

Unlocking power and efficiency for News Corp Australia

Australia's largest digital publisher consolidated 90+ brands across 15 sites onto a single, flexible platform with the power to scale.



News Corp Australia is Australia's largest digital news network. Together, its channels (which also include a portfolio of mobile and tablet apps) see 8 million unique visits a day and 600 million page views a month.

News Corp Australia 

Multiple platforms hampered News Corp Australia's growth

News Corp Australia was grappling with ongoing development, maintenance, and administration challenges related to their existing publishing platforms. With 90+ major news, sports, business, and lifestyle brands spread across a wide range of platforms, their team suffered from inefficient workflows which hindered their growth. To position themselves for continued success, they needed a flexible enterprise-level digital publishing solution with the power to scale.

After a successful test project, they migrated 90+ brands to WordPress

After a successful test project, News Corp Australia went all in and migrated their 90+ major brands to WordPress as a site production platform. Armed with WordPress, an agile platform that integrates seamlessly with internal systems, stakeholders are able to contribute value to their sites in ways that were not possible before. A core suite of vetted plugins and a base theme serve as the foundation for each new site on the platform. A new in-editor “Site Build” experience offers web producers the ability to assemble and organize an infinite combination of complex layouts—without touching code.

An agile platform and flexible architecture dramatically improved News Corp Australia’s time to value

The result of these efforts has been a dramatic reduction in the time and cost required to make updates and improvements to each web property. Since launching with WordPress, News Corp Australia has continued to grow their digital publishing offerings, now hosting 40+ sites with WordPress, and launching new assets on a regular basis. They take advantage of over 50 custom plugins, which integrate WordPress with their broader systems architecture. In many ways, this project allowed News Corp Australia to reinvent themselves and established a partnership to drive the evolution of the platform for years to come.

Web producers can assemble an infinite combination of layouts—without touching code.

“[We] cut the time it takes to build out a section of the site from days to hours. We’re so proud to be part of that success story.”

– WESTON RUTER
CTO AT XWP

Key Results

- 40+ sites hosted with WordPress
- 40x improvement in time to publish
- New “Site Build” experience leading to 50% reduction in build time
- Streamlined development workflow and toolset
- Contributed Contextual Settings feature to the WordPress open source project
- Integration of over 50 custom plugins for customized workflow