

How the french leader in sports news found a new way to deliver its content.



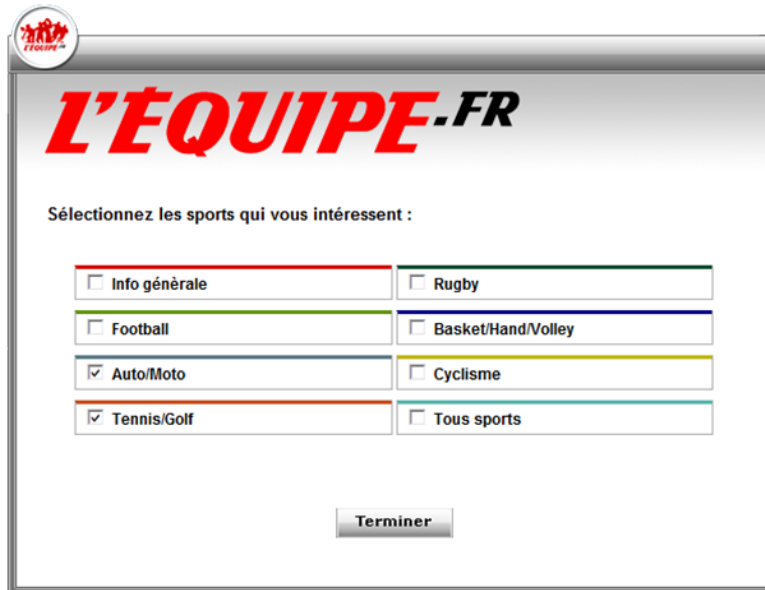
Client's problematic



- Generating extra revenues
- Originally facing the competition
- Giving users RSS reading capabilities
- Push to pull


 The logo for 'nosibay' features a stylized blue human figure with arms raised, positioned above the word 'nosibay' in a bold, lowercase, sans-serif font. The entire logo is contained within a white, tilted rectangular frame.

Smart widget as a solution



L'ÉQUIPE.FR

Sélectionnez les sports qui vous intéressent :

<input type="checkbox"/> Info générale	<input type="checkbox"/> Rugby
<input type="checkbox"/> Football	<input type="checkbox"/> Basket/Hand/Volley
<input checked="" type="checkbox"/> Auto/Moto	<input type="checkbox"/> Cyclisme
<input checked="" type="checkbox"/> Tennis/Golf	<input type="checkbox"/> Tous sports

Terminer

User's favourite sports definition




nosibay

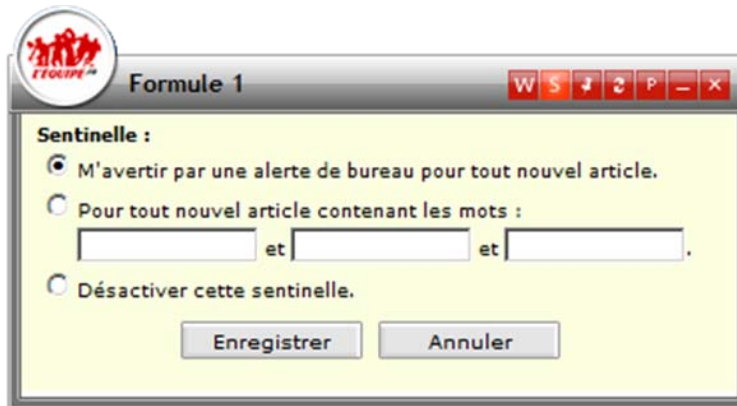
Smart widget as a solution

The screenshot shows a desktop environment with a blue background. On the left, there are icons for 'Corbeille' and 'Ordinateur'. The main browser window displays a sports news widget for 'L'ÉQUIPE.FR' dated 'Mardi 2 Novembre 2010'. The widget includes a 'NOUVELLE VOLVO C30' advertisement at the top right, a 'Planète Prono' section with the text 'ÉTAPE 2 : PRONOSTIQUEZ ET JOUEZ CHAQUE SEMAINE VOS 100 JETONS', and a 'Dernières Vidéos' section. The widget also features a 'Chrono' section with various sports news items like 'Foot - ALL - Bayer - Vidal jusqu'en 2015' and 'Foot - L1 - Lorient - Morel reprend'. The desktop taskbar at the bottom shows the 'Démarrer' button and several application icons, with the system clock showing '13:33'.

Daily headlines

The logo for 'nosibay' features a stylized blue figure of a person jumping above the word 'nosibay' in a bold, lowercase, sans-serif font.

Smart widget as a solution

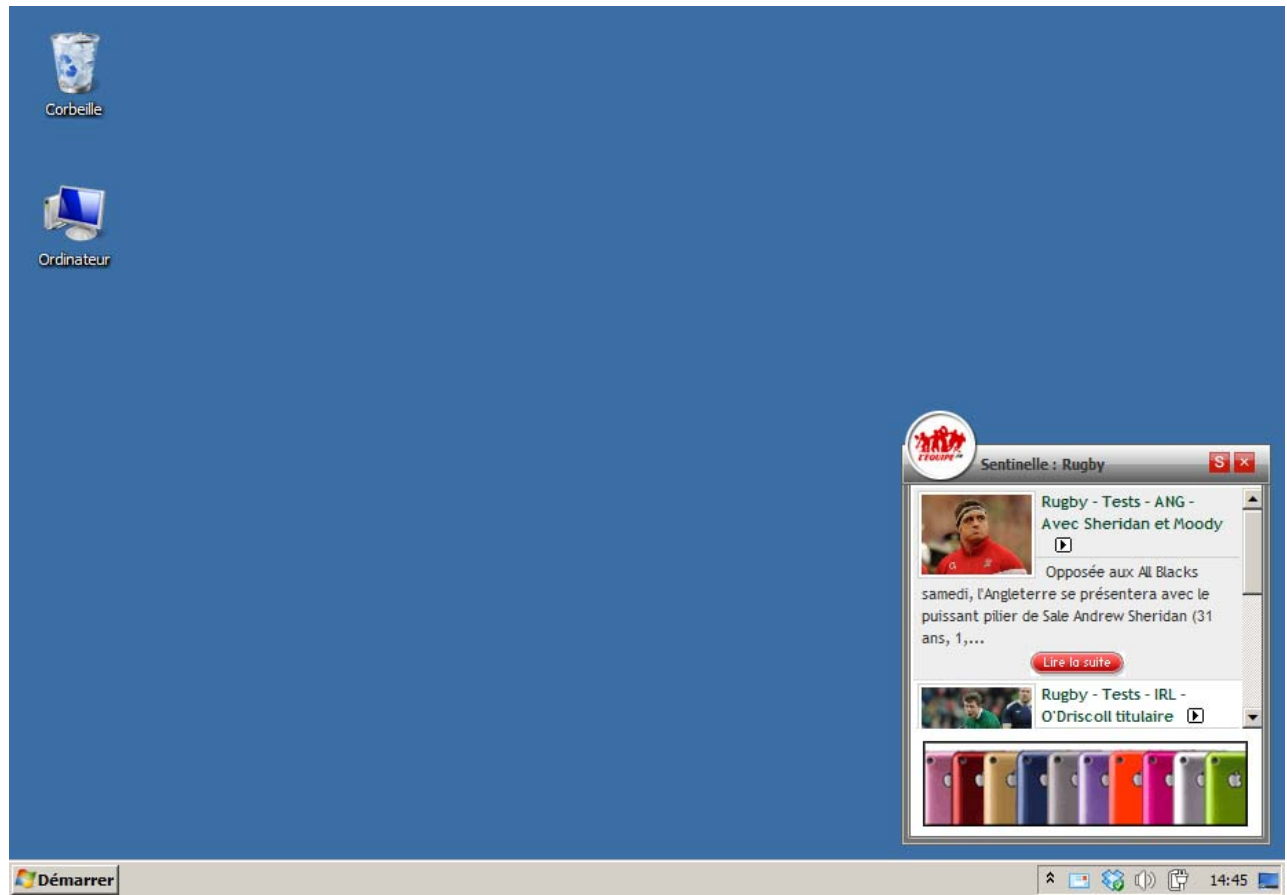


Sentinel positioning



RSS feeds reader

Smart widget as a solution



Real time desktop alert



Results

- **New revenues ahead!**
- **A constant presence on the users desktops**
- **Innovative user experience**
- **100% deliverability**
- **25.000 installs and rising**



Conclusion

**Get your own branded widget and set up
a privileged channel between
your web site and your audience.**

The logo for nosibay features a stylized blue human figure with arms raised in a 'V' shape, positioned above the word 'nosibay' in a bold, black, lowercase sans-serif font.

nosibay