



Philly.com teams with Happy Cog and SuperFriendly for site redesign project

FOR IMMEDIATE RELEASE:

Philly.com, the premier news website in the Philadelphia area, will be getting a new look and providing users with an even better experience, thanks to a partnership with Happy Cog and SuperFriendly, internationally recognized Philadelphia-based digital studios.

Research shows that more users are accessing Philly.com on mobile devices, so the initial focus of the project will on “mobile-first” responsive design. The goal is to create a compelling visual display that encourages user interaction and content sharing, enhancing the award-winning news from *The Philadelphia Inquirer* and *The Philadelphia Daily News*. Navigation will be easier and advertising will keep up with the latest industry standards.

Additional research is already under way. We’re seeking feedback on the current philly.com experience at a new site, beta.philly.com, where users will also be able to follow along as work on the redesign continues. The redesigned site’s flexible structure will be continuously improved based on user feedback and advanced metrics.

Eric Ulken, Director of Digital Strategy for Philadelphia Media Network, explains, “When we set out to redesign philly.com, we knew we would need some outside resources to augment our talented, but small, product and technology teams. We also wanted to draw on the latest advances in user experience design and web development. “We’re pleased to be working with Happy Cog, which has a longstanding reputation for innovation in digital design, and Superfriendly, whose nimble and flexible approach to development we very much admire.”

Joe Rinaldi, President of Happy Cog, said, “Born from one of our industry’s most beloved online publications -- A List Apart -- Happy Cog was a publisher long before it became a storied digital studio. SuperFriendly is an award-winning design collaborative, started by creative director and advisor Dan Mall. Happy Cog and SuperFriendly share the same DNA and are excited to partner on this project with Philly.com together. At our core, we connect ideas with audiences, build community, and meet users on all devices intuitively and enjoyably.”

With 7.7MM Total Combined Desktop (3.1. MM) and Mobile Unique Visitors (4.6 MM), Philly.com is the largest Media website in the Delaware Valley.**

**Source: comScore Multi-Platform, comScore Media-Metrix and comScore Mobile Metrix; March 2015

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