

Realm CMS powers New Media's latest educational website, Hip2B²

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[Realm Digital](#) powers the latest New Media website, [Hip2B²](#), which is an educational portal for The Shuttleworth Foundation. The site is built on the Realm Digital [CMS](#) and displays interactive functionality to keep the youth informed on topics ranging from maths, science, technology and entrepreneurship.

New Media is the leading contract publishing company in the country who create award-winning magazines for some of the biggest brands in South Africa. One of these being The Shuttleworth Foundation which aims to educate the South African youth on maths, science, technology and entrepreneurship.



www.hip2b2.com is built on Realm Digital's Content Management System which provides user friendly poll functionality where users can rate articles to ensure the site is kept current with information that appeals to their young target audience. Integration with a third party forum provider also allows visitors to post their comments on various discussion topics.

You Tube integration also adds to the interactive nature therefore making it attractive to the young browsers. Visitors are able to upload relevant You Tube multimedia to any of the topical discussions.

The integration with Digg.com allows for content sharing between these sites. Digg is a community-based popularity website with an emphasis on technology and science articles. It combines social bookmarking, blogging, and syndication. News stories and websites are submitted by users, and then promoted to the front page through a user-based ranking system. This differs from the hierarchical editorial system that many other news sites employ.

Hip2B² also makes use of del.icio.us, another social bookmarking web service for storing, sharing, and discovering web bookmarks. A non-hierarchical keyword categorisation system is used on del.icio.us where users can tag each of their bookmarks with a number of freely chosen keywords. Its collective nature makes it possible to view bookmarks added by similar-minded users.

Realm Digital's [CMS](#) boasts comprehensive e-Marketing functionality. Newsletters can be created and sent from the CMS. Google Analytics allows the effectiveness of your marketing activity to be measured and these site statistics are vital when planning future marketing campaigns.

Realm Digital has recently launched another website within the media industry. [NB Publishers](#), part of the Naspers Group, is a publishing house that manages major brands like Kwela, Tafelberg and Best Books.

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