

DIGITAL SNDS WINNERS 2017

Category: Best of show

Media: Zetland

A new and innovative way to present news. Focus is both on quality in relation to selecting the news items and on a pleasing presentation. These days, when news consumers are overwhelmed by information (most often combined with advertising), it is such a relief to visit Zetland's website. Thank you!!!

Gold + Best designed

Category: Website

Zetland

Denmark

Done by: Design Manager Katinka Bukh; Digital Manager Tav Klitgaard; Lead Developer Anders Lemke; Front-end Designer Andreas Reffstrup Rasmussen; Front-end Designer Rasmus Landgreen and theprojects.dk

The jury agreed: The Zetland website is in a class of its own within digital newspaper design. A great design concept in every detail.

Zetland is characterised by extraordinary design creativity. The news are presented in a new and simple way. The design, both interaction design and graphic design, offers a strong identity and brand impression. For example, hand-drawn illustrations of the author of the article. The article pages have a simple design where focus is on the content and also contain small items, for example information about how long it takes to read the article.

Zetland is the perfect digital newspaper of today.

Bronze

Category: Website

<http://www.hs.fi>

Helsingin Sanomat

Finland

Done by: Mikko Tuovinen, Ville Volanen, Sami Valtere

Helsingin Sanomat's (hs.fi) redesign has transformed the Finnish paper into a modern news site. With a well thought-out mobile-first responsive overhaul, the website is consistent, and the brand carries well across all devices. The site has its own take on the ever so popular card design metaphor, which makes the grouping of the content easy to understand. Information density tends to be on the heavy side on big screens, yet hs.fi is a true joy to use on your mobile phone.

Silver

Category: Redesign

<http://d2.no>

Dagens Næringsliv

Norway

Done by: Designers Bielke&Yang /Christian Bielke and Martin Yang Stousland

In-house creative team; Anne Brun, Jørgen Brynhildsvoll, Julie Ulvestad

It is easy to fall in love with the redesigned D2.no together with its sisters Smak and Magasinet. The typography is exquisite, the use of tag-based navigation is clever and the calmness is soothing in an otherwise very hectic environment – not to mention the very luxurious feeling of the site in general.

Compared to the old D2, the overview of the front page seems to be lost in nice design, and the new site is clearly designed with much bigger screens in mind than the regular mobile or small laptop user. The structure of the site, however, is well-balanced with the magazine-like use of white space and crisp photography. The devil is in the detail. Icons and symbols are kept clean, and great thought is given to user-friendliness, except for one instance – the plus icon on almost every photo in D2 and Magasinet.

The article pages are simple, beautiful and let the content shine through, irrespective of the medium of expression – photo, video or text. A very special detail is the short abstract of the article next to the social media sharing icons. This is a truly beautiful dynamic template for news design.

Silver

Category: Redesign

<http://politiken.dk>

POLITIKEN

Denmark

Done by: Cecilie Udsen Gleberg, Digital Designer, Frederik Storm, Digital Designer, Mette Højlund, Digital Designer, Aske Koppel Stræde, Head of Development, Barbara Ploug, Product Owner, Henrik Hansen, Back-end Developer, Jesper Nellemann, Front-end Developer, Kristian Lauge Meldgaard, Lead Front-end Developer, Martin Stender, Front-end Developer, Nikolaj Laut, Project Manager; Steen Jørgensen, Back-end Developer, Thorbjørn Tunroth-Ussing, Lead Back-end Developer, Troels Ellegaard, Chief Product Owner, Victor Nellemann, Scrum Master

Denmark's Politiken gave their digital products a major overhaul last year. The site features a classy blend of the card-based design trend and the classic newspaper typography. The design allows for space to be used in a very efficient manner, optimising both editorial content and advertisements. With its most recent redesign, Politiken has produced a very consistent and high-performing design, which loads fast and carries the strong brand well across all platforms. The toolbox is impressive, but demands much of the site producer. In the right hands, politiken.dk shines as a leading example of a modern news site.

Bronze

Category: Redesign

<http://www.dn.se/>

Dagens Nyheter

Sweden

Done by: DN Staff

The Swedish daily Dagens Nyheter presents a major improvement with their mobile first responsive redesign. The desktop and mobile versions of the old platforms sometimes appeared to be two different persons, whereas the redesigned site truly feels like one brand regardless of the platform. The redesigned article pages are a delight to read. Focused and with few distractions. A particularly nice feature is the way that you can just scroll down for more articles.

Silver

Category: Front page

<https://www.zetland.dk/dagens/20161103>

Zetland

Denmark

Done by: Design Manager Katinka Bukh

Digital Manager Tav Klitgaard

Lead Developer Anders Lemke

Front-end Designer Andreas Refstrup Rasmussen

Front-end Designer Rasmus Landgreen

and theprojects.dk

This is the opposite of tabloid newspapers...slow news. With only a few stories each day, it gives the users control of what they should read. By presenting a few articles only, it conveys a sense of calm and gives the users time to read all articles.

The articles appear to be well chosen and of high quality. The jury unanimously said that this is a new and innovative way to present news. As a reader, you get the impression that much time has been spent, both on producing the article content and on the presentation. As a result, every day feels new and that creates user involvement and offers an exclusive reading experience.

Silver

Category: Apps

<http://www.vg.no/spesial/2016/islandsk-navnegenerator/>

VG

Norway

Done by: Dan Kåre Engebretsen, Sondre Nilsen, Jari Bakken

Iceland gave the world HÚ and made most of us try to pronounce the soccer players' names during the 2016 World Championships. Norway and VG gave the world a viral success in the Icelandic name generator. Within five days of publishing the service, people all over the world had spent a total of almost six years (!) on the site creating new Icelandic names and sharing many more social media posts than the number of inhabitants in Iceland. At the exact right time, VG made a fun and interactive way to create a viral phenomenon and also an example that many publishers have afterwards tried to copy. It is neatly presented, the design is clean and does exactly what it is supposed to do on all platforms.

Bronze

Category: Apps

<https://itunes.apple.com/dk/app/ekstra-bladet-livescore/id527941691?l=da&mt=8>

Ekstra Bladet

Denmark

Done by: Rasmus Rasmussen; Jesper Krusbæk; Jakob Sindballe

A great concept for an app is to have a clear purpose and objective. This is exactly what this app does. Unlike other apps that contain too much information and too many functions, this app has a clear concept. A concept and structure where you can follow all football teams from a horizontal to a detailed level. Navigation that helps the users and gives a sense of control and clarity. **If more attention had been given to the graphic design, it may have won a gold medal.** This is an app that no football supporter can live without.

Bronze

Category: News Coverage

<https://oppdateringer.medialaben.no/kampen-om-aleppo>

Dagbladet

Norway

Done by: Audun Aas

Dagbladet.no wanted to move away from creating few, but painstakingly hand-made, stories every year. To that end, they created a template that would enable journalists to create something visually appealing and engaging in a matter of hours instead of weeks. This new article template is based on the idea of a pack of cards that the user swipes through. The format name "kort forklart" is a play on words, meaning both "short explanation" and "card explained". And it sure works! On mobile, this is a great way of reading short stories, and the explanations and motion are very well animated. Unfortunately, more work needs to be done on the large screens, where the template is little more than a slideshow and perhaps not the optimum way of reading these short stories. But on mobile, great. And as a tool/article template, this is clearly a neat idea. We are quite sure others will find inspiration here.

Bronze

Category: News Coverage

<http://www.vg.no/spesial/2016/hks241/>

VG

Norway

Done by: Sondre Nilsen, Jari Bakken, Dan Kåre Engebretsen

The Turøy helicopter accident was the most serious helicopter accident on the Norwegian continental shelf since 1997. In the following days, VG put together a rich coverage with many

entry points from where the readers could start reading the story. They covered everything from timelines of events to victims and the complicated mechanics. The infographics vary in style, since they were most likely very quickly made, but everything works just as it should – the readers are given a comprehensive overview. VG used the same template that won Best of Show last year, but since they have improved it, we nevertheless award them a bronze medal.

Gold

Category: Storytelling

<http://www.expressen.se/nyheter/palmes-sista-steg/>

Expressen

Sweden

Done by: Expressen staff

February 2016 marked the 30th anniversary of the killing of Swedish Prime Minister Olof Palme. Expressen made an impressive and immersive mobile-first project, recreating the prime minister's last 412 steps. As you load up the project, you are encouraged to put on headphones. Press play, and you are brought into a true crime story set 30 years in the past. By combining sound and images, timely animations and a stripped down UI, Expressen has created the best storytelling project of 2016. And best of all, it's immediately accessible. Right there in the browser. No app required. Bravo!

Silver

Category: Storytelling

<http://www.adressa.no/pluss/magasin/2016/11/12/Styrtrike-i-stillhet-13775593.ece>

<http://www.adressa.no/pluss/magasin/2016/06/14/N%C3%A5r-forsvarsmusikken-m%C3%A5-forsvare-musikken-12889643.ece>

<http://www.adressa.no/pluss/magasin/2016/06/29/Deres-siste-dager-p%C3%A5-Britannia-Hotel-12967493.ece>

Adresseavisen

Norway

Done by: Jonas Nilsson

Adressa's storytelling contains small animated features that help the user integrate and navigate smoothly. Smart and perfect details that offer an inviting and fulfilling experience. Animation details can sometimes be irritating and feel annoying for the users. But when motion design is done correctly, the digital product/story are no longer just a sequences of screens, rather, the story becomes a carefully choreographed experience that shines. Adressa's digital story is magical in the way the detailed animation engages the reader to read on and discover more. It's a work of art.

Silver & Best Detail

Category: Storytelling

<http://vr.dn.se/>

Dagens Nyheter

Sweden

Done by: Martin Jönsson, Project Leader

Matilda E. Hanson, Editor

Pär Björkman, Picture Editor-in-chief

Lars Lindqvist, Producer/Photographer

Patrik Miesenberger, Technical Manager Photo

Anna Wallin, Marketing Manager

Jonathan Olsson, Commercially Responsible

Ronnie Johansson, Commercially Responsible

Lars-Erik Lugnet, Technical Manager

Markus Ekblad, App Developer

Jenny Johansson UX/Design

Lotta Ek, Design

Rickard Frank, Design

Where most publishers of virtual reality stories present the audience with a video or a 360-degree photo you can explore on your own, DN puts the journalistic craftsmanship to the test with this new technology. As a user, your need for understanding is always attended to, first by the voice telling you where to look, and later by the visual markers that guide your eyes to the right place. It is easy to become immersed in the story. DN manages to make even the underground video interesting by guiding us along and telling us what to expect by the next station. The only thing missing would be a marker showing you where to look while underground, the same way you are guided above ground.

The locator map on your left-hand side is a familiar tool to any newspaper reader. It follows you throughout the underground journey, and thus, you instinctively know that you need to turn to the left to see where you are. The dashboard makes the context easy to understand and with the updated feature that shows you exactly where you are on the map at any chosen moment, this is the best detail in this year's competition.

Silver

Category: Storytelling

Link: <http://interactive.ekstrabladet.dk/features/2016-det-hvide-snit/dist/>

Ekstra Bladet

Denmark

Done by: EB Interaktiv: Frans Wej Petersen, Mikkel Lund, Thomas Carlsen, Mikkel Jensen, Jakob Sindballe

Clearly, everybody involved in this story was willing to go that infamous extra mile. It shows. This is a story of lobotomies, and graphically quite a few people's views and stories are told in a very fitting way: Clinically, and in many ways analogue. Paper, tape and the like was used in favour of digital wizardry, and one cannot help but spend time on this project, where the users' journey begins with a picture of the articles printed out on paper. You can then zoom in on the ones that catch your eye. All in all, a nice concept with attention to detail and design-as-storytelling, and also a great mobile experience. We hope this award encourages Ekstra Bladet to do more in this creative and engaging vein.

Silver

Category: Storytelling

<https://www.nrk.no/fuglefjellet-1.12984757?loc=en>

NRK.no

Norway

Done by: Marius Lundgård

Glen Imrie

Harald K. Jansson

Marco Vaglieri (illustration)

When the Norwegian state broadcaster NRK decided to run a week-long slow TV concept called “Fuglefjellet” (The bird cliff), they needed a way to introduce its online audience to the protagonists of the show. By displaying a 3D-model of the island directly in the browser, the user is immediately taken on an immersive tour of the coastal geography and its avian inhabitants. The scene is beautifully rendered, and the connection between the information snippets and the 3D-model is intuitive. Their solution is both technically and visually brilliant across all screen sizes. Well done!

Silver

Category: Storytelling

<http://www.vg.no/spesial/2016/lenket/>

VG

Norway

Done by: Tom Byermoen

This is the story of a 30-year-old woman who is held in a mental institution against her own will. Her only wish is to die. VG tells us the story by using quotes from emails, photos, 360-degree panoramas and voice-overs. The design of the article is light and delicate, the woman’s e-mails are beautifully emphasized. In contrast, this story has some really powerful photographs that have captured the dark and gloomy mood. The 360-degree panoramas of her living spaces give you a very clear insight into this woman’s everyday life.

Bronze

Category: Storytelling

<http://mirakletianssjon.story.aftonbladet.se/#1>

Aftonbladet Hierta AB

Sweden

Done by: Sofia Boström, Paul Wallander

This article is about three boys who all miraculously survived after floating in ice-cold water for over two hours. The story is told by combining full screen slides with vertical scrolling. It progresses slowly from the events leading up to the canoe accident over the rescue mission and the healing process to telling about how the boys are doing now. It is all illustrated using beautiful full screen background videos and images. Parts of the rescue mission are also illustrated with a map with

time stamps, which makes everything clear. Unfortunately, the article is quite heavy to load, especially on slow connections. But when it does, it's certainly a pleasant reading experience!

Bronze

Category: Storytelling

www.dagbladet.no/spesial/gutten-i-plastposen

Dagbladet

Norway

Done by: Anders Wiik

Guro Lindahl Flåten

One October morning in 1991, a new-born baby boy was found inside a plastic carrier bag in a graveyard in Oslo, Norway. The infant was on the brink of dying. This is the story of what happened next and is an exemplary piece of journalism, told in nine parts.

The way the story is told visually is also very good. The opening screen with a large picture of the baby and intro text slowly fading in on a white screen sets the sombre mood from the very start. Style and content are very well combined here in this text-heavy story, where pictures from the archives, fonts and gently animated text (though not on mobile devices) is used to great effect. Great journalism, solid and fitting presentation.

Bronze

Category: Storytelling

<https://www.dr.dk/nyheder/webdok/rancheros-eng>

Danmarks Radio

Denmark

Done by: HC Kromann

Link: <https://www.dr.dk/nyheder/webdok/rancheros-eng>

As a reader, you feel that you are on the ranch along with all the other Hispanics. You can feel the heat of the fire and smell the horses. A fantastic story with beautiful pictures, which are matched by fact-based graphics and perfect technical skills. It gives a new dimension to narrative journalism.

With what DR has achieved, this could be the starting point of a new way of telling stories in a simple and mature way by combining photographs, videos, graphics and text.

Bronze

Category: Storytelling

<http://www.expressen.se/sport/fotboll/chefen/>

Expressen

Sweden

Done by: Expressen staff

Expressen's longform about the international football superstar Zlatan Ibrahimovic is a joy to read on big screens. The feature elegantly mixes razor-sharp photos with text and videos. The way the images stick to one side of the screen and change as you scroll the corresponding text is an elegant solution, which makes for a calmer, and more inviting, expression than what was seen in some of the rather more flashy contributions in the same category.

Bronze

Category: Storytelling

<https://www.kristeligt-dagblad.dk/historier/danskesang>

Kristeligt Dagblad

Denmark

Done by: Kim Schou, Morten Mikkelsen, Stinne Andreasen

Kristeligt Dagblad uses a unique way to tell us the story of the Danish sing-along tradition – karaoke! An entire article written as a song, complete with a 25-person choir singing and text being highlighted. The song has a total of 13 verses, which made us want to be able to skip from one verse to the other without having to listen to everything in between. However, it works beautifully across all platforms and screen sizes. The overall design of the article is a tad over-the-top but somehow works really well! We wouldn't change a thing about it.

Bronze

Category: Storytelling

<http://sport.tv2.dk/motorsport/2016-03-18-saa-vild-er-kevin-magnussens-f1-i-forhold-til-din-familiebil>

TV 2 Denmark

Denmark

Done by: Lasse Kalhauge Kramer, Said Nuh, Anders Bergmann Nielsen

So far, the Danish audience for Formula 1 has been relatively small, but that all changed last year when a Danish racer participated for the first time. The new audience was very enthusiastic, yet they didn't really know much about the sport or the car until TV 2 Denmark created their visual story. They took the F1 Renault and compared it to a standard family car. Which steps need to be performed to start the cars? How quickly do they reach 100 km/h? What is their braking distance? What do their engines sound like? Can they drive upside down? All of your questions and more will be answered in this simple, yet intriguing article. The graphics could look better, but it does not take anything away from the story. Obviously, a medal for this one.

Bronze

Category: Storytelling

<http://www.vg.no/spesial/2016/bistandsprofetorene/>

<http://www.vg.no/spesial/2016/nedrustningsavtalen/>

VG

Norway

Done by: Sondre Nilsen

What really convinced us in this story is the inventive infographics. In "Bistandsprofetene", a photo of the three people in the article is lit in three different ways, putting each person in focus, and when they come into focus, their income is displayed with a sharp counting animation. In "Nedrustningsavtalen", relationships between people and money are explained by means of a table, where the graphics move around the table in perfect combination with the main points. All of this is activated by the user scrolling, giving you just a slight feeling of control. The rest of these stories are pretty straightforward and more impressive features and surprises like the two that have already been mentioned would have been good. But all in all, this is a very clear and impressive way of explaining and highlighting facts, well worth a bronze medal.

Bronze

Category: Storytelling

<https://plus.yle.fi/2016-08-mikkeli/index.html>

Yle

Finland

Done by: Ville Juutilainen, Eetu Pietarinen, Riina Kasurinen

Last year was the 30th anniversary of the Mikkelin hostage crisis, and the Finnish state broadcaster YLE decided to recreate what happened during those dramatic hours in August. YLE recreated, in 3D, the hostage scene from Mikelli where the police surrounded the hostage taker. By combining a 3D-scene with actual recordings from the police radar, the user is presented with these events in a novel way. The story from Mikelli works very well on all platforms and is first and foremost a technical achievement.

Bronze

Category: Storytelling

<http://nyheder.tv2.dk/2016-11-22-se-hvordan-skolen-taet-paa-dig-klarere-sig>

TV 2 Denmark

Denmark

Done by: Said Nuh, Lasse Kalhauge Kramer

Which grades do pupils get at my local schools? This is information almost all parents would be interested in having, and since it is public data, someone should really collect it and present it properly. Well, that someone turns out to be TV 2. The information is extracted from a large database and delivered in short and clear texts and graphs, very simple, but accurate. The mobile view is good. A few of the graphics are a little difficult to read properly, the others are very straightforward, and navigating between schools could be easier. Nevertheless, it's no surprise that this data project gained a lot of popularity when it was released shortly before the start of the new school year and concurrently with a documentary series showing how more and more Danes choose private over public schools – although, as this data shows, children in private schools do not necessarily get better grades. Click and learn. Thank you, TV 2.

Gold

Category: Data project

<https://www.nrk.no/terrortwitter-5-ar-etter-1.13034089>

NRK.no

Norway

Done by: Lotte Camilla Holst-Hansen, Glen Imrie , Jan-Erik Bråthen

Five years after the Oslo explosion and the Utøya shooting on 22 July 2011, NRK recreated people's reactions through tweets, as they occurred, in a timeline form from 22 July and three days on. The tweets show the confusion, then the realisation, then the shock and the sorrow. As a user, you can either read tweets selected by NRK or pick others along the timeline. The result is a very strong and clear reading experience, beautifully made. One could go so far as to call this reconstructive documentary journalism 2.0. After the tweets, a poll asks the users: How did you feel in those days in 2011 and how do you feel now, five years later? This little end cap puts the whole reading experience into a personal, historical and emotional perspective.

This project was nominated in the storytelling category, but the jury chose to move it to the data project category where we believe it belongs. As a story, it's chilling and engaging, but somewhat long and repetitive. As a data project, taking advantage of the Twitter API and giving the user control of just how much they want to relive those days, well, it's sheer gold.

Silver

Category: Data project

<http://klassresan.aftonbladet.se/>

Aftonbladet – Klassresan

Sweden

Done by: Jenny Svenberg Bunnel, Maria Sand, Tim Holmberg, Titti Jersler, John Carehag, Jonathan Norén

What an inventive idea. Aftonbladet took a classic Stockholm sign, the underground "Tunnelbanan", and used that to illustrate income differences in the capital. Set to a full screen video of the route familiar to most people in Stockholm, with stops at the stations where a combination of data graphics and short videos show people living along the stations, this data project cleverly illustrates that Stockholm is a more segregated city than one might think. Statistics and real people describe the sharp contrast between Stockholm's richest and poorest areas. There is some confusing elements like the stops along the line being showed both horizontally and vertically. When you get to the end of the line (and story) you get rewarded with even more well-presented data. This is an inspiring example of how to tell stories based on data. Oh, and did we mention? What an inventive idea!

Silver

Category: Data project

<https://dynamic.hs.fi/2016/valitilinpaatos/>

Helsingin Sanomat

Finland

Done by: Juhani Saarinen, Boris Stefanov, Jarmo Lundgren, Esa Mäkinen

There are millions of people with millions of different stories to be told. And then there's you. How do you think your life compares to other people of the same age and gender as you? Answer some questions and find out! Watch your own personal data story unfold and transform as you fill in the blanks. The illustrations and tiny animations look very neat, but the graphs themselves could have a better appearance and be more polished. Nevertheless, this is a brilliant way of displaying personalised data from a big data set, well worth a silver medal.

Silver**Category: Data project**

<https://plus.yle.fi/2016-07-ukkonen/index.html>

YLE

Finland

Done by: Ville Juutilainen, Katju Aro, Matti Huutonen, Ilpo Pajunen, Mika Pippuri

Everybody has a great story to tell about any chosen weather phenomenon. Some do it by means of extensively written stories, some by means of clean data and others use an infographic or a photo. YLE wraps it up in the ultimate thunderstorm package with their data-based story "Salaman synty" (The Birth of Lightning). It features clever personalisation through geo location and invites endless exploration of the 12+ years' worth of data.

The setbacks are only twofold: The use of lowercase numerals makes it difficult to compare figures, especially when the majority of text is set in uppercase letters, and the rendering of the lightning strikes on mobile makes for just a big yellow blob without contours or a chance to understand the content.

From an UX perspective, this is a very well thought-through presentation – as a user you are asked to allow the service to gain access to your location in order to make the story more relevant to you, instead of just assuming that everyone has location services enabled by default. For each screen that scrolls by, you will get one more snippet of relevant information and move closer to your actual location where it all comes together and shows the way in which the area you are in has been affected by lightning. This is a perfect example of how to make a data-based story interesting and easy to grasp.

Bronze

Category: Data project

<https://www.nrk.no/sport/her-er-nrks-store-em-guide-1.12976229>

NRK.no

Norway

Done by: Mari Grafsrønningen

Morten Solem

For the European football championships, NRK designed 24 visual long reads. One for each participating national team. Using five simple shapes, NRK's graphic team created a whopping 48 small infographics with varying content. From a team's passing accuracy to a specific player's dribble patterns. The stories are presented in the state broadcaster's go-to slideshow template, and the infographics are embedded as images. As a data project, the jury would love to be able to compare teams and data, but recognises the project's pretty visuals.

Bronze

Category: Data project

<http://www.vg.no/spesial/2016/tvangsprotokollene/>

VG

Norway

Done by: Sondre Nilsen

Jari Bakken

Link:

<http://www.vg.no/spesial/2016/tvangsprotokollene/3-ferie/>

VG reveals data from the day and the year that the painter is tied firmly against his or her will. The data is presented in a simple way, with small red animations that clarify important data. This feels good, together with an excellent combination and variation of text!

Silver

Category: Editorial promotion

<https://youtu.be/wEE13PFqsO4>

HS TEEMA

Finland

Done by: Sami Valtere, Sami Saramäki

HS TEEMA took one of Finland's most iconic paintings and turned it into a fun 360-degree image to promote their new slogan – a broader perspective. They extended the painting to show us what had been hidden outside of the frame. The illustrations are very well done, precisely mimicking the style of the original painting. But it is not just the great execution, the whole idea of using 360-degree images in a completely new and clever way is what brought HS TEEMA a well-deserved silver medal.

Gold

Category: Innovation

<http://www.dagbladet.no/nyheter/samme-organisasjon-som-hacket-demokratene-skal-sta-bak-hackerangrepet-mot-arbeiderpariet/66930373>

Dagbladet.no

Norway

Done by: Jan Thoresen, Christoph Schmitz, Simen Berge

Dagbladet.no has found an efficient way to deal with inaccurate facts and false sources. They have created a simple application for readers who notice a mistake in an article. With the click of a button they can select any part of the article, add their comments and sources and send it directly to the journalist, who is then just a few steps away from fixing the error. We think it would be even better if the readers could actually see the corrections that have been made. Still, what an ingenious way to increase accuracy and transparency! Now, this is called innovation, and worth nothing less than gold.

Silver

Category: Innovation

<http://www.adressa.no/nyheter/trondheim/2016/10/24/Snapper-fra-skoledagen-13676203.ece> Adresseavisen

Norway

Done by: Jonas Nilsson

New means of communication are emerging at a fast pace and many traditional news media organisations tend to use the new technologies for marketing purposes or to communicate content that is found on other platforms. In an environment that is dominated by direct messaging, Adresseavisen shows a good example of how to use Snapchat as a platform for presenting user-generated content.

Instead of trying to interpret content by a certain audience to the language or context of another audience, Adresseavisen lets the native medium do all the talking. With a custom-built Snapchat widget that was featured on the website, even visitors that did not use Snapchat could take part in the authentic snaps created by the students of class 10 C.

Silver

Category: Innovation

<http://www.dagbladet.no/audun/snds-messenger.pdf>

Dagbladet

Norway

Done by: Audun Aas

<http://www.dagbladet.no/nyheter/folg-usa-valget-live-pa-messenger/64248538>

With millions of people communicating on Messenger, it is both smart and innovative to experiment with a new channel for newspaper communication with readers. A channel that already has an audience and is therefore easy for the user to access. VG understands where the readers are and how they can make it easy for them to get access to news. This platform enables editors to push out news and readers to ask questions and engage in dialogue with the editors. A smart and innovative solution where new technology is used to reach and engage the readers.

Bronze

Category: Innovation

<http://www.dagbladet.no/magasinet/forlis/61324341>

Dagbladet Magasinet

Norway

Done by: Ida Døplads and Elise Tobiasson

This story about a mysterious shipwreck is written as a collaboration between journalists and readers. All of the articles and videos are based on tips from the readers and were published as soon as they were ready. Involving the readers in the process is a great way to reach the audience, and the story grew into a collective quest for answers, with no one knowing how and where it would end. No wonder it was one of the most read Dagbladet stories from the social media in 2016. This project is definitely a great example of innovative digital journalism.

Bronze

Category: Innovation

<https://www.youtube.com/watch?v=9T8Kc5Uly3I>

Helsingin Sanomat

Finland

Done by: Sami Valtere

Uolevi Holmberg

News and data as art? Helsingin Sanomat says YES. Although it seems a little troublesome that you have to download an app and place your phone just right in relation to the newspaper page before the presentation springs to life through augmented reality, it is well worth it. This project displays the number of refugees in a number of countries by means of rather more artsy than understandable graphics (the message comes through, just not in a very readable or easy way), but it is beautifully made. And perhaps it's not surprising that a physical version of the infographic was installed in the Kiasma Museum of Contemporary Art in Helsinki. Maybe it belongs there rather than in a newspaper? We reward this project in the innovation category, not for using AR, but for the ambition and sheer audacity. This truly is something different.

Bronze

Category: Innovation

Link: <http://nyheder.tv2.dk/krimi/2016-10-20-lars-sidder-i-faengsel-for-at-voldtage-sin-steddatter-en-forbrydelse-hun-siger>

Link: <http://sport.tv2.dk/cykling/2016-07-24-chris-ankers-sms-dagbog-touren-er-ikke-gaaet-som-jeg-havde-haabet>

TV 2 Denmark

Denmark

Done by: Anders Bergmann Nielsen

The traditional question-answer-interview model sometimes tend to downplay the personal touch of any interviewed person. It is almost impossible to recreate an interview through text without cleaning up the language and thus losing what's being said between the lines, the details and undertone.

TV 2 takes one of the most commonly used ways of communicating and presents the interview straight up in its original form, the flow of text messages. It is easy to read, simple to understand and completely packed with feeling through the (almost) unmodified replies.

By developing the web version of the interview as a native web page instead of using simple screenshots, it works flawlessly on all platforms without losing in visual quality.

Silver

Category: TV design

Link: https://youtu.be/9Jvo5ZJiO_M

Link: <https://youtu.be/mwC1f3pGoDk>

Link: <https://youtu.be/1Bxqkz3m6OI>

Link: <https://youtu.be/gTF4f1lQtNg>

Dagbladet

Norway

Done by: Guro Lindahl Flåten, Marie Røsland

One of the predominant trends in digital news design over the last couple of years is the explainer video. Most news organisations have their own version of a video snippet that tries to describe the

bigger picture of any chosen event or story. Few manage to be as clear as Dagbladet. The use of clear infographics, the timing of cuts and animations to the audio, and of course a sense of humour, is what makes these videos stand out in the competition. It is just as difficult to stop watching, as it is easy to start liking the videos.

Silver

Category: TV design

<http://politiken.dk/5772515>

politiken.dk

Denmark

Done by: Visualiser Kristian Jensen, EU Correspondent Thomas Lauridsen

Nobody expects the Spanish Inquisition, but perhaps we should; from Politiken. In this short explainer video, which makes use of plenty of Monty Python references, the whys, whens, whos and what ifs of Brexit are explained with great humour, excellent drawings, clear graphics, timing and wit. Smile and learn. How did they do it? To quote one Terry Jones: We believe Politiken used only the finest baby frogs, dew picked and flown from Iraq, cleansed in finest quality spring water, lightly killed, and then sealed in a succulent Swiss quintuple smooth treble cream milk chocolate envelope and lovingly frosted with glucose...

Bronze

Category: TV design

<http://www.dn.se/webb-tv/klipp/kultur/nobelpriset/>

Dagens Nyheter

Sweden

Done by: Motion Graphic: Stefan Rothmaier, Text: Åsa Beckman, Speaker: Harald Bergius

One of the most important things for a journalist is to put the stories in context and clarify the bigger picture for the audience. DN uses the explainer video format to explain the complexity of selecting the Nobel Prize winner. Both the time stamp in the beginning, which tells you how long it will take you to get to the end of the clip, and the timeline, which shows months in the lower part of the video, are great tools for accessibility.

From a visual point of view, the DN brand is strong, and in this video, it shows that the style is made for a variety of media and contexts. It gives a professional touch without becoming stiff or boring.

Bronze

Category: TV design

<https://www.kristeligt-dagblad.dk/historier/10digte>

Kristeligt Dagblad

Denmark

Done by: Kim Schou, Louise Højmark, Stinne Andreasen

Denmark's Kristeligt Dagblad ran a story about ten influential Danish poems. Instead of simply writing them out, the poems were made as videos. Each video features a creative and different way of visually presenting the lyrics. From paper typed out on a vintage typewriter, on handwritten postcards and post-it notes, all the way to being displayed on a smartphone or a laptop, all while being read out loud. The poems also feature information about the author, and short and to-the-point reviews from a panel of literature experts. The layout of the story makes it easy for the user to both skim it and become immersed in it.

Bronze

Category: TV design

<https://www.vgtv.no/#!/video/130777/valgkampen-forklart-med-pokemon-donald-trump-vs-hillary-clinton>

VG

Norway

Done by: VGTV

Two things was on everybody's mind in the summer of 2016: The US election between Hillary R. Clinton and Donald J. Trump, and Pokémon Go. Someone at VG saw a way to merge the two and create a timely and funny video that explains the most important parts of the American election by using the language and visuals of the ultra-popular game. Monsters become voters, players become presidential candidates. Extra points for the attention to detail in making this as close to the real game as possible. Oh, had this only been a real game instead of a video. One can dream. Or perhaps VG can do more than just dream?
