

Press Information

BLM presents new online offer with CONTENS

Munich, 06/26/2009 – The Bavarian regulatory authority for commercial broadcasting (BLM) has radically modernized its online offer and relaunched it based on the new version of the content management platform CONTENS. The users benefit from the well-arranged quickstart, the target group-orientated accesses and the comprehensive media news. The Munich CONTENS Partner Ray Sono AG optimized the new appearance and realized the implementation.

The Bavarian regulatory authority for commercial broadcasting (BLM, www.blm.de) has modernized its comprehensive online offer and thus enhances services for different target groups. As one of 14 regulatory authorities in Germany the BLM licenses and supervises private broadcasting in Bavaria.

BLM's new online offer is easily accessible and impresses with its many functional and visual enhancements. The quickstart on the right side of the website indicates frequently selected keywords in the shape of a tag cloud and thus quicker brings forth requested content. Specific target group accesses for citizens, media users, media designers, parents, educators and pedagogues offer compendious emphases on topics that are of special interest for the particular target groups. The new media news do not only include BLM's own in-house notices but also feature links to the most relevant online news of the whole media domain. By request RSS feeds continually provide interested users with the latest news on the BLM website. The modernized website design skillfully places colorful highlights - plentiful white space provides more structure and clarity.

For relaunching the BLM relied on the latest version of the content management platform CONTENS. The cms technology which has been in use at BLM since 2004 once more convinced BLM's IT manager, Robert Hefter, through its combination of easy usability and very flexible customizing. Petra Ragaller, responsible for the internet editorial office, welcomes further benefits: "The clear setup of CONTENS and the new version's intuitive functions noticeably forward the maintenance of our website."

Conception and redesign of the new BLM website were realized by the Munich CONTENTS partner Ray Sono AG who was also put in charge of the entire implementation as well as the front-end programming.

About BLM

As one of 14 media institutes in Germany the Bavarian regulatory authority for commercial broadcasting (BLM) licenses and supervises private broadcasting.

As a creative force the BLM consistently contributes to advancing the range of private broadcasting in Bavaria and promotes the implementation of technical innovations such as digital radio and mobile media. With its development and research activities the BLM ensures a diverse range of programs, a sustainable technical infrastructure, education and skill enhancement of the next generation of journalists and a responsible handling of the media. The BLM sees itself as an information platform not only for experts but also for the broad public and creates maximum possible transparency with its events and publications. While performing these tasks the BLM all the while aims at securing the future of Bavaria as a media center.

About Ray Sono AG

Ray Sono is your partner for the conception, design and management of innovative Internet-based solutions. Ray Sono designs and optimizes the electronic business processes of its customers and thereby focuses on the optimal integration of the issues usability, branding, self-services, portal technology and online editorial handling. The entire information-, interaction- and process design of the websites created by Ray Sono is consistently geared to the strategy of the particular customer and to the individual demands of the target groups.

Enterprises from all commercial sectors rank among the customers of Ray Sono: Austrian Airlines, Bavarian regulatory authority for commercial broadcasting, BMW Group, DATEV, Deutsche Bahn, Knorr-Bremse, L' TUR, Lufthansa, MAN Nutzfahrzeuge Gruppe, MEAG, Messe München International, Miles & More, Mövenpick Hotels & Resorts, Siemens, SWISS und Thomas Cook.

Ray Sono has its headquarters in Munich and offices in Zurich.

About CONTENS Software

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.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products, businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

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

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