PageSuite Announce Launch of Brand-New Live News App

'Live' offers publishers a new way to present readers with a regularly updating live news experience.

FOR IMMEDIATE RELEASE; 11.03.20, UK: PageSuite's SVP Product, Simon Fry and SVP Business Development, Ben Edwards officially launched PageSuite's brand new live news app during a webinar on Wednesday 4th March.

'Live' will sit alongside PageSuite's existing Replica and Edition solutions, offering publishers a complete range of digital publishing products to cater for different use cases.

Live takes publisher's existing content from a feed and places it into flexible, templated designs which are optimised for mobile and tablet devices across iOS, Android and on the web. Content will regularly update throughout the day, ensuring that readers are presented with the latest articles.

Content will be available to read offline and readers will be able to share, bookmark and download articles. Readers will also be able to personalise sections to tailor the app to suit their preferences. PageSuite's platform is integrated with Firebase for notifications and analytics and publishers can integrate the solution with their existing subscription and payment provider.

Significantly, PageSuite can integrate their market-leading Replica SDK into the Live app product so publishers can offer their Replica editions alongside live news content. This is key as many publishers look to offer readers a '2-in-1' app that caters for both types of content. It's also a way for them to monetise their apps as many publishers place Replica content behind a paywall, whilst offering the live news content for free.

Simon Fry, Product Director at PageSuite said, "We believe that by offering a fast, reliable, feature-rich product to deliver live news content we can provide real value to publishers in strengthening either their subscription business or their options for display advertising. Providing this as a platform solution rather than custom projects on a per client basis allows us to do it in a more economical way for clients and for all of our customers to benefit as the product is updated with new features and improvements".

"Integrating this with our Replica SDK, and in the future linking it with our new Edition product, provides a number of options for clients looking to maximise the value of their digital content. This can work to expand the audience for their digital edition or to provide greater value for existing end users and subscribers through a single product".

To request a demo of PageSuite's new Live platform email hello@pagesuite.com.

About PageSuite
PageSuite is a leading web, mobile and tablet digital publishing company that provides strategic solutions for future-focused publishers. Their speciality lies in working directly with newspaper and magazine publishers to help them deliver engaging content through multiple channels, cutting print and distribution costs and enhancing the end-user experience.

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