



CASE STUDY

Dagens Nyheter

Surpassing 5 Million
Daily View and Counting

Harness the web as a business tool: the smoother your website can function, the better the relationship you can have with your customers.

— THE COMPANY

Dagens Nyheter (DN) is one of the largest daily newspapers in Sweden. As their web traffic increased to 1.5 million unique visitors per week and 5 million page views per day, their existing custom-built system needed a massive upgrade in order to continue **delivering seamless** performance for their loyal readers.

— THE RISK

The site required a full revamp. This system must be able to store DN's vast archive of content, handle millions of page views, **all the while** able to host all future multimedia products.

— THE TOOLS

Episerver

TeamCity

CDN

Octopus

SOLR

— THE SOLUTION

Developed on the Episerver platform, Niteco built the new site for easy management, upgrade and maintenance. **Highlight** features include:

- ✓ A responsive mobile site adapting to various platforms
- ✓ **Intuitive** user interface and user experience
- ✓ A ping back model to synchronize videos and deliver faster media
- ✓ A premium content **add-in** along with a subscription payment model
- ✓ Excellent visualization with a retina image solution
- ✓ **Book-marking** and author-follow **system**
- ✓ Seamless content publishing workflow between the digital & the printed version

This system always maintains its performance of 100% uptime. With a smooth web experience, Dagens Nyheter can maintain their original audience while attracting new readership.