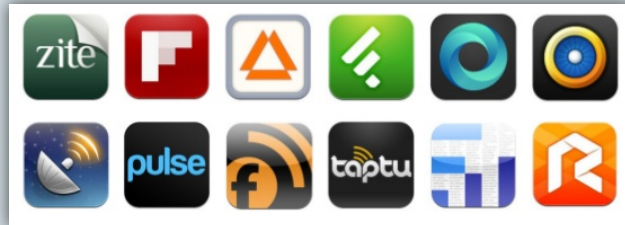


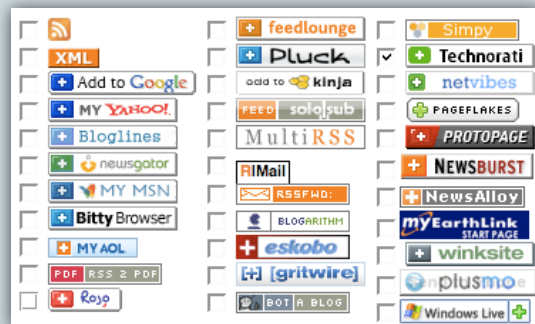
News Aggregators



MARCH 24, 2015
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Also Known As...

- Feed Aggregator
- Feed Reader
- News Reader
- RSS Reader
- Aggregator

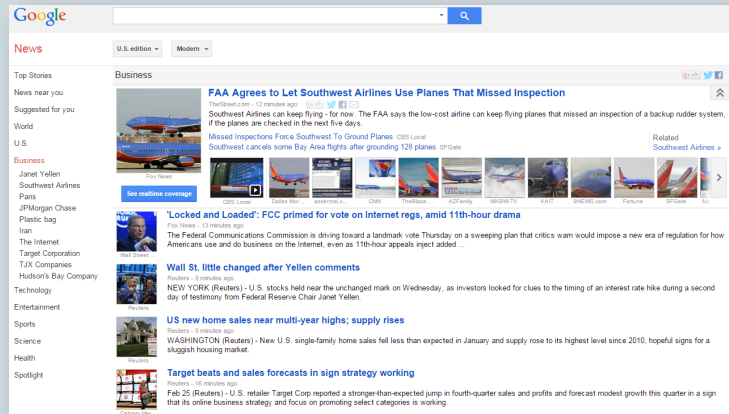


What is it?

A software or web application that consolidates syndicated web content such as online newspapers, blogs, podcasts, and vlogs in one location for easy viewing.

Types: News Aggregation Websites

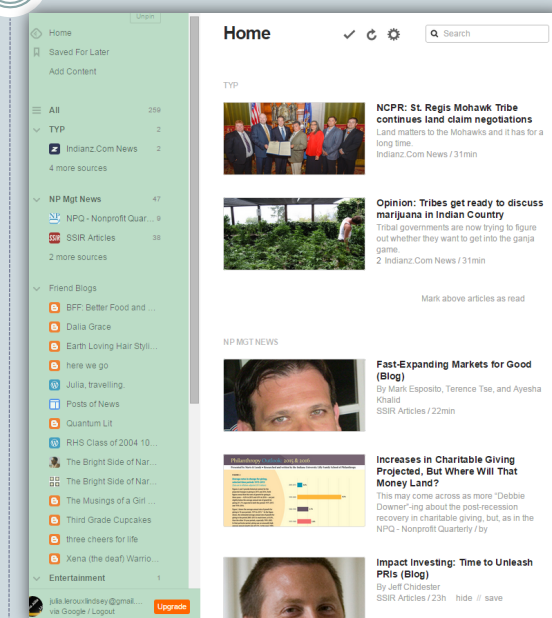
- Uses algorithms to group similar stories together from news sources
- Examples:
 - Google News
 - Huffington Post
 - Daily Beast
 - SmartNews



Screenshot from www.news.google.com

Types: Feed Readers

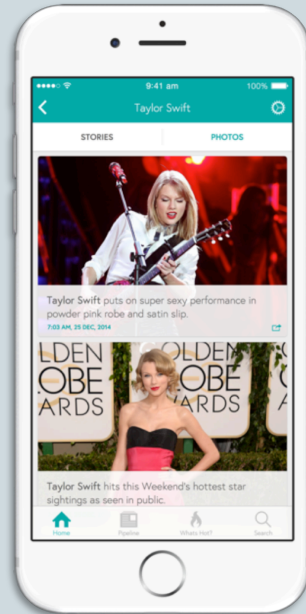
- Users add their favorite web feed sources (blog, news, etc.) into one, single feed
- Linked to a personal account
- Examples:
 - Digg
 - Feedly



Screenshot from www.feedly.com

Types: Topic-Based News Readers

- Track and follow topics
- Aggregates related tweets, a wikipedia page, articles, etc.
- Attractive GUI
- Examples:
 - Pipes



Screenshot from www.pipesapp.com

Evaluation: As a User

Advantages


- Convenience
- Smart Suggestions
- Customizable
- Mobile Optimization
- Social Sharing





Disadvantages

- Information Overload
- Up-Front Time Investment

Evaluation: As a Marketing Manager

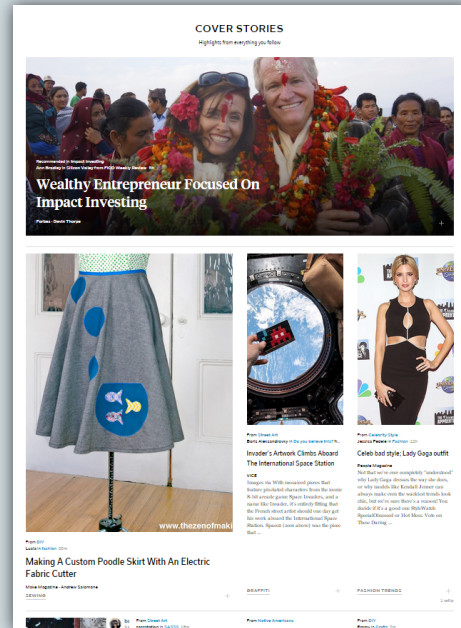
Advantages	Disadvantages
<ul style="list-style-type: none">• Convenience for Users• Smart Suggestions• Social Media Connections	<ul style="list-style-type: none">• Loss of Integrity• Loss of Site Traffic• Loss of Individuality• Algorithms in Charge 

Recommendations

- **As a Marketing Manager:**
 - Make sure your site is easily imported/subscribed via these News Aggregators
 - ✦ Add and prominently display 'RSS Subscribe' button: 
 - ✦ Add other Social Media buttons for easy sharing: 
 - Make sure your blog/web site feed is compatible with News Aggregators
 - ✦ Requires some XML code standardization and metadata
 - ✦ Already set up for typical site builders like blogger, wordpress, etc.
 - Develop a way to make your articles stand out from the rest of the readers' subscriptions
 - ✦ Photos, media, and headlines are important

Future: Social Media Aggregators

- Collects content from social media, news sources, and other sites
- Aesthetics are important
- Optimized for mobile
- Examples:
 - Flipboard
 - Nuzzel



Screenshot from www.flipboard.com

Future Trends

- “News About News”
- Even Smarter and More Social Feeds
 - Example: Blur
- Apps vs Browser-based
- Pricing

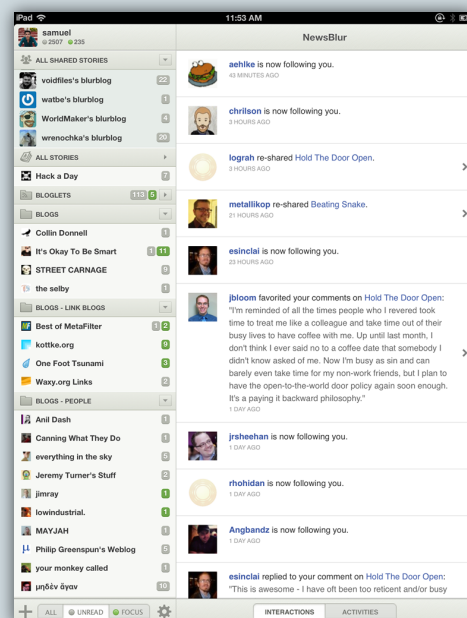


Image from <http://www.newsblur.com/>



- ## Questions or Comments

[illegible]