

# HOME NEW HOME POUR REUTERS

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*LE 10 FÉVRIER 2010 NADIA TIOURTITE*

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La refonte de Reuters témoigne clairement d'une évolution des interfaces. Désormais, les contenus sont clairement identifiés par leur mode de consommation et/ou de production. Fin de la classification thématiques, place à un nouvel ordonnancement par genre.

### Abu Dhabi gives Dubai \$10 billion in surprise bailout

DUBAI (Reuters) - Abu Dhabi provided its flustered but debt-laden neighbor Dubai a \$10 billion lifeline to last its troubled flagship company until the end of April, heading off a bond default on payment day and sending oil markets higher.

**Overseas Business**

- China's BAC signs Saudi assets; Sanyu still in talks
- Cardinal admits to rival interest as rejects Fiat
- FTSE up as Dubai debt news boosts banks
- TRANSCRIPT: Abu Dhabi gives Dubai \$10 billion bailout
- Abu Dhabi to file revenues, stocks rise
- Accretion debt credit cut 10,000 jobs report
- Banks in Europe share as Dubai concern eases
- Oil near deal to pay back bailout money reports
- Dubai government statement on restructuring, oil
- INSTANT VIEW: Abu Dhabi lends \$10 billion to Dubai
- Dubai may sell assets after Abu Dhabi bailout: source
- Stock futures signal gains after Dubai bailout
- DNV Energy cars touched ahead of Copenhagen protest
- Uganda gets 90 percent take-up for record cash call
- Mobax talks resume on Dubai
- Obama to meet with bankers, declares "fat cats"
- "Bailed access" now 70 percent of U.S. trading report
- July in line for Fed's top job, pay an obstacle report
- Morgan Stanley hires ex-Merck COO Fleming
- Rakian professor breaks Berlusconi's news
- FACTBOOK: Facts about Italian PM Silvio Berlusconi
- BOL in talks with Russian investment firm on KCO
- Morgan Stanley hires ex-Merck COO Fleming
- Rakian professor breaks Berlusconi's news
- FACTBOOK: Facts about Italian PM Silvio Berlusconi
- Oil near deal to pay back part of bailout: report
- Accretion ends relationship with Tiger Woods
- Fed can do no more to cut unemployment; Greenspan
- Climate progress eases obstacles, protesters held
- Sanyu still in Saudi talks, BAC signs asset deal
- Rebel economic line with Samonina dies at 54
- Federal Reserve likely to reply low rate pledge



#### Channeling Buddha on the trading floor

Toe to trade in an altar and culture addition for spiritual health? Traders at the Royal Bhutan Stock Exchange are more concerned with Gross National Happiness than market volatility.



#### The winds of change blowing?

Will the Federal Reserve ease the top regulatory choice despite a spooked back record and ravaged image or is it time to take another course? Full Article

#### FAST FORWARD: THE INVESTORS

Fast Forward for investors: The money week will be dominated by the return that will close markets in 2010. Full Article

#### OVERSEAS BUSINESS

Overseas business: For some individuals, the history of national debt shows a surprising similarity. How these same countries are reacting and why is going to the forefront. Full Article

MARKETS OPEN

US Indices: DOW +8.87, S&P 500 +10.41, NASDAQ +2.89

Commodities: Oil 74.4

Currencies: EUR 1.4555, JPY 0.911280, GBP 1.6225

#### UPCOMING AT REUTERS

**TODAY:** 12:00 PM: Election result of Senate health plan; Reuters' Europe and Business Network; 2:00 PM: Analysts update energy forecasts to 2010

**TOMORROW:** 8:00 AM: China's October PPI; 9:00 AM: China's October business index; 10:00 AM: China's October industrial production

**LATER THIS WEEK:** Wednesday: Fed's balance sheet increases; Thursday: Weekly jobless claims data; Friday: November housing indicators data

#### MOST POPULAR ARTICLES

- Abu Dhabi gives Dubai \$10 billion in surprise bailout
- Obama to meet with bankers, declares "fat cats"
- DNV Energy cars touched ahead of Copenhagen protest
- Accretion ends relationship with Tiger Woods
- U.S. slow-burner case weighs on quantitative debates

#### MOST DISCUSSED THIS WEEK

- 76: U.S. seems ignore laws against trading while driving
- 70: TV's "As the World Burns" gets use after 14 years
- 46: Corruption Berlusconi "mad and fat" of U.S./EU
- 29: From war to peace - Obama to accept Nobel prize
- 27: Ring onwards of death, but no loan for U.S. investors

#### REUTERS SUBBITS

- Positive contracts could learn U.S. - Northrup
- Navigation sociale Preference lectures

#### MULTIMEDIA

CLIMATE: A group of protesters in London holds a banner that says 'CLIMATE'.

SEARCH MULTIMEDIA

#### TOP SECTIONS

**DEALS:** EF signals it wants to trade Sea-Deal; China to file One Billion-dollar report by February 8; AXA AMP raises AXA Asia Pacific bid to \$11.7 billion; China's MSCI, S&P/500 rise eye U.S. IPOs to 2010; Egyptian President Morsi's bid deal over bilateral

**TECHNOLOGY:** Google to produce, will own "Stress Test" phone report; Google to produce, will own "Stress Test" phone report; Apple files back at Nokia to patents battle; Nokia to launch new mobile phone model; Google CEO Eric's 10th anniversary back on us

**WORLD:** Italian professor breaks Berlusconi's news; Russia may give to Armenia after South Sudan report; Conversation between in China presidential run-off; Democratic "interference" plan looks up Hong Kong problem; Low forecast in Catalan independence "interference"

#### REUTERS

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Désormais, les contenus sont clairement identifiés par leur mode de consommation et/ou de production.

Fin de la classification thématiques, place à un nouvel ordonnancement par genre.

Quel type de contenu cherche-t-on ?

- en temps réel
- approfondi
- partagé, recommandé
- multimedia

Leur disposition sur la home est aussi très instructive :

- menu rationalisé à l'extrême ; il n'est plus le coeur de la navigation. Il est réduit quasi à un accès rapide.
- Les catégories de contenus sont à plat, accessibles par bloc, avec donc un effet de prévisualisation.
- L'internaute est invité à naviguer par effet de vue d'ensemble et Zoom.

Intéressant de noter que le bloc 1 est celui du temps réel, cote à côte du contenu en version approfondie.

Les deux modes de consommation sont posés : lecteur pressé, lecteur en quête d'approfondissement.

L'autre évolution notable à mon sens est ce bloc programmatique : annonce des contenus à venir.

Un emprunt aux codes télévisuels : l'annonce et le teasing pour travailler la revisite.

Le site Internet est aussi un rendez-vous audiovisuel.

La profondeur s'impose comme aussi comme code de traitement au côté du Temps réel.

Une spécialisation de la presse en ligne qui travaille les extrêmes.

Et comme les évolutions de tendance aime les contrastes, on peut parier sur Depth pour succéder à Real time comme buzzword 2010. (Oups une prédiction ☐)

Cette refonte me plaît beaucoup. Et vous ?