



**Landmark Digital is a digital and new media company based in Cork, Ireland.**

Landmark Digital operates several of Ireland's leading and emerging websites which cover news such as sports, entertainment, business, as well as jobs and local content and these include BreakingNews.ie, RecruitIreland.com and more recently AllAbout.ie. Landmark Digital is a digital content provider for TV websites and mobile and provides advertising and sponsorship opportunities on a network of websites.

## About Irish Examiner Application

**The Irish Examiner free app is Ireland's newest and freshest general news app.**

The Irish Examiner grants instant access to a selection of important - and not so important - local, national and international news, sport, business and lifestyle stories and a variety of different viewpoints and informative analysis. The content for this app has been produced and curated in the Irish Examiner newsroom by an experienced group of editors and journalists.



## Challenge

- Redevelop push notification to all apps via Parse
- Incorporate the latest versions of the Admob SDKs on all apps
- Include app source tracking install from e.g. Facebook advertising
- Improve our use of enriched content by improving our embedded code (where, e.g. the app displays twitter or facebook content but in a native app, or migrating story display to a web view)
- Incorporate social sign-in using Giga
- Video playing using an SDK from a company called Bluebillywig
- Migrate to latest Android SDK and material design



## Key Features



**An up to the minute summary of news across various subjects**



**Stories enhanced with multimedia elements**



**A selection of unique news and views from Irish Examiner writers**



**Easy sharing features**



## Technologies Used



Google Analytic



Custom widgets



Google DFP



Material design



Google Admob



Parse SDK



ActiveAndroid



Gigya SDK



BlueBillywig SDK