

LEN launches new website at Rome European Championships

The European Aquatics Association LEN has launched a new website – www.len.eu to mark the latest milestone in the new LEN Communications' Strategy.

The new design has been simplified in terms of architecture, look and feel. The LEN website team has been working with our technology partner Microplus to make key information and engaging content more easily available and accessible on mobile devices.

As well as continuing to provide essential institutional information to the new site will cover the sport in a way that is appealing and engaging to fans.

With the new LEN TV Platform integrated into the home page, the new LEN website offers an integrated video player with live stream of all the action, live results, and bespoke news and features which will get visitors right to the heart of the action at Roma 2022.

Rokur, who is the Bureau Liaison for Media and Communication said; “Since the new Bureau has been in place, we have transformed LEN’s Digital offer, and this new website is faster, easier to use, more secure and will give fans of aquatics great content – especially video - in an easily accessible way. The addition of experienced journalists like Nick Hope, formerly of the BBC as the Digital Editor, means that Len.eu will be both a must visit digital destination and a practical tool for those who need it.”

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