

News App: Competitive Analysis

CNN

Cable News Network (CNN) is an American news-based pay television channel owned by AT&T's WarnerMedia. CNN was founded in 1980 as a 24-hour cable news channel. Upon its launch, CNN was the first television channel to provide 24-hour news coverage and was the first all-news television channel in the United States.

CNN launched its website, CNN.com (initially known as CNN Interactive) on August 30, 1995. It features the latest multimedia technologies, from live video streaming to audio packages to searchable archives of news features and background information. The site is updated continuously throughout the day.

CNN **positions** themselves as a trustworthy news source that is always up-to-date. They provide coverage for news, video and an ample selection of other topics. They communicate their product in a bold way, and always appearing authoritative to suggest trust in the brand. They reach their user by TV, a dedicated website and a wide variety of apps (Apple iOS, Android, tvOS, Android TV, ROKU, Apple Watch, Samsung Gear, etc and Amazon Echo and Google Home).

The **primary audience** of CNN is for people that want to be in the know as the news happens, people that range from young to mature. By seems the way they present their content, it seems that they want to appeal to people with a certain level of taste for the bold.

The **differentiator**, what sets this news app apart, are:

- Ability to watch live news on the app.
- Ability to watch CNN exclusive series.
- Ability to set custom news alerts.

SWOT ANALYSIS

Internal Factors

Strength:

- Straight to the point content.
- Responsive design.
- Brand recognition.
- Unified branding across all mediums.

Weaknesses:

- Not easy to find call-to-action.
- Confusing navigation.
- Visually busy homepage.
- Confusing ads placement.

External Factors**Opportunities:**

- Opportunity to utilize a clean layout.
- Opportunity to better place ads.
- Opportunity to use better typography.

Threads:

- Market saturated with too many news outlets.
- Risk of appearing not trustworthy.
- Risk to be perceived as bias.

Google News

Google News is a news aggregator and app developed by Google. It presents a continuous, customizable flow of articles organized from thousands of publishers and magazines. Google News is available on Android, iOS, and the web.

Google News **positions** themselves as a help to everyone, so users can understand the world by connecting them with high quality news from a variety of perspectives. In this sense, they act as a “middle man”, just distributing the news to the end-user. They accomplish this via a dedicated website, and iOS and Android app. They communicate this product via their ecosystem, Google News appearing listed on the long list of Google products. Also, by performing a search, Google News ranks high on the list of results.

The **primary audience** of Google News is everyone that is familiar with Google’s products, despite age or social status. Since they are a news aggregator, they catch a wide net of user and serve them the news from different news outlets.

The **differentiator**, are as follows:

- Use of technology to connect users to information (Specialized algorithms).
- Easy access to context and multiple perspectives.
- Accessible through web or apps.
- Easily customizable news when login with Google account.
- E-mail "alerts" on various keyword topics by subscribing to Google News Alerts.
- Easy searchable bar.

- Highlight of top 5 headlines (Apps), called “Your Briefing”.

SWOT ANALYSIS

Internal Factors

Strength:

- Effective message.
- Clear call-to-action.
- Pertinent content.
- Easy-to-understand navigation.
- Responsive design.
- Clean design.

Weaknesses:

- Some irrelevant content.
- Probability of algorithm malfunction.
- Risk of serving old news.

External Factors

Opportunities:

- Emphasis on algorithm’s benefits.
- Encourage sign in to see personalized news.
- Clear use of news’s published dates.

Threads:

- Market saturated with too many news outlets.
- Risk of appearing not trustworthy.
- Risk to be perceived as bias.

Apple News

Apple News is a mobile app and news aggregator developed by Apple Inc. for its iOS, watchOS, and macOS operating systems. Users can read news articles with it, based on publishers, websites and topics they select, such as The New York Times, technology or politics.

Apple News **positions** themselves as a well-designed, cutting edge news aggregator that serves as an information hub, offering not only news, but also information from leading magazines. They offer this service through apps (either on a Mac, iPhone, iPad). They bundle Apple News right into the device’s OS and they communicate this product highlights the joy the user would get from consuming the served content.

The **primary audience** is anyone in their user base, regular consumers, since they try to keep Apple News tied to their ecosystem. From young to mature, anyone can enjoy the app. This is more evident when we see that the app is offered for free, and it also has a subscription division for the consumers that can afford it.

The **differentiator** of this app are:

- Easy access to hundreds of magazines and leading newspapers.
- Download a magazine or save a recommended article to read on the go.
- Animated covers to richly redesigned articles.
- Family sharing.
- Current issues of magazines are automatically downloaded.
- Editor-curated coverage of current events
- Personalized news feed.
- Privacy: The app doesn't allow advertisers and publishers to track the user.

SWOT ANALYSIS

Internal Factors

Strength:

- Effective message.
- Pertinent content.
- Easy-to-understand navigation.
- Responsive design.
- Clean design.

Weaknesses:

- Not easy to find call-to-action.
- Pay subscription too pushy.

External Factors

Opportunities:

- Better call-to-action.
- Make pay subscription less pushy.

Threads:

- Market saturated with too many news outlets.
- Too tied to Apple's ecosystem.
- Risk to be perceived as bias.