

Measures to provide quality news in elections

Africa's new media publisher, Pulse.Africa has vowed to continue to strengthen measures to provide quality news and round-the-clock content, particularly during national elections, such as those held in Nigeria recently.



Pulse election coverage.

In a bid to improve user experience, and enhance faster loading times across multiple devices and browsers, Pulse has recently migrated to a new publishing platform. Speaking on the recent migration, head of editorial and editor-in-chief of Pulse Africa, Osagie Alonge, says Pulse always puts the interests of their readers first.

“We pay keen attention to the interests of our readers, and constantly fine tune our interface to make experiences on the platform worthwhile. Our mission at Pulse, is to become Africa’s leading new media publisher, and we are making huge strides in this direction.” says Osagie.

Pulse’ dedication to providing researched, relevant and timely accurate news and entertainment stories was showcased in their coverage of the recently concluded Nigerian general elections.

Speaking on the elections coverage, director of marketing at Ringier Africa Digital Publishing, Yetunde Oyeleke, says the aim was to bring the elections to readers across various channels.

“With the recently concluded elections, our aim was to bring the elections to our readers across our channels in relevant

content formats - videos, articles, infographics, polls, etc, in content formats that are easy for them to consume.”

Pulse Africa is a subsidiary of [Ringier Africa Digital Publishing \(RADP\)](#) a part of [Ringier AG](#), Switzerland's largest internationally active media group, with operations in [Nigeria](#), [Ghana](#), [Kenya](#) and [Uganda](#).

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