

Times Mobile receives international accolade

Times Mobile has been selected as an official honouree in the 13th Annual Webby Awards, which take place on 8 June in New York. Only six months after its launch, the mobile site that is home to on-the-go news from *The Times* and *Sunday Times*, was entered into the mobile news category of the awards.



After receiving nearly 10 000 entries from all 50 American states and more than 60 countries, the academy saw a need to recognise outstanding entries as official honourees alongside the nominees and winners. The decision was based on the high quality of the entries submitted. The official honouree category is a distinction only awarded to the top 15% of all submissions therefore this represents just 1500 of the entries.

“This is a fantastic achievement which places Times Mobile among established and global mobile sites such as CNN Mobile, News Week, BBC Mobile and TIME,” says Helen Dawson, marketing manager of The Times Online.

The winners were chosen by the International Academy of Digital Arts and Sciences (IADAS), a global organisation whose members include David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Internet inventor Vinton Cerf, Twitter co-founder Biz Stone, Virgin Group chairman Richard Branson, and R/GA chairman and CEO Bob Greenberg.

“This honour signifies an outstanding calibre of work. Congratulations to all of our official honouree selections,” says David-Michel-Davies, executive director of IADAS.

The academy sees the Mobile Web as possibly being the next big and truly exciting avenue for content, services and commerce.

Websites and mobile sites were selected and recognised based on excellence in content, structure and navigation, visual design, functionality, interactivity and overall experience as well as interactive advertising.

For more information go to www.iadas.net/.

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