**New app from Dagbladet in Norway**

**Dagbladet – based in Oslo, Norway – is now launching its second newspaper app - and this time the focus is on Dagbladet “Magasinet”. The launch is part of Dagbladet's focus on digital media, which offers readers the opportunity to read Dagbladet on multiple platforms. Although the app has a unique design which will recreate the sense of a newspaper on screen, it is not a costly solution and Dagbladet sees great business opportunities in the app.**

After the 143 year-old newspaper Dagbladet released its first newspaper app in December, the media house is now taking the further step of launching an iPad and iPhone app for the Saturday magazine, Dagbladet Magasinet. Dagbladet's app launches are part of a larger commitment to digitisation, as readers are increasingly adopting new platforms, and the circulation of printed newspapers is falling.

As with Dagbladet's first app, the new Magasinet app offers readers a full version of the printed version in a user-friendly and proprietary design, so that they receive the same product with the same reading experience on screen as on paper. The app is a dynamic version of the printed version, meaning the app version can be continuously updated and expanded with new articles.

**Very good reception of Dagbladet's first app**

The Magasinet app is developed on the same principle as Dagbladet's first app, which was well received by both users and the press. Since its launch, the first app has been between first and fifth place among newspaper apps on iTunes in Norway, and it has been praised for its solution and design. The Danish newspaper app producer Visiolink, who stands behind a number of apps for other Norwegian media houses, including Aftenposten, Dagens Næringsliv, A-pressen and Media Norge, has developed both apps.

- Our first app was very well received, and users are particularly pleased with two things - that they receive a complete edition of the daily newspaper, and that the design gives them a good reading experience, says Erik Saastad, Dagbladet's Mobile Channel Manager.

**Dagbladet is taking another route**

The Media houses that release apps usually choose either an app that is a pure reproduction of the print edition, the so-called 1:1 solution, or an app that is especially adapted to mobile devices. The latter aims to exploit all of the additional applications and benefits associated with these new platforms; but this solution is expensive and difficult to maintain. Dagbladet's apps combine the best from each of the two solutions. The apps are especially designed for mobile platforms, but are also integrated into Dagbladet's editorial system, which is responsible for all content to the apps while ensuring the apps are also economically sustainable.

- Many media houses have chosen the 1:1 solution, but we decided early on to take another route. We have focussed on creating a visually appealing solution that is especially designed for mobile platforms, while being tightly integrated with the underlying systems. We have, therefore, a solution, which is not demanding to operate on a daily basis, and it is very important to achieve a sensible balance between revenues and expenses, explains Erik Saastad.

The apps are based on HTML5, which affords good options for displaying graphics, photos, etc. This makes the apps dynamic and very easy to update with new items, pictures and videos. Dagbladet retains control over editing, production and design, which offers the media house invaluable flexibility.

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***About Visiolink***

*With more than 400 newspaper titles, Visiolink is the market leader in providing digital newspaper solutions to European media houses. This position is due to more than ten years experience in publishing. Visiolink thinks like a media house, even though it produces software. This means that Visiolink constantly focuses on generating new readers and users for the media houses. Visiolink is a leading producer of software for electronic publishing on the internet, smar phones and tablets.*