

# All the best from Europe's digital media

LONDON, UK: The World Association of Newspapers and News Publishers (WAN-IFRA) has presented the annual European Digital Media Awards at a ceremony at Google's London headquarters during Digital Media Europe 2015.



The awards recognise outstanding work by European publishers in digital advertising, data visualisation, tablet publishing, mobile service, news websites, reader engagement, online video, and outstanding new projects. The winners were chosen from 120 entries, which were judged by eight digital media experts from all over the world.

## Winners

The winners included:

- Best Data Visualization project: the Norwegian Broadcasting Corporation, for an examination of all Norwegian murders over a 10-year period
- Special mention: Aftenposten, Norway, for an examination of secret surveillance of Norway's leaders
- The Best Digital Advertising Campaign: Telekurier Online Medien, Austria, which brought together multimedia content, social media, native advertising and programmatic buying in a campaign for OMV, a large oil company
- Special mention: Hürriyet Gazetecilik ve Matbaacılık of Turkey, for a campaign about the extremely sensitive subject of access to information in the country
- Best in Tablet Publishing: Axel Springer, Germany, for the EPOS science and technology magazine app, and Aftenposten, Norway, for Aftenposten+
- The Best Mobile Service: DIE WELT, Germany, for KOMPAKT, a news app that attracts younger people, with half of its users under 30 years old
- Special mention: Guardian News & Media, for the new Guardian app launched in May 2014
- Best New Product: Verdens Gang (VG), Norway, for minmote.no, a fashion website for daily tips and inspiration
- Special mention: Al Jazeera (London Office), UK, for pirate fishing, an interactive investigation into illegal pillaging of the oceans
- The Best News Website: The Guardian, whose digital output is produced by teams of journalists and developers on three continents
- Special mention: Público Comunicação Social, Portugal
- Best Reader Engagement: Verdens Gang (VG), Norway, for #vglista, which used social media to promote a nationwide concert series and a competition among 75 cities about where to hold it
- Special mention: BBC News, for BBC NHS Winter, a digital storytelling project on emergency health care that combines data tracking and social media with broadcast and online news reporting

- Best Use of Online Video: Guardian News & Media, for a global guide to the First World War
- Special mention: Berliner Morgenpost, for "The Unseen - Life on Berlin's Streets"

Details of the winning entries can be found at <http://blog.wan-iffra.org/node/15828>.

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