
INSEAD Knowledge Wins Interactive Media Award

NEW



By Chris Howells, Deputy Editor

INSEAD Knowledge has won a Best in Class award in the prestigious Interactive Media Awards (IMA) competition, the highest honour bestowed by the organisation. The site achieved a total of 489 out of a possible 500 points in the judging criteria for design, feature functionality, usability, standards compliance and cross-browser capability, with the highest possible mark going to content at 100.

Previous Best in Class winners of the Interactive Media Awards include National Geographic, New York University Stern School of Business, NBC Kids, The Metropolitan Museum of Art and Harvard University.

INSEAD Knowledge launched its new multi-media platform last October, giving readers more access to the school's in-depth proprietary business research created on its three campuses. The new site was entirely rethought from the architectural and design standpoints and entirely mobile-optimised for both mobile phones and tablets. The site was designed by Palpix in France.

INSEAD Knowledge currently reaches some 80,000 subscribers each month. Global editorial partnerships allow leading business publications to reprint and rebroadcast INSEAD Knowledge content free of charge. Knowledge material is also available on INSEAD Knowledge social media sites:

<http://www.facebook.com/Knowledge.insead>

<https://twitter.com/INSEADKnowledge>

<http://www.youtube.com/insead>

as well as on the INSEAD Forbes blog: <http://blogs.forbes.com/insead/>

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