat Up, Amigos", "Spirit of the Forest", and "Newspaper Man Goes to the Lake".

Death of the King Father

- Users skyrocket
- International recognition via NBC, The Huffington Post and The New York Times
- Audience grows internationally by 20,000+

Tuesday, April 22, 2014 | Search in site...

All the News Without Fear or Favor
The CAMBODIA DAILY

HOME NEWS BUSINESS SELECTED FEATURES OPINION ABOUT US

LATEST

- Dissident Group Lobbies Against UN Seat Bid
- Cambodians Remember Their Dear Departed
- US Security Concerns See Work Stop at Street 240 Site
- Brands Train Officials to Detect Counterfeits
- Parliament Votes Election Body Amid Boycott
- Military Figure Re-Emerges as Witness in Slain Journalist's Case
- Businesses Look for Opportunities in Tourism Industry
- Rights Workers Questioned by Court on 'Incitement' Charge
- Trucking Companies Plagued by High Costs,

King Father Norodom Sihanouk Dies at 89



Message From The Publisher

The Cambodia Daily is an independent non-profit newspaper published six days a week in Phnom Penh. It was established to provide a foundation for a free press in Cambodia and to train a new generation of journalists.

Its founder and publisher is a veteran American journalist who covered Cambodia in the 1960s for Newsweek and saw an opportunity to help the fledgling democracy by launching a newspaper here after the U.N.-supervised elections of 1993.

Cambodia, which suffered intolerable pain and misery through the genocide by the Pol Pot regime of 1975 to 1978 that cost the lives of more than 1 million of its people, remains one of the poorest nations in the region. It is afflicted by a multitude of problems including HIV/AIDS, millions of buried land mines, a high level of malaria infection in the rural areas, and general medical shortcomings. Crime, corruption and the illegal logging of Cambodia's forests have further hampered its development.

On the brighter side, a new generation of dedicated young Cambodians is eager to leapfrog the "lost years" of neglect and strife. These ambitious Cambodians are flocking to learn medicine, law, business administration, along with English and computer skills. They are filling the classrooms at universities, technical and cram schools, seeking an education that will help them create a happier

Small Changes and Mobile

- Following an increase in users from October 2012, we clean up the design
- Readership continues to go up, but this time mobile users increase

Tuesday, April 22, 2014 Search in site...

The CAMBODIA DAILY
All the News Without Fear or Favor | The Daily Newspaper of Record Since 1993

HOME NEWS BUSINESS SELECTED FEATURES OPINION ABOUT US

Latest News

Unfired Ammunition Injured Demining Experts

Sambo the Elephant Celebrates 53rd Birthday in New Home

Workers Blame Mass Fainting on 'Angry Spirit'

In Cambodia, the Silent Scourge of Domestic Abuse

A brutal attack on a 60-year-old women in Kampot province by her husband in April is just one instance of the sort of domestic abuse experienced by women across the country.

January 22, 2013

WHO Moves Regional Malaria Office to Cambodia

The World Health Organization (WHO) is moving its regional malaria office from Bangkok to Phnom Penh to be closer to the epicenter of the problem and fight against drug-resistance in western Cambodia.

January 22, 2013

Publisher's Message

The Cambodia Daily is an independent non-profit newspaper published six days a week in Phnom Penh. It was established to provide a foundation for a free press in Cambodia and to train a new generation of journalists.

Its founder and publisher is a veteran American journalist who covered Cambodia in the 1960s for Newsweek...

Continued

Special Reports Selected Features Supplements The Burma Daily



2012: The Year in News



20 Years After Untac



From Mainlining to Methadone in Cambodia



Explaining the Factory Faintings

Introduction of Mobile

- We launch a mobile edition of The Cambodia Daily and an accompanying web-app for iOS devices
- Mobile users increase 10-fold following the introduction of the mobile edition
- As with the website, we offer select articles only



Paywall

- We begin to research a paywall for The Daily's site
- After discussion, we opt for Tinypass
- We settle on a price of \$1/day, \$15/month and \$150/year
- Mobile is free

My Paywalls

Restricted (Strict) OFF ON

The Cambodia Daily - Premium Access

CONTENT	TAGS	RID
1071 Items	paywall	wp_bundle1

[Edit](#)

[Add another](#)

Paywall

- We launch the paywall in March 2013 and offer a solid paywall with no free articles
- Following backlash, within a month, we change this to offering some articles free and others paid with a (\$) before the content
- Each paid article offers only the first paragraph for free
- Users stay steady, and there is no drop off
- This lasts several months

My Paywalls

The screenshot shows a WordPress interface for managing paywalls. At the top, it says "My Paywalls". Below that, there is a card for a paywall named "Restricted (Strict)" with a toggle switch set to "ON". The paywall title is "The Cambodia Daily - Premium Access". Below the title, there is a table with columns for "CONTENT", "TAGS", and "RID". The "CONTENT" column shows "1071 Items", the "TAGS" column shows "paywall", and the "RID" column shows "wp_bundle1" with a gear icon. There is an "Edit" button to the right of the table. Below the card, there is an "Add another" button.

CONTENT	TAGS	RID
1071 Items	paywall	wp_bundle1

Mobile Redesign

- Mobile users skyrocket
- The number of mobile phone users soars past the Cambodian population
- The number of smartphones sold in retail shops continues to grow as prices drop
- We take a simple approach to mobile redesign and strip away everything but text
- Overall users hits 1 million



NEWS

BUSINESS

SELECTED FEATURES

ABOUT US

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Khmer Edition Mobile

- Mobile users grow and, in the same month, we launch the mobile edition in Khmer
- It also is a mirror design of the English one



ព័ត៌មាន

សេដ្ឋកិច្ច

សាវតារ

កាសែតជាភាសាអង់គ្លេស

© 2013 ខេមបូឌា ដេលី | រាល់ដំណឹងទាំងអស់គ្មានការភ័យខ្លាច ឬ លម្អៀង |
កាសែតប្រចាំថ្ងៃជិស្ស៊ីល្យាញតាំងពីឆ្នាំ ១៩៩៣



Elections and More Space for News

- First to break election results
- Mobile users skyrocket again
- A thirst now for mobile, breaking news among readers
- We drop the publisher's message and add space for news
- Also add buttons and move the date

The screenshot displays the website's header with a search bar, 'SUBSCRIBE', 'ADVERTISE', and 'KHMER EDITION' buttons. The main title 'The CAMBODIA DAILY' is centered, with the tagline 'All the News Without Fear or Favor | The Daily Newspaper of Record Since 1993' and the date 'Tuesday, April 22, 2014'. A navigation menu includes 'HOME', 'NEWS', 'BUSINESS', 'SELECTED FEATURES', 'OPINION', and 'ABOUT US'. The main content area features a large article titled 'Rainsy Says Large Demonstrations Await Unless CPP Concedes' with a photo of a crowd. To the right, a 'Top Stories' section lists 'More Military Promotions for Relatives of CPP Top Brass' and 'Cambodia's Chinese Newspapers Strike a Balance'. Below that, another article is titled 'NEC Stands Firm, Will Not Hold Independent Election Inquiry'. Each article includes a brief summary and a date stamp of 'August 7, 2013'.

Mobile First Responsive Design

- The idea is planted to move toward a mobile first responsive design
 - Easier maintenance
 - Cleaner look
 - Consolidate
- Social media campaign with Facebook and Twitter

Search in site...

| |

The CAMBODIA DAILY
All the News Without Fear or Favor | The Daily Newspaper of Record Since 1993

Tuesday, April 22, 2014

[HOME](#) [NEWS](#) [BUSINESS](#) [SELECTED FEATURES](#) [OPINION](#) [ABOUT US](#)

CPP Says 'Too Late' for Joint Investigation Into Election

By Khy Sovuthy and Colin Meyn

CPP lawmaker and de facto party spokesman Cheam Yeap said yesterday it was now "too late" to form an independent committee to investigate alleged irregularities during last month's national election and that the opposition CNRP needs to be "more flexible" in its relationship with the ruling party.

August 28, 2013

Despite Little Threat, Rainsy's Bodyguards Vigilant

By Phorn Bapha and Colin Meyn

Wherever they have gone, whether on the campaign trail or at the rallies that have followed July's contested national election, opposition CNRP President Sam Rainsy and vice president Kem Sokha have been followed, and often surrounded, by about a dozen bodyguards each.

August 28, 2013

Monk Threatened With Eviction for Attending Opposition Rally

By Aun Pheap and Simon Lewis

A Buddhist monk was ordered to leave one of Phnom Penh's largest pagodas on Monday after he attended the pro-opposition rally earlier that day, monastic officials confirmed Tuesday.

August 28, 2013

Finance Ministry Accused of Ignoring Education Sector

By Matt Blomberg and Mech Dara

The Ministry of Education on Tuesday again publicly accused the Ministry of Finance of not injecting enough funds into the education sector in order to bring Cambodia in line with the rest of Southeast Asia.

August 28, 2013

Alleged Terrorist Plans Return to Cambodia

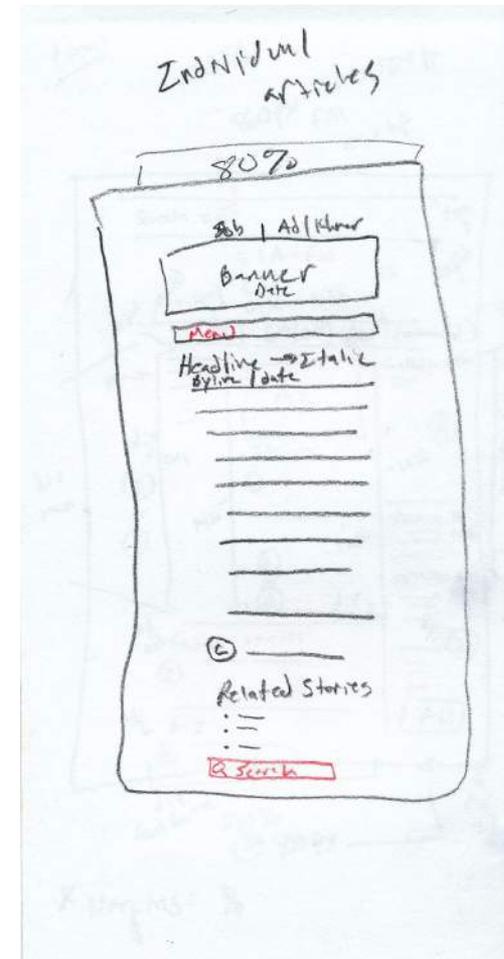
By Zsombor Peter

A Cambodian dissident living in the U.S. whose activities have led to the arrests of seven people since last month said he was traveling to the Thai-Cambodian border to meet with fellow activists and would enter the country "to lead my people[s] fight for freedom."

August 28, 2013

Readers Continue to Grow

- In November 2013, readership grows exponentially—just less than half of our readers are on mobile devices
- We follow the idea of stripping all unnecessary content and designing for the smallest screen first
- We look at the story pages (right) being just as vital as the homepage
 - With social media, links, etc., homepage becoming less relevant



Finalizing Responsive

- Following months of ideas and sketches, in January 2014, we finalized two responsive designs
- One design is with the day's biggest news at left followed by a smaller column of additional news and a column of briefs and less-updated sections
- The second design (right) focuses on a multimedia center (mostly a large photograph) surrounded by text
- Both designs are interchangeable depending on the day's news
- These designs also offer specific advertising slots



Change of Paywall

- While finalizing the responsive design, we worked with Tinypass to implement a JavaScript paywall offering 10 views per month and a curtain
- This is for all platforms: desktop and mobile

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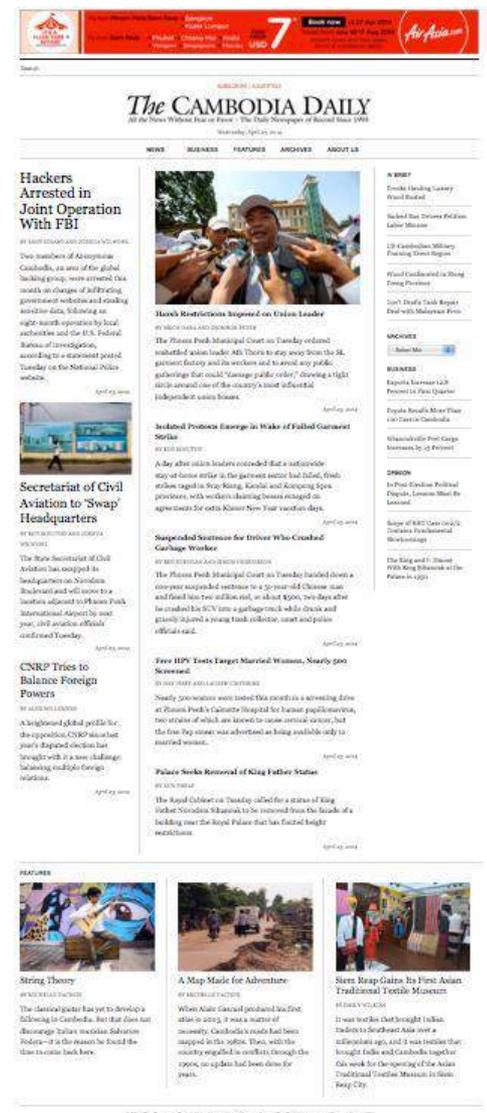
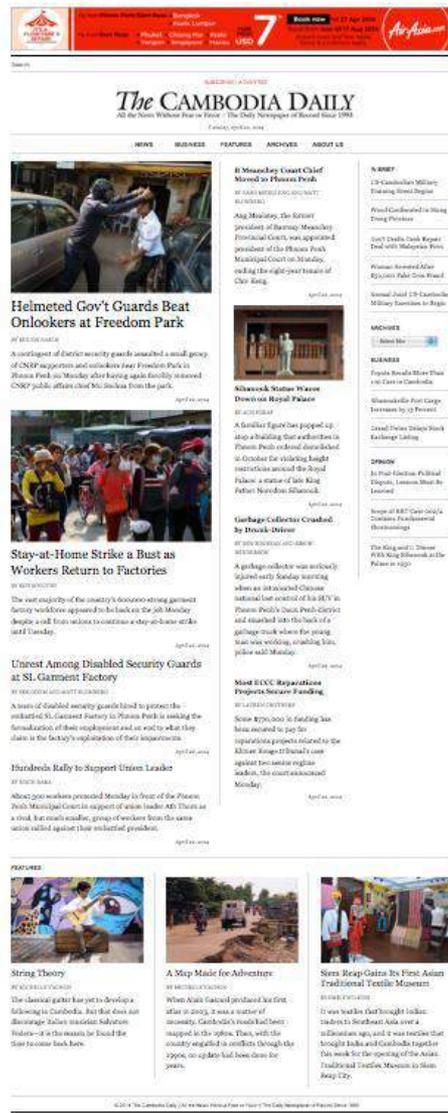
Subscribe to The Cambodia Daily online

You have exhausted your 10 free views this month of The Cambodia Daily. To subscribe, choose an option below.

For 1 day	\$1
Monthly subscription	\$15
Yearly subscription	\$150

Rolling Out Responsive

- In February 2014, we rolled out the responsive design for the English site
- Support IE9+



Rolling Out Responsive

- In March 2014, we rolled out the redesign for the Khmer edition
- With the Khmer edition, however, we kept one single column in both desktop and mobile versions
- This was done because we see the Khmer edition being read mostly on mobiles
- Free

អរមិច សន្តិ ជាមួយអន្តរាគមន៍ប្រយុទ្ធនឹងជំនឿ 10% / Tel: 023 999 033

Sign in

កម្ពុជា | ការប្រយុទ្ធនឹងជំនឿ | អង្គការ
សម្រាប់ការសម្រេចបាននូវសេចក្តីសុខដុមរមនា

ខេមបូឌា ដេស៊ី
The CAMBODIA DAILY
ព្រៃស, ថ្ងៃទី 22, 2014

ព័ត៌មាន សេដ្ឋកិច្ច ប័ណ្ណសារ សារពារ



សន្តិសុខខណ្ឌវាយអ្នកគាំទ្របក្សប្រឆាំងនិងអ្នកឈរមើលនៅទីលានប្រជាធិបតេយ្យ

BY KHUN NARIM

សន្តិសុខខណ្ឌវាយអ្នកគាំទ្របក្សប្រឆាំងនិងអ្នកឈរមើលនៅទីលានប្រជាធិបតេយ្យក្នុងក្រុងភ្នំពេញកាលពីថ្ងៃទី 21 មិថុនា បន្ទាប់ពីមានការប្រយុទ្ធនឹងជំនឿ ម្ចាស់ប្រយុទ្ធនឹងជំនឿក្នុងការសម្រេចបាននូវសេចក្តីសុខដុមរមនា។ ម្ចាស់ប្រយុទ្ធនឹងជំនឿបានប្រាប់ថា គេបានឃើញមានការប្រយុទ្ធនឹងជំនឿនៅទីលានប្រជាធិបតេយ្យក្នុងក្រុងភ្នំពេញ។

April 22, 2014

របស់ណាកសម្តេចឌីត្រូវបានសាងសង់លើអគារមួយដែលខ្ពស់ជាងគ្រប់អគារដទៃទៀត

BY ALIN PHEAP AND JOSHUA WILWICH

របស់ណាកសម្តេចឌីត្រូវបានសាងសង់លើអគារមួយដែលខ្ពស់ជាងគ្រប់អគារដទៃទៀតក្នុងក្រុងភ្នំពេញ។ របស់ណាកសម្តេចឌីត្រូវបានសាងសង់លើអគារមួយដែលខ្ពស់ជាងគ្រប់អគារដទៃទៀតក្នុងក្រុងភ្នំពេញ។ របស់ណាកសម្តេចឌីត្រូវបានសាងសង់លើអគារមួយដែលខ្ពស់ជាងគ្រប់អគារដទៃទៀតក្នុងក្រុងភ្នំពេញ។

April 22, 2014

កូដកម្មស្នាក់នៅផ្ទះក្លាយជាឥតន័យពេលកម្មករចូលធ្វើការពេញ

BY KHU SOUHTHY

កូដកម្មស្នាក់នៅផ្ទះក្លាយជាឥតន័យពេលកម្មករចូលធ្វើការពេញ។ កូដកម្មស្នាក់នៅផ្ទះក្លាយជាឥតន័យពេលកម្មករចូលធ្វើការពេញ។ កូដកម្មស្នាក់នៅផ្ទះក្លាយជាឥតន័យពេលកម្មករចូលធ្វើការពេញ។

April 22, 2014

កម្មករក្នុងចៅធ្វើកូដកម្មទាមទារប្រាក់ឈ្នួលសម្រាប់ថ្ងៃឈប់សប្តាហ៍ក្រោយថ្ងៃចូលឆ្នាំ

BY MECH DARSA

កម្មករក្នុងចៅធ្វើកូដកម្មទាមទារប្រាក់ឈ្នួលសម្រាប់ថ្ងៃឈប់សប្តាហ៍ក្រោយថ្ងៃចូលឆ្នាំ។ កម្មករក្នុងចៅធ្វើកូដកម្មទាមទារប្រាក់ឈ្នួលសម្រាប់ថ្ងៃឈប់សប្តាហ៍ក្រោយថ្ងៃចូលឆ្នាំ។

April 21, 2014

1 **Harsh Restrictions Imposed on Union Leader**

PHNOM PENH (CAMBODIA PRESS) (AP/IL) (IL) (IL)

The Phnom Penh Municipal Court on Tuesday ordered industrial union leader Aik Thom to stay away from the SL government factory and its workers and to avoid any public gatherings that could "damage public order," drawing a tight circle around one of the country's most influential independent union leaders.

Mr. Thom, president of the Coalition of Cambodian Apparel Workers Democratic Union (CCAWUD), was charged in March with inciting violence at a September 20 protest at the SL factory that turned violent, leaving at least 15 injured. An SL staff member who was hit in the eye by a rock during the clash between demonstrators and security guards had the lawsuit against Mr. Thom.



Union leader Aik Thom speaks outside the Phnom Penh Municipal Court on Monday. (Oly Comant)

On Saturday, Mr. Thom said he received a court letter ordering him to post \$20,000 bail within a month or be placed in pre-trial detention.

On Tuesday, investigating Judge Choe Sok Heng effectively added an injunction to the court orders against Mr. Thom.

"Do not meet with people to form a group to damage public order in a public area," the latest letter reads. "Do not visit the SL factory, in order to avoid any incidents. Do not damage public order around the Phnom Penh Municipal Court. Do not meet with SL workers in order to avoid violence, and do not have or hold any weapons."

If Mr. Thom breaches any of the conditions, the letter adds, the court can again order him to be placed in pre-trial detention.

Court deputy prosecutor Rieg Sok and clerk Sun Sakay, who also signed the letter, both declined to comment on the new orders and related questions to the judge, who could not be reached. The SL factory's general manager, Kim Ching Hie, also declined to comment.

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Mr. Thom said he will appeal Monday's court orders in the coming days but will obey the restrictive conditions in the meantime.

Along with the other unions behind the latest strike, CCAWUD is again planning to rally supporters at Phnom Penh's Phnom Penh Park on May 3 — International Labor Day — to help pressing their demand for a higher minimum wage. Mr. Thom estimated that the new court orders could make it harder for his union to join the planning, but would not stop the others from following through.

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Municipal government spokesman Leng Hattacha said the city received the union's request to hold the event Tuesday but declined to comment on their chances of getting approval. The city currently has a ban on public gatherings, which was heavily enforced on Monday when Demo Park District security guards violently smashed a small group of opposition CNRP supporters gathered near Phnom Penh Park.

Nonna Tila, who leads the labor program at the Community Legal Education Center, a legal rights NGO, called the latest court orders against Mr. Thom "obnoxious" and a breach of workers' right to association.

"The court needs to learn more about the freedom of association," he said, citing the guarantee in international law, the country's Labor Law and Cambodia's own Constitution.

"The workers elected their leader to represent them... so the way the court orders the members from meeting their leader is definitely violating their right to association," Mr. Tila said. "Who even was independent, it would not do this way."

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CCAWUD claims 20,000 members and branches in job of the country's 200-plus garment factories, including SL.

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2 **sh Restrictions Imposed on Union Leader**

PHNOM PENH (CAMBODIA PRESS) (AP/IL) (IL) (IL)

The Phnom Penh Municipal Court on Tuesday ordered industrial union leader Aik Thom to stay away from the SL government factory and its workers and to avoid any public gatherings that could "damage public order," drawing a tight circle around one of the country's most influential independent union leaders.

Mr. Thom, president of the Coalition of Cambodian Apparel Workers Democratic Union (CCAWUD), was charged in March with inciting violence at a September 20 protest at the SL factory that turned violent, leaving at least 15 injured. An SL staff member who was hit in the eye by a rock during the clash between demonstrators and security guards had the lawsuit against him. Thom.



Union leader Aik Thom speaks outside the Phnom Penh Municipal Court on Monday. (Oly Comant)

On Saturday, Mr. Thom said he received a court letter ordering him to post \$20,000 bail within a month or be placed in pre-trial detention.

On Tuesday, investigating Judge Choe Sok Heng effectively added an injunction to the court orders against Mr. Thom.

"Do not meet with people to form a group to damage public order in a public area," the latest letter reads. "Do not visit the SL factory, in order to avoid any incidents. Do not damage public order around the Phnom Penh Municipal Court. Do not meet with SL workers in order to avoid violence, and do not hold any weapons."

If Mr. Thom breaches any of the conditions, the letter adds, the court can again order him to be placed in pre-trial detention.

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Responsive Example

Individual story page

- (1) Desktop and tablet horizontal (1024 pixels)
- (2) Tablet vertical (800 pixels)
- (3) Smartphones vertical (480 pixels)

The Challenges

- Lack of local technical talent
- A mostly mobile society
- Digital transactions
- Online advertising still in its infancy

Future Ideas

- Personalized homepages
 - Sections based off of searches
- Streamlined payments
 - Mobile operators
 - Scratchcards
- Multimedia