LE TEMPS

Relaunch Insights

Le Temps - Facts

- Paywall pioneer in Switzerland

- Net Metrix
  - 681k unique clients / m
  - 4.2M page views / m

- Content migrated
  - 1.5 years completed
  - 62'000 nodes ~16GB media
  - 8.5 years to be migrated ~300GB

Scope

- Digital transformation
- Relaunch website in parallel with
  - New publishing workflows: Eidos => DC-X
  - Print layout rebranded
  - Internal restructure (Geneva => Lausanne)

- MD Systems
  - 5 people involved
- Ringier
  - 2 people fully dedicated
  - 15 people involved
- Design by Antistatique.net

Technology - System

- Drupal 8 Beta13
- NP8
  - 42 Contrib modules
  - 36 NP8 Core modules

- platform.sh enterprise
  - MariaDB, Redis, Solr
- Fastly edge cache

Technology - Integration

- Content Repository - DC-X
  - Push to web
  - Update DC-X about online publishing status
  - WYSIWYG inline images, articles

- E-Paper Pressreader
- Google Tag Manager / Analytics
- Chartbeat
- ADTECH
- Mailchimp

Technology - Custom

- Metered paywall
- News list
  - Manage curated overview pages
- Imports
  - XSLT Transformations to fit design
- New design
  - Responsive
  - Static HTML / Style guide
  - Theming through templates
- Services for existing app

Demo

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