

# The Daily Star

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Metropolitan

## Online version of Prothom Alo launched

Staff Correspondent

With a view to reaching more readers immediately, the electronic version of the print edition of the Prothom Alo was launched at its office in the city yesterday with the web address: 'www.eprothom-alo.com'.

The digital edition of the newspaper provides real-time news update, archive of previous editions, printing facility of specific news items or advertisements and scope to share the news with friends and families.

Though the online edition like the print edition was aired informally from November 4 last year, Brac University Vice Chancellor Prof Jamilur Reza Chowdhury formally launched the web edition at the conference room of the daily.

Hailing the daily for launching the e-version, Prof Jamilur Reza said with the expansion of modern technology, the print version of newspapers worldwide is threatened somehow, while the online version has gained much popularity.

“With the changes of tastes and demands of the readers, mass media has also been evolving and the e-version of the Prothom Alo will be able to attract young generations more,” he added.

The advertisers will have the option to publish their adverts in the electronic edition for an additional, yet optional five percent fee of the printed ad costs.

The advertisements to be published in 'eprothom-alo' will be managed by MNH's Online Ad Management System.

Managing Director of MNH Mashrur Hannan said the online readers will be benefited most from this user-friendly platform and the eprothom-alo could be extended to 32 districts of the country by mid-2009.

Editor Matiur Rahman and Joint Editor Abdul Quayum of the daily and representatives from different advertisement farms were also present at the programme.