

Starting from Scratch— Going Digital in the Developing World

Joshua Wilwohl
Digital manager

The CAMBODIA DAILY
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Asher Russell proudly presents Digital Journalism World 2015

Rooted in Print

- Founded August 1993
 - Team of about 40 people / half locals
- Website launched October 2012
 - Money, readership and maintaining brand
- Khmer-language website launched June 2013
- We are not early adopters

Note: Some screenshots presented in this slideshow were taken from the Wayback Machine and may not reflect exact changes. The screenshots taken from Wayback have a 2014 date listed.

Hun Sen Warns Rainsy Not to Take Revenge

By HUI REAKSEMY
The Cambodia Daily

At a special public meeting with opposition leader Sam Rainsy in Yangi Langsur on Saturday, Prime Minister Hun Sen acknowledged that Mr. Rainsy could replace him in 2018, but warned that CPV "forces" would prevent any acts of revenge Mr. Rainsy planned in such a case.

Mr. Hun Sen, speaking at a function hosted by the two leaders at the Hilton DoubleTree Hotel in Malaysia's capital, said Mr. Rainsy would inevitably be harmed if he took power and then began mistreating his predecessor.

"Now I am prime minister and everyone can live together," Mr. Hun Sen said, sitting next to Mr. Rainsy in front of about 200 Cambodian expatriates in Malaysia.

"But if it comes to a time that Sam Rainsy is prime minister—for example—and he does not let me live comfortably and treats me badly, and I have forces that can fight back, that will make him live not comfortably either."

Mr. Hun Sen also laid out a critique of the "culture of change" he has promised with Mr. Rainsy since last year's political debate. The pair have traded it an end to Cambodia's historically violent political culture, but critics say Mr. Hun Sen will have it only while it suits him. The prime minister called for patience, saying that only time

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cambodiadaily.com



A man cries yesterday as he passes by a statue of Lord Buddha in Bhaktapur, Nepal, which was damaged in Sunday's earthquake. Aftershocks continued to be felt throughout the Kathmandu Valley yesterday.

Nepal Quake Toll Hits 2,200; Big Aftershock Felt

By HUI REAKSEMY
The Cambodia Daily

KATHMANDU, Nepal—Rescuers that will have saved hundreds as bodies piled up in Nepal yesterday after an earthquake devastated the heavily wooded Kathmandu Valley, killing more than 2,200 people, and triggered a deadly avalanche on Mount Everest.

A big aftershock between Kathmandu and Everest unleashed many avalanches in the Himalayas. In the capital, hospital workers stretched patients out onto the street to treat them as it was too

dangerous to keep them indoors. "Another one, we have an aftershock right now. It's 6-7," said Indian cleric Arjun Vikram over the phone from Malika base camp near Everest. "Avalanches" he shouted. Scramble and the roar of crashing snow could be heard over the line in his opinion.

The tremor, measured at 6.7, was the most powerful since Saturday's 7.9 quake—itsself the strongest since Nepal's worst earthquake: disaster of 1914, which killed 8,500 people.

The aftershock rocked buildings in the Indian capital New Delhi and halted the city metro. "There is no way we can forecast the amount of aftershocks, so people need to be alert for the next few days," said J.S. Roshni, chief of India's meteorology office.

In Everest's worst disaster, the bodies of 17 climbers were recovered from the mountain yesterday after being caught in avalanches. A plane carrying the first 15 injured climbers landed in Kathmandu at

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British Voters Heading for a Disunited Kingdom

By HUI REAKSEMY
The Cambodia Daily

LONDON, England—Like millions of other British voters, Karl Walkerton supported Margaret Thatcher's Conservative Party in the 1980s and then Tony Blair's New Labour in the late 1990s. But now, as Britain heads toward a general election on May 7, the 45-year-old from Gloucester has no time for either of the two parties that have dominated British politics for decades.

In his eyes, the last Labour government bungled its handling of the European Union, mass immigration and the country's finances. He thinks the present Conservative-led coalition has done little better.

"They may say the economy is doing okay, but people like me don't feel it," he said. Walkerton, who works straight from school, is married with two children, owns his home and has worked all his life—until recently. A former employee of a textile company, he's been made redundant twice in the past 18 months. He feels engaged

and let down. "The main parties aren't interested in people like me," he said.

So on May 7 he's going to vote for the United Kingdom Independence Party, a radical group that defies the E.U. and mass immigration. Though UKIP won just 3.1 percent of the votes in the 2010 election, polls suggest it could win 13 percent in 2015, driving support from the Conservatives and to a lesser extent, even Labour.

UKIP's not the only deep fissure

Continued on page 16



Digital Snapshot

- Mostly web focused
 - Cambodia Internet penetration low, but rapidly on the rise
 - 6% in 2013 (World Bank)
 - 25% in 2014 (We Are Social)
 - Majority use devices for the web
- Mobile focused
 - Cambodians practically skipped computer era

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Monday, April 6, 2015



Cambodia Residents Double the Value Staycation Package at Raffles Hotel Le Royal and Raffles Grand Hotel d'Angkor

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Officials Work to Evacuate Cham Students From Yemen

BY OUCH SONY

As Yemen slides further into violence and chaos, officials are attempting to extricate eight Cambodian students studying there and send them back home, Foreign Affairs Ministry spokesman Koy Kuong said Sunday.

On Garment Exports, Gov't Figures Vary Wildly

BY ZOMBOR PETER AND KANG SOTHLEAR

Cambodia's critical garment industry may be doing significantly better than Commerce Ministry figures suggest, judging by the Finance Ministry's count, but just whose numbers to trust is up for debate.



Young men ride the Ta Prohm ferry across the Mekong River on Wednesday. The new Tsushasa Bridge is seen in the background. (John Yink)

Ferried Away

BY MATT BLOMBERG AND OUCH SONY

When the Neak Loeung ferry route is terminated Monday, the community of beggars and sellers that has grown around it will scatter in search of an alternate income.

SECTIONS

- NEWS
- BUSINESS
- WEEKEND
- ARCHIVES
- ABOUT

JOBS IN CAMBODIA

THE FRONT PAGE



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Analytics Snapshot per month averages

- **2013**

- 51,102 users
- 302,400 pageviews
- 56.5% bounce rate
- 2.3 pages
- 3 minutes

- **2014**

- 84,000 users
- 503,246 pageviews
- 41.5% bounce rate
- 2.7 pages
- 2 minutes 33 seconds
 - Goal: Increase engagement

Web Welcome

- Cookie-cutter start
- First time readership beyond Cambodia
- Free at first, then paywall
- Idea to get online fast, but be selective
 - Archives
 - Editor-selected stories
- Users quickly increased

Tuesday, April 22, 2014 | Search in site...


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HOME NEWS BUSINESS SELECTED FEATURES OPINION ABOUT US

LATEST

- Mass Eviction Looms Ahead Of East Asia Summit
- Sonando Verdict Tests KR Tribunal's Legacy
- Cambodian Activist Monk Receives Swiss Human Rights Award
- Reporting on Sonando Case Shows Differences in Local Media
- Donors Criticize Sonando Sentence

Sonando Verdict Tests KR Tribunal's Legacy



Message From The Publisher

The Cambodia Daily is an independent non-profit newspaper published six days a week in Phnom Penh. It was established to provide a foundation for a free press in Cambodia and to train a new generation of journalists.

Its founder and publisher is a veteran American journalist who covered Cambodia in the 1960s for *Newsweek* and saw an opportunity to help the fledgling democracy by launching a newspaper here after the U.N.-supervised elections of 1993.

[Continued](#)

When the international community hammered out a hard-fought deal with the government in 2001 for a war crimes tribunal to try the most senior leaders of the Khmer Rouge regime, they hoped their efforts would also set an example for a local court system riddled with corruption and political influence.

October 4, 2012 - [Read More](#)

Magazine | Supplements | Special Reports | The Burma Daily | Outreach

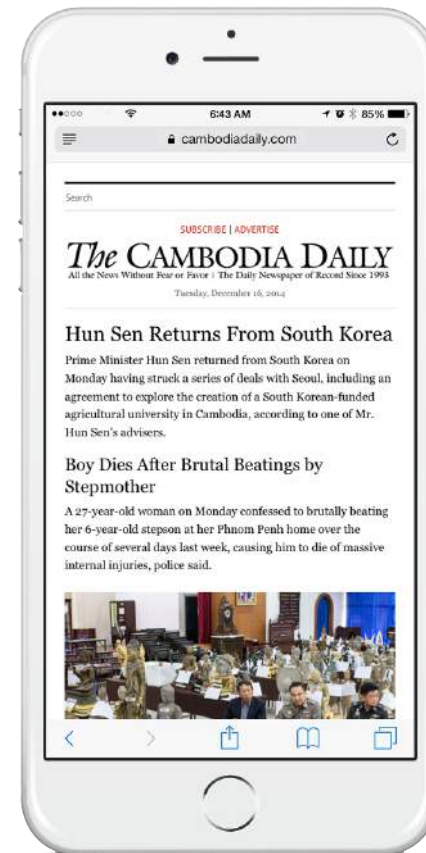
- 'Our City' Turns Focus on Phnom
- Eat Up, Amigos
- Spirit of the Forest
- Newspaper Man Goes to the Lake

Smartphone Domination

- By March 2013, mobile users to website skyrocketed
 - Number of mobile phone users soared past Cambodian population (Gov't figures: 20+M mobile subscribers in 2013)
 - Number of smartphones sold in retail shops continued to grow as prices dropped
- Overall website users surpassed 1 million
- Significant rise in Facebook users (Socialbakers and Endorphine Concept)
 - 491,000 by March 2012
 - 1.1M by December 2013
 - 1.4M by June 2014 / 1.1M on smartphones
- Instagram and Twitter gain popularity

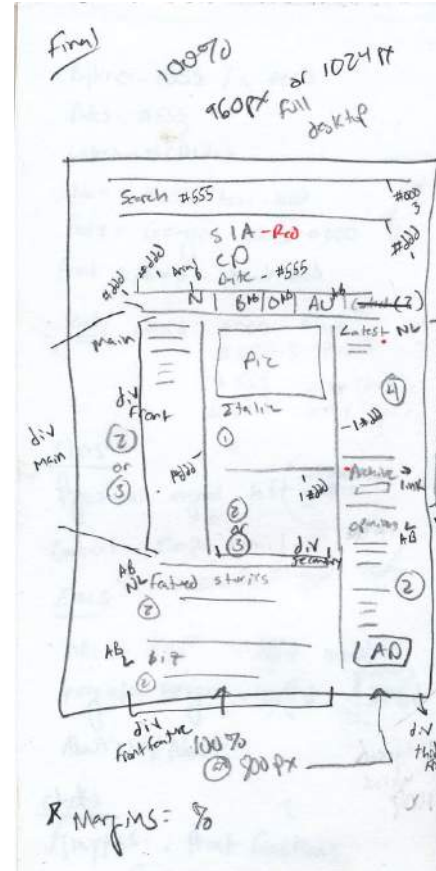
Mobile-First

- In September 2013, began to see a large move to mobile, where more than one-third of readers were on mobile devices
- In November 2013, readership began to grow exponentially
 - By January 2014, just less than half of all readers were on smartphones
 - Continues to be same today
- Took responsive approach to redesign
 - Stripped all unnecessary content and designed for smallest screen first



Mobile-First cont'd

- In January 2014, finalized two responsive designs
- In February 2014, rolled out responsive design for the English site
- Support IE9+
- Result
 - Users and pageviews continued to grow





Mobile-First cont'd

- In October 2014, rolled out update
 - More sections on homepage
 - Better article page layouts with easy-to-access social buttons
 - Praised by The Washington Post's digital products and design director as well as others



2012

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October 4, 2012 · [Read More](#)

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'Our City' Turns Focus on Phnom



Eat Up, Amigos



Spirit of the Forest



Newspaper Man Goes to the Lake

2014

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Monday, April 13, 2015

TK ROYAL ONE REAL ESTATE TK Royal One Site & Showroom on Russian Blvd. in front of the Royal University of Phnom Penh (855) 12 96 2000 & (855) 88 966 2000 Email: kim@tkroyalrealestate.com.kh **NOW ON SALE**

BREAKING NEWS Five CNRP Activists, Three Monks Released

World Bank Expecting Economic Slowdown to Persist

BY ZSOMBOR PETER

The World Bank is forecasting a continued slowdown of Cambodia's economy over the next three years because of rising local production costs, sluggish global rice prices and other headwinds.

Protest Leader Jailed Over Alleged Sex With Minor

BY AUN PHEAP

The Mondulkiri Provincial Court on Saturday charged a man with having sex with an underage girl, but a rights worker and the girl's father said Sunday the man was framed for opposing a Vietnamese rubber plantation.



Land-rights activist Nget Khun greets relatives in Phnom Penh's Boreng Koh neighborhood after being released from prison on Saturday. (Joka Vink)

With Election Talks Over, Jailed Activists Freed

BY MICHÉ DARA

Ten imprisoned land-rights activists celebrated at CNRP Vice President Kem Sokha's villa in Phnom Penh on Saturday afternoon after being released from jail following the end of political negotiations between the CPP and CNRP.

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THE FRONT PAGE

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With Election Talks Over, Jailed Activists Freed
When the World's Five Monks Offer

Ferried Away
With the Tsubasa Bridge open, the Neak Leung ferry has been terminated, scattering the community of beggars and sellers that grew around it.



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2013

CD The CAMBODIA DAILY

In Cambodia, the Silent Scourge of Domestic Abuse

January 22, 2013

A brutal attack on a 60-year-old women in Kampot province by her husband in April is just one instance of the sort of domestic abuse experienced by women across the country.

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Monday, April 27, 2015



Authorities Probe Shooting Death of Man In Thailand

A Cambodian migrant worker was shot dead by a Thai foreman at the construction site where he was working last week in Thailand's Chachoengsao province, a border official said Sunday.

Funcinpec Calls Car Accident Act of 'Terrorism'

Prince Norodom Ranariddh was slightly injured and his wife sustained a serious head injury on Saturday in a car accident in Kompong Cham province that a Funcinpec spokesman called a deliberate act of "terrorism."

Disruption Underway late 2014

- Increased awareness as well as general use
 - Smartphones (majority) and tablets
 - Wearables (watches)
- But lack of understanding on how to use
 - Business versus play
- Increased competition
 - The Phnom Penh Post
 - Khmer Times
- Newsroom changes must be made
 - Engagement
 - Payments (subscriptions)
 - Workflow
 - Product differentiation

Engagement Through Trust: HTTPS

- Increased monitoring by government
 - Cybercrime law
 - April 2014
 - Cyber War Team
 - November 2014
 - Cambodia Daily investigation
 - December 2014
- Research: host and Google filter
- Implemented December 2014
 - Less than \$200 + yearly fee of around \$150
 - Positive reaction from readers



Disruption Result 1

- January 2015
 - Print circulation dropped
 - Online users increased
 - Signups for morning email newsletter (launched September 2014) go from between 2 and 6 per day to between 8 and 15 per day
 - Unique users to website jumped month-on-month by 2,000 (continued into February and March)

Project Wall

- Idea to develop own metered paywall to target Cambodia's cash-only market by providing access codes
 - Lack of credit cards
 - Lack of online payment systems
- Planning
 - Eight months (started April 2014)
- Development
 - Three months (started December 2014)
 - India and Cambodia
 - About \$2,000 + yearly fee of around \$200

The screenshot shows the website's subscription page. At the top, there is a search bar, the logo for 'The CAMBODIA DAILY' with the tagline 'All the News Without Fear or Favor | The Daily Newspaper of Record Since 1993', and a menu button. Below the header is a banner for 'TK Royal One' real estate, featuring a 'NOW ON SALE' badge and contact information. The main content area is titled 'SUBSCRIBE' and contains a table with four columns: DAILY, MONTHLY, YEARLY, and YEARLY (+ PRINT). Each column lists 'Unlimited Articles' and a price. Below the table are four red 'Buy Now' buttons. Underneath the table is a 'PREPAID ACCESS' section with a form containing an 'Email*' field, an 'Enter Prepaid Code' field, and a 'Submit' button. At the bottom of the page, a copyright notice reads: '© 2015 The Cambodia Daily | All the News Without Fear or Favor | The Daily Newspaper of Record Since 1993'.

DAILY	MONTHLY	YEARLY	YEARLY (+ PRINT)
Unlimited Articles	Unlimited Articles	Unlimited Articles	Unlimited Articles
\$1.00 per day	\$15.00 per month (recurring)	\$100.00 per year	\$175.00 per year
Buy Now	Subscribe	Buy Now	Buy Now

PREPAID ACCESS

Email*

Enter Prepaid Code

[Submit](#)

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Project Wall cont'd

- Launched March 2015
- How it works
 - Purchase a subscriber card
 - Whitelisting
 - Credit cards
 - Buy a newspaper (next phase)
 - SMS (final phase)
- Circulation
 - Finding it easier to convince potential subscribers



YOUR CODE IS

2115

1. Go to cambodiadaily.com/subscribe
2. Enter your email address and the code above

subscribe@cambodiadaily.com

PREPAID ACCESS

Email*

Enter Prepaid Code

Disruption Result 2

- March/April 2015
 - We Are Social report
 - Internet users in Cambodia increased by 414% year-on-year (2013/2014)
 - Majority on mobile phones
 - Some advertisers shifted marketing budgets from print to digital
 - “I can reach more people on Facebook.”
 - The West six years ago

Virtual Newsroom: Chromium

- Former setup
 - 5+-year-old Mac server
 - 10+-year-old Macs
- Now
 - Chromeboxes
 - Google Drive
 - Access anywhere, any device
 - Speed up efficiency
 - Lucidpress (next phase)
 - Layout
- About \$5,500 + yearly fee of about \$350



Workflow: Local to Global

Mid-1990s to April 2015

1. Write notes
2. Print
3. Write story
4. File on local server
5. Take off server
6. Edit
7. Replace
8. Take off server
9. Edit
10. Replace
11. Take off server
12. Edit
13. Replace
14. Final to desk

Tasks external and on server, various versions

Mid-April 2015

1. Write notes in Drive
2. Move to admin Drive
3. Write story in Drive
4. Move to admin Drive
5. Edit (x3, no replacements)
6. Final to desk

All tasks done on cloud, versions tracked

Product Differentiation

- Print and online
 - Not a competition
 - Print earns most money
 - Print
 - Lengthier, analytical stories
 - Online
 - Same-day stories
 - Breaking news
 - Multimedia
 - Separate teams, but working together
 - Make subscribers want both

Gov't Seeking Access to Artifacts Seized From Thai Cop

By NICO VANSARAY AND MARIE PAULA BASTIN
THE CAMBODIA DAILY

Cambodia is waiting on the green light from Thailand to inspect a haul of items seized last month from a disgraced senior Thai police official—a trove that includes a number of Khmer antiquities that Thai authorities say may have been smuggled into the country illegally.

Thai police confiscated the artifacts last month in a sweeping raid of properties owned by Lieutenant General Prangrat Chayaphan, a former commander of the Thai police's central investigation bureau.

Police discovered underground vaults storing assets worth more than \$10 million, according to Thai media, including more than 20 historical artifacts worth an estimated \$1.5 million. An additional 30,000 artifacts found there have not yet been identified or authenticated, according to a report in The Nation newspaper.

Li Gen, Prangrat was arrested in November along with seven other police officers on charges including receiving the contraband, money laundering, bribery, smuggling and extortion.

Among the items seized from the senior police officer's estate were 12 "vases and Buddha images built in Khmer style,"

Continued on page 2



Prime Minister Hun Sen Returns From South Korea Page 3

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An escaped hostage runs toward a police officer outside the Link Cafe in Sydney's Martin Place yesterday. Police locked down the center of the city after an armed man took hostages in the cafe and forced them to display a flag with an Islamic message, sparking hours of a jihadist attack.

Two Reported Killed in Sydney Hostage Drama

Australian security forces opened fire early this morning as they stormed the Sydney operation last night. They gunfire and handbombs from their grenades fired the air shortly after 2 a.m. Mourners expected to face multiple charges of manslaughter as well as being an accessory to murder. Although he was well known to the Sydney...



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Challenges

- Local talent
 - Lack of technical skills
- Demand
 - News they already know
- Security
 - Virtual newsroom
- Internet speeds
 - Slow

Future

- Customized subscriber homepages
 - Based off of searches, saves
 - Using Project Wall



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Saturday, May 9, 2015