

15 Citizen TV Web





01. The Client

Citizen TV is one of the most popular news channels in Kenya and belongs to the largest media house in East Africa, Royal Media Services Ltd. Their main focus is on local programmes and they mostly broadcast in English and Swahili. The television was launched in the year 1999 and relaunched in June 2006. With a total reach of more than 90%, Citizen TV daily touches the lives of people at all corners of the country irrespective of their socioeconomic background, gender and age.



02. The Requirement

Citizen TV wanted to increase its market share and improve its brand value by leveraging the latest technologies to deliver news content using a web portal.



03. The Solution

AlignMinds developed a modern news portal based on the popular content management system, WordPress and helped Citizen to emerge as a market leader in their industry.



04. Features

Article share

To enable the audience to share the news that they have read, our team developed a feature to share an article directly from the news page. This feature helps the audience to share the news with the least number of clicks. News articles can be shared directly to social media, or to people through WhatsApp or e-mail.

Live TV

The live TV helps the readers to watch live telecast from anywhere at any time. The list of upcoming shows and programmes are also listed on the same page to help the visitors.

Homepage

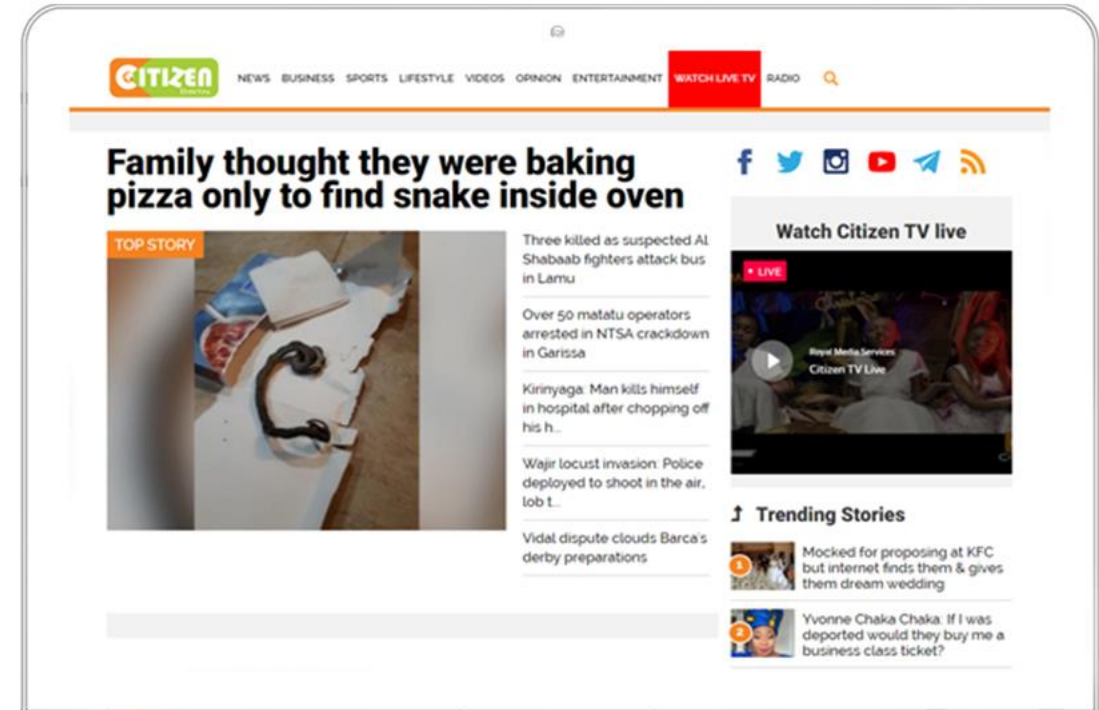
The homepage is designed with an emphasis on delivering the latest news. The categorization of news content helps the audience to find the latest happenings in their favourite field, easily.

News page

The specially designed news page with all its features helps the audience to read the content quickly and easily. We took extra care in the placement of images, font selection and line spacing to improve readability.

www.alignminds.com/citizen-tv-news-web-portal/

05. Sample Screens



Contact Us



India

4th & 5th Floor, Asset Iris
Tripunithura, Cochin
India, 682 301

Phone: +91 484 485 4333

Email: info@alignminds.com

US

1950 Paredes Ln. Road,
Brownsville, 78521,
Texas

Phone: +1 850 999 7458

Email: info@alignminds.com

Africa

9th Floor, Hazina Towers
PSC wing, Utalii Lane
Nairobi CBD, Kenya

Phone: +254 20 3893205

Email: info@alignminds.com