

Enterprise WordPress | Case Study

# News Corp: Pioneering Enterprise Publishing on WordPress

Revolutionizing Site Performance and Editorial Workflows Across  
15 Properties and 90 Brands.

# WordPress: Empowering News Corp Australia's Digital Transformation

In the ever-evolving digital landscape, media organizations face a key challenge: staying ahead of technological advancements while consistently delivering top-tier content.

Today's consumers have an abundance of choices and evolving preferences, making it crucial for publishers to adapt rapidly. They are not just content creators but also digital pioneers, navigating an environment where innovation is the key to success.

This means having flexible architecture that allows for experimentation, easier maintenance to implement new web standards, and having the capacity to tailor the platform to evolving business goals all become crucial.

This case study delves into News Corp Australia's journey as it tackled the task of modernizing its digital infrastructure and editorial processes, in what would be the largest WordPress migration in the Southern Hemisphere.

It's a story of embracing change, leveraging WordPress, and reshaping the digital landscape. In the following sections, we'll explore the challenges, solutions, and remarkable outcomes of this transformative endeavor.

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# About the client

News Corp Australia, a leading media conglomerate with roots tracing back to 1923, is a significant presence in Australian journalism.

With a diverse portfolio encompassing over 90 major news, sports, business, and lifestyle brands, including Dow Jones, New York Post, and GC Australia, they have played a pivotal role in shaping how Australians consume news and information.



## The problem

News Corp Australia grappled with substantial challenges posed by their existing publishing platforms, which made it difficult to adapt to the swiftly changing digital landscape.

Maintenance had become a resource-intensive burden, diverting valuable resources away from strategic initiatives, it was difficult to implement necessary updates and innovations, hindering their ability to stay at the cutting edge of digital journalism, and the complexity of managing multiple platforms led to workflow inefficiencies, hampering overall productivity.

Collectively, these obstacles presented a significant barrier to News Corp Australia's digital aspirations, which led to the decision to search for a platform capable of serving its complex enterprise needs efficiently.

# The solution

News Corp Australia embarked on a transformative journey by adopting WordPress as its primary site production platform, marking a significant departure from its existing digital infrastructure, and setting the stage for a comprehensive overhaul of its digital operations.

WordPress's scalability proved crucial in accommodating News Corp Australia's extensive portfolio of over 90 major brands. It enabled site producers to make rapid changes with full previews, accelerating content production and enhancing responsiveness to emerging trends and breaking news.

Additionally, WordPress's adaptability simplified custom feature development, allowing internal teams to build and extend the platform more efficiently.

As part of this transformation, News Corp Australia also seamlessly integrated over 50 custom plugins into their ecosystem. These tailor-made plugins were meticulously designed to enhance and customize their workflow, aligning perfectly with the enterprise organization's unique needs.

This strategic shift in technology fundamentally reshaped News Corp

Australia's digital journalism and content delivery approach, positioning them for success in the evolving digital landscape.

## 50+ Custom Integrations

**Seamlessly incorporated into News Corp's WordPress instance, providing total control and flexibility over their editorial workflows.**

## 40x improvement

**In time to publish, unlocking News Corp's digital teams to react to breaking news faster.**

## 50% reduction

**In build time for new pages, giving News Corp complete creative control over their site.**

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This project was a great example of how News Corp Australia, WordPress VIP, and XWP were able to work together to deliver a much better solution to our client.



**Paul Maiorana**

Former Vice President & General Manager at WordPress.com VIP