



## News Release

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### NEWSR.IN LAUNCHES MOBILE-FRIENDLY NEWS PORTAL

NewsR.in, the news portal covering India and Indian readers abroad, today launches its new mobile-friendly service. Internet browsing via mobile devices such as smartphones and tablets is increasing year-on-year, and, as India's premier news aggregator, NewsR.in has now optimised access to its 24/7 news coverage and story aggregation for readers on the go. The portal provides readers with regular access to over 11 million headlines and over one million news videos in the English language, allowing for a wealth of stories from thousands of reputable sources to be discovered daily.

The mobile-friendly platform uses the Google Accelerated Mobile Pages (AMP) protocol, which makes for up to four times the loading speed and ten times less data used than non-AMP websites and portals experience. In combination with an advanced content delivery network (CDN) infrastructure, NewsR.in has now become a news portal that is ideally suited for smartphone or tablet use. This comes as great news to existing readers, and anyone interested in NewsR.in's move to mobile optimisation will be pleased to hear that access to the service remains free of charge.

"We are thrilled to supply an optimised platform for our comprehensive coverage of world news to a mobile audience in India," advises Marc Pinter-Krainer, Director of NewsR.in. "We recognised a growing demand for quicker access and full mobile optimisation for the portal, and we're proud to now be able to offer the fastest-access to worldwide news coverage in the market. It's our dedication to offering our Indian users high-quality news video and hundreds of headline sources that has allowed us to grow in this direction – and we aim to continue to make news even more accessible to all our readers."

Smartphone usage is continuing to grow just as much as the shift in browsing behaviour moves from PC to mobile device – and India's smartphone market in particular is expanding year-on-year, with approximately 200 million smartphone users in the country alone – with another 100 million Indian users predicted to join this tally over the next three years. NewsR.in's adoption of superfast mobile

optimisation has come at a great time for such users, and will enhance news coverage delivery for its regular readership.

The mobile-optimised NewsR.in news portal can be accessed at <http://www.newsr.in/> from any smartphone or via <http://m.newsr.in/> from tablets or other devices. Access is free of charge.

The NewsR.in branded news portal was launched in April 2012 by U.K.-based parent company One News Page Ltd. One News Page was founded in 2008 and services markets in the English, German and Spanish languages across Europe, America, Asia and Australasia. In 2015 it served over 20 million users accessing its news portal websites.

## **Enquiries / Media Contact**

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## **About NewsR.in**

NewsR.in is a news portal aimed at online users in India as well as Indians abroad. Offering original news coverage and syndicated content including news video clips from over 200 news providers and media outlets in India and abroad, NewsR.in offers comprehensive coverage of Indian news in English language.

The NewsR.in website is accessible free of charge at <http://www.newsr.in/>

## **About One News Page Ltd**

One News Page Ltd is a British media firm which runs a family of news portal websites across the globe. The sites feature original news coverage and syndicated news content including news videos from major trusted news sources.

The One News Page portal is arguably the fastest-access news portal in the world. It provides users with a powerful search engine of more than 100 million news resources, allowing them to discover and locate relevant news coverage easily. Users are referred to the source website directly by clicking on a corresponding link.

Optional free member registration provides access to news archives and live news alerts by email.

Access to all One News Page sites is free of charge.

*One News Page Sites:*

- Global » <http://www.onenewspage.com> (English Language)
- United States » <http://www.onenewspage.us> (English Language)
- United Kingdom » <http://www.onenewspage.co.uk> (English Language)
- Australia » <http://www.onenewspage.com.au> (English Language)
- India » <http://www.news.in> (English Language)
- German-language » <http://www.newsdeutschland.com> (Deutsche Sprache)
- Spanish-language » <http://www.paginanoticias.com> (Idioma español)