

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 Yanku 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 Yanku Doule Tree 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 with their spare hands as bodies piled up in Nepal yesterday after an earthquake devastated the heavily crowded 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 aftershocks 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 4-5," said Indian cleric Arjun Vikram over the phone from Malika base camp near Everest. "Aftershocks" 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

Continued on page 2

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 engulfed

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 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

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

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 Tsushua 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

The CAMBODIA DAILY



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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](#)

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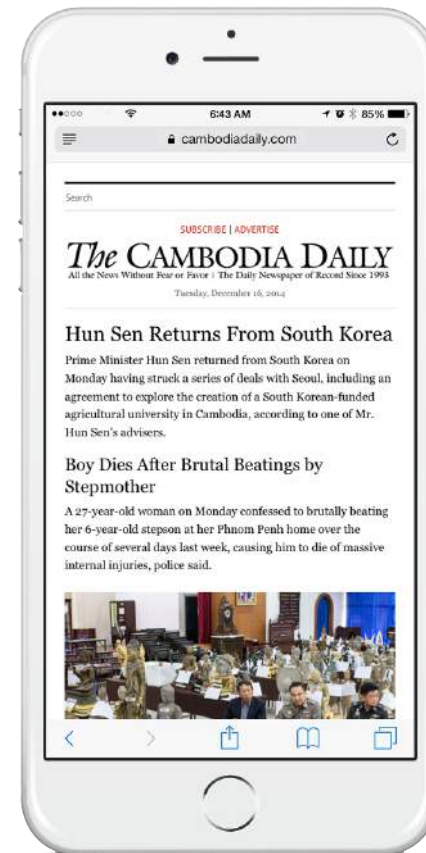
- 'Our City' Turns Focus on Phnom**
- Eat Up, Amigos**
- Spirit of the Forest**
- Newspaper Man Goes to the Lake**

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

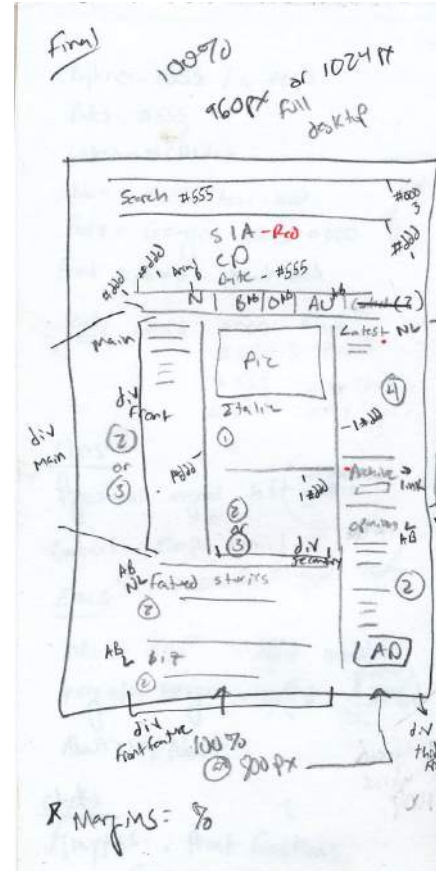
Mobile-First

- 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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'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 23, 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@khmerrealestate.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 MICH 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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JOB IN CAMBODIA

THE FRONT PAGE

The CAMBODIA DAILY

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.

[Read This Article](#)



NEWS

BUSINESS

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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 this is a banner for 'TK Royal One' real estate, including contact information and a 'NOW ON SALE' tag. The main section 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 'Buy Now' buttons. Underneath the table is a 'PREPAID ACCESS' section with a form for 'Email*' and 'Enter Prepaid Code', followed by a 'Submit' button. At the bottom, there is a copyright notice: '© 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

cambodiadaily.com



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 gunned and hand-banged from their grenades fired the air shortly after 2 a.m. Moments later, they facing multiple charges of sexual assault as well as being an accessory to murder. Although he was well known to



ASHER RISSUL

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



INTERACTIVE DIGITAL
NEWS DESIGN
2014

28 - 29 April 2014 | M Hotel Singapore

Print to Digital—Catching Up With the Curve

Joshua Wilwohl

Online editor

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The CAMBODIA DAILY

Volume 57 Issue 98 Thursday, April 24, 2014 1,800 riel/45 cents

South Sudan Talks Delayed As Rebels Deny Massacre

REUTERS

NABORH - South Sudan peace talks were delayed again on Tuesday as U.N. peacekeepers battle to protect some 22,000 civilians at a base in Bentiu, where dead bodies lined the dusty streets after an ethnic massacre during rebels' seizure of the oil town.

The U.N. base, guarded by 500 peacekeepers, has come under rocket fire and the number of civilians seeking refuge there has quadrupled since the start of April, U.N. spokesman Stephane Dujarric told reporters in New York.

The U.N. accused the rebels of hunting down men, women and children a week ago in a hospital, church and mosque in the capital of the oil-producing Unity state and then killing them based on ethnicity and nationality.

A U.N. official told reporters on Tuesday that dozens of rotting bodies are strewn throughout Bentiu.

"[In] the marketplace, we saw large piles of bodies, dozens and dozens of bodies, piled up on top of each other," said Amanda ...

Continued on page 2



By Chhara

A supporter lights incense yesterday in front of Prey Sar prison in Phnom Penh, where 21 garment workers and labor activists were transferred ahead of their trials on Friday.

As Protesters Prepare for Court, No Justice for Dead

By MECH DARA AND ALEX WILLEMYS THE CAMBODIA DAILY

SAMBOK VILLAGE, Kompong Speu province - As military police with AK-47s descended on protesting garment workers during their nationwide strike on January 3, Sam Ravy, a manager at one of the many factories along Phnom Penh's Veng Sreng Street, was on the phone with his mother-in-law.

Sam Ravy, who spoke Chinese and English as well as Khmer, earned double the \$160 basic monthly salary being demanded by the strikers, but he attended the protest in Pur Senchey district to show solidarity with his workers.

"He had called and said 'Hello mother, is my wife on the way to Phnom Penh with our child?' I heard the sound of shooting, and I asked him where he was," his mother-in-law, Long Saran, revealed yesterday. She said Sam Ravy had dismissed her concerns in their morning phone call.

"He told me he was with the other protesters. Then his phone went quiet... At 2 p.m. someone called us and told us to pick up the body," she said.

Sam Ravy, 25, was one of at least five protesters killed by the military police's AK-47 fire during the successful effort to put down the nationwide strike, which had dovetailed with mass protests by the political opposition.

On Friday, 13 of the strikers who were beaten and arrested during the protest on Veng Sreng will appear alongside 12 others before the Phnom Penh Municipal Court.

Continued on page 2

Concern Over Migration Chief's Family Connections

By MATT BLUMBERG AND AUN PHEAP THE CAMBODIA DAILY

The appointment of General Sok Phal to head the Interior Ministry's newly formed department to monitor migrant workers has raised concerns over his close familial connection to a labor recruitment industry fraught with human rights abuses.

Gen. Phal's sister, Ung Seang Rithy, is the owner of one of the biggest labor recruitment agencies sending Cambodian workers overseas.

Sak Sotha, a secretary of state at the Interior Ministry, confirmed Tuesday that the department of immigration would deal with migrants entering and leaving the country.

Chik Savouth, prosecutor-general of the Phnom Penh Appeal Court, confirmed that Gen. Phal was the brother of Ms. Seang Rithy, owner of the Ung Rithy Group, which has been named by rights groups as a serial abuser of Cambodian migrant workers. Ms.

Seang Rithy is also president of the Association of Cambodian Recruitment Agencies.

Gen. Phal is scheduled to assume his responsibility as director-general of the general department of immigration in a ceremony today at the Interior Ministry.

"When I heard this news, I was concerned about the close relationships between high-ranking people in the government and in recruitment agencies," said Moeun Tola, head of the labor ...

Continued on page 17

About Cambodia

- [UN Critical of Pending Asylum Seeker Deal With Australia](#)
- [Police Release Video of 'Anonymous' Hackers Being Arrested](#)
- [21 Strike Detainees Transferred to Prey Sar Prison Ahead of Trial](#) Page 15
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Welcome to the Web

- No initial design
 - Template
- Readership beyond Cambodia
- Competition begins
- Free
- Idea to get online fast, but be selective
 - Archives
 - Editor-selected stories
- Initial high user response

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Death of the King Father

- Users skyrocket
- International recognition via NBC, The Huffington Post and The New York Times
- Audience grows internationally by 20,000+

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- Cambodians Remember Their Dear Departed
- US Security Concerns See Work Stop at Street 240 Site
- Brands Train Officials to Detect Counterfeits
- Parliament Votes Election Body Amid Boycott
- Military Figure Re-Emerges as Witness in Slain Journalist's Case
- Businesses Look for Opportunities in Tourism Industry
- Rights Workers Questioned by Court on 'Incitement' Charge
- Trucking Companies Plagued by High Costs,

King Father Norodom Sihanouk Dies at 89



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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.

Cambodia, which suffered intolerable pain and misery through the genocide by the Pol Pot regime of 1975 to 1978 that cost the lives of more than 1 million of its people, remains one of the poorest nations in the region. It is afflicted by a multitude of problems including HIV/AIDS, millions of buried land mines, a high level of malaria infection in the rural areas, and general medical shortcomings. Crime, corruption and the illegal logging of Cambodia's forests have further hampered its development.

On the brighter side, a new generation of dedicated young Cambodians is eager to leapfrog the "lost years" of neglect and strife. These ambitious Cambodians are flocking to learn medicine, law, business administration, along with English and computer skills. They are filling the classrooms at universities, technical and cram schools, seeking an education that will help them create a happier

Small Changes and Mobile

- Following an increase in users from October 2012, we clean up the design
- Readership continues to go up, but this time mobile users increase

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

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HOME NEWS BUSINESS SELECTED FEATURES OPINION ABOUT US

Latest News

Unfired Ammunition Injured Demining Experts

Sambo the Elephant Celebrates 53rd Birthday in New Home

Workers Blame Mass Fainting on 'Angry Spirit'

In Cambodia, the Silent Scourge of Domestic Abuse

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.

January 22, 2013

WHO Moves Regional Malaria Office to Cambodia

The World Health Organization (WHO) is moving its regional malaria office from Bangkok to Phnom Penh to be closer to the epicenter of the problem and fight against drug-resistance in western Cambodia.

January 22, 2013

Publisher's Message

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...

Continued

Special Reports Selected Features Supplements The Burma Daily



2012: The Year in News



20 Years After Untac



From Mainlining to Methadone in Cambodia



Explaining the Factory Faintings

Introduction of Mobile

- We launch a mobile edition of The Cambodia Daily and an accompanying web-app for iOS devices
- Mobile users increase 10-fold following the introduction of the mobile edition
- As with the website, we offer select articles only



Paywall

- We begin to research a paywall for The Daily's site
- After discussion, we opt for Tinypass
- We settle on a price of \$1/day, \$15/month and \$150/year
- Mobile is free

My Paywalls

Restricted (Strict) OFF ON

The Cambodia Daily - Premium Access

CONTENT	TAGS	RID
1071 Items	paywall	wp_bundle1

[Edit](#)

[Add another](#)

Paywall

- We launch the paywall in March 2013 and offer a solid paywall with no free articles
- Following backlash, within a month, we change this to offering some articles free and others paid with a (\$) before the content
- Each paid article offers only the first paragraph for free
- Users stay steady, and there is no drop off
- This lasts several months

My Paywalls

The screenshot shows a WordPress interface for managing paywalls. At the top, it says "My Paywalls". Below that is a card for a paywall named "Restricted (Strict)" with a toggle switch set to "ON". The paywall title is "The Cambodia Daily - Premium Access". Below the title is a table with three columns: "CONTENT" (1071 Items), "TAGS" (paywall), and "RID" (wp_bundle1). There is an "Edit" button to the right of the table. Below the card is an "Add another" button.

Mobile Redesign

- Mobile users skyrocket
- The number of mobile phone users soars past the Cambodian population
- The number of smartphones sold in retail shops continues to grow as prices drop
- We take a simple approach to mobile redesign and strip away everything but text
- Overall users hits 1 million



NEWS

BUSINESS

SELECTED FEATURES

ABOUT US

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Khmer Edition Mobile

- Mobile users grow and, in the same month, we launch the mobile edition in Khmer
- It also is a mirror design of the English one



ព័ត៌មាន

សេដ្ឋកិច្ច

សាវតារ

កាសែតជាភាសាអង់គ្លេស

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Elections and More Space for News

- First to break election results
- Mobile users skyrocket again
- A thirst now for mobile, breaking news among readers
- We drop the publisher's message and add space for news
- Also add buttons and move the date



The screenshot displays the website's header with a search bar, navigation links for 'SUBSCRIBE', 'ADVERTISE', and 'KHMER EDITION', and the main title 'The CAMBODIA DAILY' with its tagline and the date 'Tuesday, April 22, 2014'. Below the header is a navigation menu with links for 'HOME', 'NEWS', 'BUSINESS', 'SELECTED FEATURES', 'OPINION', and 'ABOUT US'. The main content area features a large article titled 'Rainsy Says Large Demonstrations Await Unless CPP Concedes' with a photo of a crowd. To the right, there are 'Top Stories' including 'More Military Promotions for Relatives of CPP Top Brass' and 'Cambodia's Chinese Newspapers Strike a Balance'. At the bottom, another article is titled 'NEC Stands Firm, Will Not Hold Independent Election Inquiry'.

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Tuesday, April 22, 2014

HOME NEWS BUSINESS SELECTED FEATURES OPINION ABOUT US

Rainsy Says Large Demonstrations Await Unless CPP Concedes



August 7, 2013

Reiterating his claim of winning last month's disputed national election, opposition leader Sam Rainsy told thousands of supporters in Phnom Penh on Tuesday to prepare for a mass demonstration against the ruling CPP unless its leaders stepped down.

Top Stories

More Military Promotions for Relatives of CPP Top Brass

Just a month before the ruling CPP and opposition CNRP fought a fierce election battle on July 28, a fresh raft of military promotions were handed out, two of which included the son and nephew of CPP members with high-ranking military positions.

August 7, 2013

Cambodia's Chinese Newspapers Strike a Balance



When Sam Rainsy returned to Cambodia last month, Khmer-language media outlets neglected to cover the event. When the opposition leader announced that the CNRP had won the election, it received scant mention in Khmer-language newspapers. But both events made the front page of almost all of Cambodia's five Chinese-language daily newspapers.

August 7, 2013

NEC Stands Firm, Will Not Hold Independent Election Inquiry

The National Election Committee on Tuesday stood firmly behind its refusal to consider a proposal by the opposition CNRP for an independent investigation into the July 28 national ballot.

August 7, 2013

Mobile First Responsive Design

- The idea is planted to move toward a mobile first responsive design
 - Easier maintenance
 - Cleaner look
 - Consolidate
- Social media campaign with Facebook and Twitter

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Tuesday, April 22, 2014

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CPP Says 'Too Late' for Joint Investigation Into Election

By Khy Sovuthy and Colin Meyn

CPP lawmaker and de facto party spokesman Cheam Yeap said yesterday it was now "too late" to form an independent committee to investigate alleged irregularities during last month's national election and that the opposition CNRP needs to be "more flexible" in its relationship with the ruling party.

August 28, 2013

Despite Little Threat, Rainsy's Bodyguards Vigilant

By Phorn Bapha and Colin Meyn

Wherever they have gone, whether on the campaign trail or at the rallies that have followed July's contested national election, opposition CNRP President Sam Rainsy and vice president Kem Sokha have been followed, and often surrounded, by about a dozen bodyguards each.

August 28, 2013

Monk Threatened With Eviction for Attending Opposition Rally

By Aun Pheap and Simon Lewis

A Buddhist monk was ordered to leave one of Phnom Penh's largest pagodas on Monday after he attended the pro-opposition rally earlier that day, monastic officials confirmed Tuesday.

August 28, 2013

Finance Ministry Accused of Ignoring Education Sector

By Matt Blomberg and Mech Dara

The Ministry of Education on Tuesday again publicly accused the Ministry of Finance of not injecting enough funds into the education sector in order to bring Cambodia in line with the rest of Southeast Asia.

August 28, 2013

Alleged Terrorist Plans Return to Cambodia

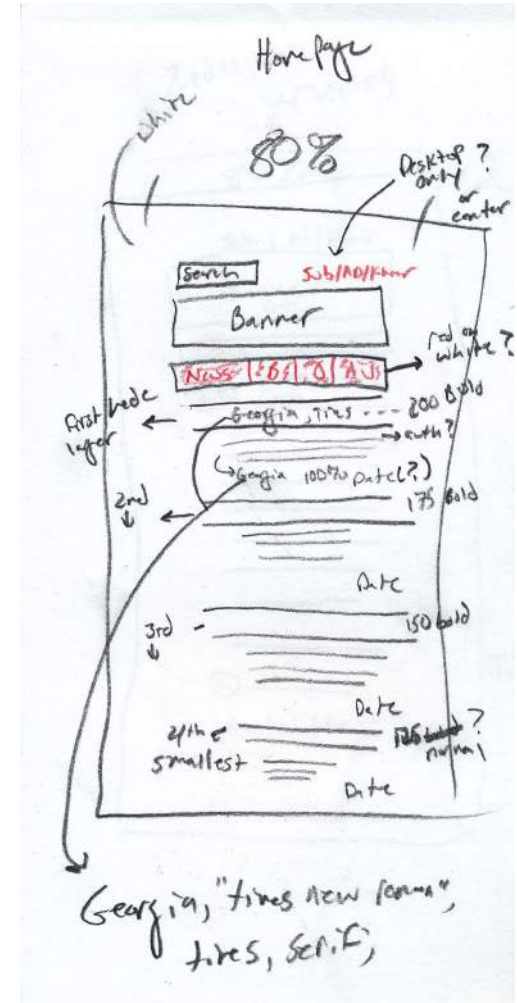
By Zsombor Peter

A Cambodian dissident living in the U.S. whose activities have led to the arrests of seven people since last month said he was traveling to the Thai-Cambodian border to meet with fellow activists and would enter the country "to lead my people[s] fight for freedom.

August 28, 2013

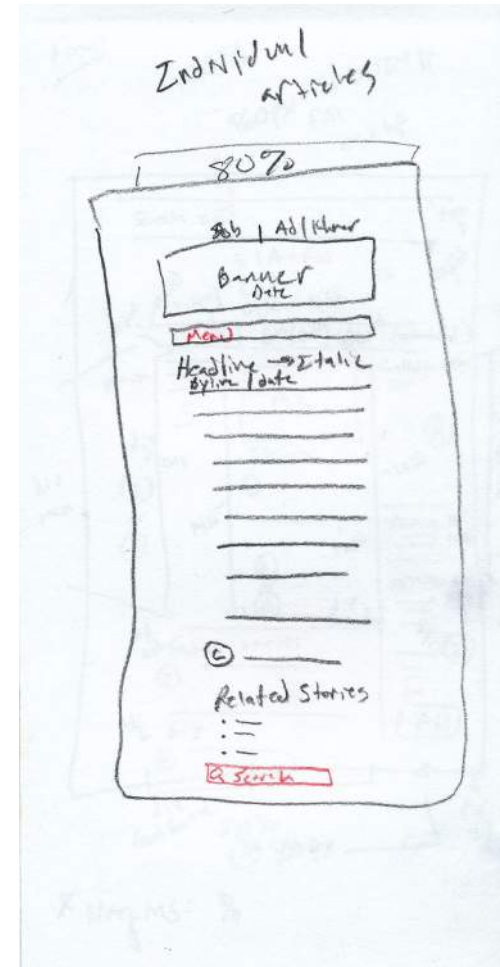
The Move to Responsive

- In September 2013, we begin to see a large move to mobile, where more than one-third of our readers were on mobile devices
- Because of the increase in mobile, we wanted to focus on mobile devices and took a mobile-first approach to the redesign
- After consulting with several designers and posting on forums, I began to sketch ideas for the homepage (at right)



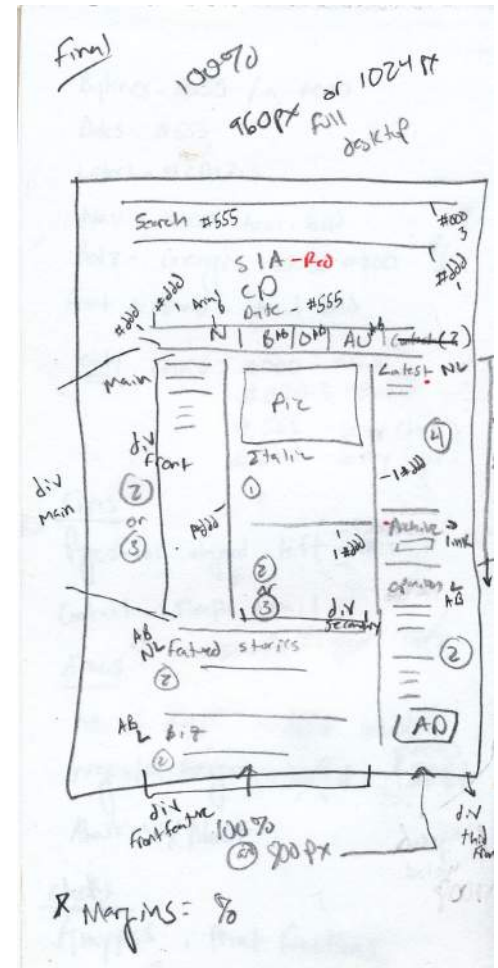
Readers Continue to Grow

- In November 2013, readership grows exponentially—just less than half of our readers are on mobile devices
- We follow the idea of stripping all unnecessary content and designing for the smallest screen first
- We look at the story pages (right) being just as vital as the homepage
 - With social media, links, etc., homepage becoming less relevant



Finalizing Responsive

- Following months of ideas and sketches, in January 2014, we finalized two responsive designs
- One design is with the day's biggest news at left followed by a smaller column of additional news and a column of briefs and less-updated sections
- The second design (right) focuses on a multimedia center (mostly a large photograph) surrounded by text
- Both designs are interchangeable depending on the day's news
- These designs also offer specific advertising slots



Change of Paywall

- While finalizing the responsive design, we worked with Tinypass to implement a JavaScript paywall offering 10 views per month and a curtain
- This is for all platforms: desktop and mobile

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You have exhausted your 10 free views this month of The Cambodia Daily. To subscribe, choose an option below.

For 1 day	\$1
Monthly subscription	\$15
Yearly subscription	\$150

Rolling Out Responsive

- In February 2014, we rolled out the responsive design for the English site
- Support IE9+

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NEWS BUSINESS FEATURES ARCHIVES ABOUT US

Helmets Gov't Guards Beat Onlookers at Freedom Park
A contingent of helmeted security guards attacked a small group of CNRP supporters and onlookers near Freedom Park in Phnom Penh on Monday, after having again forcibly removed CNRP public affairs chief Kim Chhin from the park.

Stay-at-Home Strike a Bust as Workers Return to Factories
The vast majority of the country's factories strong against factory workers appeared to be back on the job Monday despite a call from unions to continue a stay-at-home strike that lasted Tuesday.

Unrest Among Disabled Security Guards at St. Garment Factory
A group of disabled security guards tried to protest the continued St. Garment Factory in Phnom Penh is making the formalization of official equipment and an exit to what they claim is the factory's violation of their imperatives.

Thirteen Rally to Support Union Leader
About 130 workers gathered Monday in front of the Phnom Penh Municipal Council in support of union leader AD Thum as a rival. But rivals earlier, groups of workers from the same union rallied against their industrial provision.

String Theory
The classical guitar has yet to develop a following in Cambodia. But that does not discourage Talon Innovation Solutions, holder of the patent for the world's first guitar to come back here.

A Map Made for Adventure
When Alan Grant produced his first atlas in 2003, it was a matter of necessity. Cambodia's roads had been mapped in the 1960s. Then, with the country's rapid development through the 2000s, no update had been done for years.

Stems Reap-Gains Its First Asian Traditional Textile Museum
It was weeks that brought Indian textiles to Southeast Asia over a millennium ago, and it was needles that brought India and Cambodia together this week for the opening of the Asian Traditional Textile Museum in Siem Reap City.

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NEWS BUSINESS FEATURES ARCHIVES ABOUT US

Hackers Arrested in Joint Operation With FBI
The members of Anonymous Cambodia, an arm of the global hacking group, were arrested this month on charges of leaking government websites and creating sensitive data, following an eight-month operation by local authorities and the U.S. Federal Bureau of Investigation, according to an investigation website on the National Police website.

March Restrictions Imposed on Union Leader
The Phnom Penh Municipal Court on Tuesday ordered restricted union leader AD Thum to stay away from the St. Garment factory and its workers and to avoid any public gathering that could "disturb public order," giving a light daily allowance of the country's most affluent independent union leader.

Incidents Promote Foreign in Wake of Failed Garment Strike
A day after union leaders concluded that a successful stay of labor strike in the garment sector had failed, fires erupted in Siem Reap, Kampong Speu province, with workers having managed to secure agreements for extra Chinese New Year vacation days.

Suspended Sentences for Driver Who Crashed Garbage Truck
The Phnom Penh Municipal Court on Tuesday handed down a suspended sentence to a 30-year-old Chinese man and fined him two million riel, or about \$500, two days after he crashed his SUV into a garbage truck while drunk and greatly injured a young truck indicator, man and police official said.

Free HPV Tests Target Married Women, Nearly 900 Screened
Nearly 900 women were tested this month in a screening drive at Phnom Penh's Cambodian Hospital for human papillomavirus, two strains of which are known to cause cervical cancer, but the free HPV virus was advertised as being available only to married women.

Palace Seeks Removal of King Father's Status
The Royal Palace on Tuesday called for a status of King Father Norodom Bhumidev to be removed from the facade of a building near the Royal Palace that has faced bitter retribution.

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Harsh Restrictions Imposed on Union Leader

PHNOM PENH (Cambodia Press) (APRIL 10, 2014)
 The Phnom Penh Municipal Court on Tuesday ordered industrial union leader Aik Thom to stay away from the SI garment factory and its workers and to avoid any public gatherings that could "damage public order," drawing a tight circle around one of the country's most influential independent union leaders.

Mr. Thom, president of the Coalition of Cambodian Apparel Workers Democratic Union (CCAWUD), was charged in March with inciting violence at a September 20 protest at the SI factory that turned violent, leaving at least 15 injured. An SI staff member who was hit in the eye by a rock during the clash between demonstrators and security guards had the lawsuit against Mr. Thom.



Union leader Aik Thom speaks outside the Phnom Penh Municipal Court on Monday. (Oly Combarro)

On Saturday, Mr. Thom said he received a court letter ordering him to post \$20,000 bail within a month or be placed in pre-trial detention.

On Tuesday, investigating Judge Choe Sok Heng effectively added an injunction to the court orders against Mr. Thom.

"Do not meet with people to form a group to damage public order in a public area," the latest letter reads. "Do not visit the SI factory...in order to avoid any incidents. Do not damage public order around the Phnom Penh Municipal Court. Do not meet with SI workers in order to avoid violence, and do not have or hold any weapons."

If Mr. Thom breaches any of the conditions, the letter adds, the court can again order him to be placed in pre-trial detention.

Court deputy prosecutor Rieg Sok and clerk Sun Sakay, who also signed the letter, both declined to comment on the new orders and refused questions to the judge, who could not be reached. The SI factory's general manager, Kim Ching Hui, also declined to comment.

The new orders come the same day that about 200 of Mr. Thom's supporters protested in front of the municipal court against his scheduled questioning that day in a separate case in which the union leader is accused of embezzling about \$50,000 from members. The court postponed the questioning in the face of the growing protest outside its doors.

Mr. Thom denounced the new orders against him.

"They don't allow me to meet in public, so how can we do, because I am the union leader. It's not fair," he said.

"It's very strong pressure to us, because we try to challenge the factory to raise [the salary] to \$160," he added.

As one of the leading non-government aligned union leaders in the country, Mr. Thom has been raising the issue of garment factory owners and government officials for several years. In 2008, Labor Ministry Secretary of State Chan Suan personally threatened him with a lawsuit for questioning unions to stop organizing a public forum of union members in the heart of Phnom Penh.

Recently, CCAWUD was among the leading unions behind several rounds of striking strikes for a 30% monthly minimum wage for the garment sector that ended abruptly when military police fired live rounds of protest in Phnom Penh on January 3, killing five and injuring more than 20.

Mr. Thom said he will appeal Monday's court orders in the coming days but will obey the restrictive conditions in the meantime.

Along with the other unions behind the latest strike, CCAWUD is again planning to rally supporters at Phnom Penh's Freedom Park on May 3 — International Labor Day — to help pressing their demand for a higher minimum wage. Mr. Thom estimated that the new court orders could make it harder for his union to join the planning, but would not stop the others from following through.

"If they don't allow us, our union members can join with other unions to do this event," he said.

Municipal government spokesman Leng Htantha said the city received the union's request to hold the event Tuesday but declined to comment on their chances of getting approval. The city currently has a ban on public gatherings, which was heavily enforced on Monday when Democratic Front Party security guards violently smashed a small group of opposition CNRP supporters gathered near Freedom Park.

Norita Tila, who leads the labor program at the Community Legal Education Center, a legal rights NGO, called the latest court orders against Mr. Thom "intentional" and a breach of workers' right to association.

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INTERACTIVE DIGITAL NEWS DESIGN 2014

Responsive Example Individual story page

- (1) Desktop and tablet horizontal (1024 pixels)
- (2) Tablet vertical (800 pixels)
- (3) Smartphones vertical (480 pixels)

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Along with the other unions behind the latest strike, CCAWUD is again planning to rally supporters at Phnom Penh's Freedom Park on May 3 — International Labor Day — to help pressing their demand for a higher minimum wage. Mr. Thom estimated that the new court orders could make it harder for his union to join the planning, but would not stop the others from following through.

"If they don't allow us, our union members can join with other unions to do this event," he said.

Municipal government spokesman Leng Htantha said the city received the union's request to hold the event Tuesday but declined to comment on their chances of getting approval. The city currently has a ban on public gatherings, which was heavily enforced on Monday when Democratic Front Party security guards violently smashed a small group of opposition CNRP supporters gathered near Freedom Park.

Norita Tila, who leads the labor program at the Community Legal Education Center, a legal rights NGO, called the latest court orders against Mr. Thom "intentional" and a breach of workers' right to association.

"The court needs to learn more about the freedom of association," he said, citing the guarantee in international law, the country's Labor Law and Cambodia's own Constitution.

The Challenges

- Lack of local technical talent
- A mostly mobile society
- Digital transactions
- Online advertising still in its infancy

Future Ideas

- Personalized homepages
 - Sections based off of searches
- Streamlined payments
 - Mobile operators
 - Scratchcards
- Multimedia