

Press Information

Just in time for the World Cup: Kick-off for Sport.de with CONTENTS

Munich, 05/27/2010 – Sport.de, one of Germany’s leading sport portals has been relaunched with the Content Management System CONTENTS just in time for the Soccer World Cup. A considerable increase of live and mobile content, a new structure and Facebook integration provides better user-friendliness of the website produced by RTL interactive.

Just a few weeks before the beginning of the Soccer World Cup in South Africa, sport.de, one of Germany’s leading sport portals, is in top shape. Following the CONTENTS based relaunch, sports enthusiasts have even more video content to choose from on sport.de. For the first time soccer fans can watch all games of the FIFA Soccer World Cup 2010, broadcast by RTL, in the Live-Stream on sport.de. If you want to be kept up to date with your cell phone while on the road, you can receive news about all 64 World Cup games by means of the live ticker under mobil.sport.de.

The new page navigation of sport.de focuses on the most popular sports such as soccer, Formula One, and boxing while grouping other sports under a single menu item. By means of the meta-navigation and options like “Live Events”, “Video”, and “Services”, upcoming sports events, video news, SMS notices, and downloads are easily retrieved. Especially useful are the theme packs, a compilation of various and directly accessible information on a particular subject. Contents of theme packs already viewed by a user are check-marked. Easy orientation is ensured through clear symbols referring to different content types such as articles, photos, videos, or interactive elements like polls. To increase user interaction, there is a “Like”-button from Facebook under every article. When a user clicks the “Like”-button on sport.de and is logged into Facebook at the same time, the evaluation will be displayed in the user’s Facebook profile.

For content administration on sport.de, RTL interactive relied on the Content Management technology of CONTENTS. Existing functions of earlier projects were applied and further refined. A new feature is the importing of Deutsche Presse Agentur (DPA) messages in CONTENTS and the automatic administration and output of imported DPA news. Matthias Büchs, divisional director Online / Mobile / Teletext with the media group RTL Germany, is proud of the relaunch’s outcome: “By means of the relaunch we have a better integration of our sport-relevant video clips from the RTL media group with the service range of

sport.de. We want to raise the bar for user-friendliness and increase our user base at sport.de.”

About RTL interactive

Under the umbrella of RTL interactive GmbH, the Media Group RTL Germany bundles digital, interactive, and transaction-based business areas, beyond the classic, advertising-financed free TV. The company develops innovative topics, products and platforms, which are attractive for both the public and advertisers. Areas such as online, mobile, teletext, media services (telephone and SMS premium rate service), licensing, and games publishing (PC and console games) are included within the company, as well as its subsidiaries Cliffish GmbH & Co. KG and wer-kennt-wen.de. Further information on RTL interactive: www.RTL-interactive.de.

About CONTENTS Software GmbH

CONTENS Software GmbH provides content management software (CMS) and social software solutions for companies with sophisticated online communication needs.

Its line of products meets the demands of businesses from small online editors to international companies. With the help of CONTENTS' platform-independent CMS products and social software solutions, businesses can realize even extensive online projects within a very short amount of time and without any prior programming knowledge being required.

Several well-known companies rely on the content management products provided by CONTENTS, such as Adecco, Böllhoff, Brose, Concordia Insurance Group, Eli Lilly, the HVB BKK, John Deere, the cantons of Aargau and Freiburg, the Max Planck society, McDonald's Deutschland Inc., manager-lounge, Mövenpick Hotels & Resorts, the Oettinger Imex AG, Ratiopharm, RTL interactive, Schwyzer Kantonalbank, Siemens mobility, the city of Biel, T-Mobile and UniCredit Direct Services.

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