

Q&A

Launch of the FT Web App

What's new about the FT Web App?

The Financial Times has today launched a new, faster and automatically updating app only available directly through a web browser at app.ft.com. The first major news publisher to launch an app of this type, the FT Web App has initially been optimised for the iPad and iPhone, but will soon be available on a much broader range of tablet and smartphone devices.

Why is the FT launching a web app?

The FT Web App helps us in several ways. It will make the development of apps for an increasing range of new tablet and smartphone devices easier and quicker. We will also be able to maintain a direct relationship with our customer. This is important as we want to continue to offer customers flexibility and freedom of choice with access to our global journalism anytime, anywhere, with a single login or subscription.

How will iPad users access the FT Web App and will I still be able to download the existing app from the Apple App Store?

iPad users can simply type <https://app.ft.com> into their web browser. Saving a bookmark to their homescreen will completely replicate the native app experience. For the time being you will also be able to download the iOS native app from the Apple App Store, but we are encouraging users to migrate over to the new web based app.

Why should I use the new FT Web App?

This is our best app yet and HTML5 technology used lets us deliver a traditional app like experience in a web browser. You really won't tell the difference, except that improvements and updates will happen automatically and instantly. Further benefits include:

- Reading offline – saving a shortcut to your home screen so you can read it offline, at any time, just like one of our existing apps
- Web browser access – no download needed
- All access – one registration or subscription will offer customers access to FT content through a range of devices or on a PC
- Speed – the new app offers improved performance
- Automatic updates – instant product improvements with no need to download new versions of the app
- Specific to smartphones – a completely new and improved design, inclusion of images and FT video content, a new simplified currency converter
- Specific to tablets – New content from FT Blogs

What is HTML5 and why is it significant?

HTML5 is the latest version of HTML, the main programming language programmers and developers use to create documents on the Web. It makes it easier to host graphics, including video content, on a web page. It also makes it easier to publish on many platforms, including from web to mobile. And crucially for us, HTML5 development can make the pages on a web browser perform like an application platform.

How much does the app cost?

The app is integrated into our digital subscription model whereby the FT offers access to its global journalism anytime, anywhere, on a PC and multiple devices, with one login and one subscription payment. A free registration offers access to ten articles a month across all platforms before users are asked to take out an FT subscription.

We are also offering users who register to use the new app free access to FT content for the week of launch.