News Labs
Modular Journalism
The one-size-fits-all ‘Wall of Text’ excludes many audiences
Static CMS
How we’ve been authoring for 25 years

Modular CMS
So that we can adapt to, evolve and exceed our audience’s expectations
Enables different formats for different audiences
Supports experimentation and innovation for authoring

Readability Scores

Style Guide Checker

Headline Reversions

Audience insights

Audience Insights

This tool is here to help the authoring of the story, in order to meet the audience needs. This tool uses insights from Google and Social trends, combined with insights from audience research.

Update Insights

Fetching insights...
A ‘scaffold’ for meet the needs of audiences in new ways?
“How might we tell different stories, in different ways to meet the information needs of people and communities who don’t currently see or get a value from journalism.”

News for All Programme
Launching 18th October