

Press Information

RTL, VOX and SUPER RTL operate communication portals with CONTENS

Munich, 13.11.2008 – The television broadcasters RTL, VOX and SUPER RTL as well as the niche digital broadcasters RTL Crime, Passion and RTL Living have launched their new communication portals based on CONTENS. All current channel information is clear and well structured, and is available in the online press center. Registered journalists have access to extended information of all participating broadcasters. CONTENS, as a standardized basis, facilitates the administration and maintenance of content.

For quick and up to date information on their channel, the broadcasters RTL, VOX and SUPER RTL as well as the niche digital broadcasters RTL Crime, Passion and RTL Living have launched their new communication portals based on the Content Management Platform by CONTENS. The broadcasters, which belong to the media group RTL Deutschland, inform journalists in particular about future formats, audience figures and current program announcements.

Centralized Login for Journalists

The new communication portal offers a special service to registered journalists: After logging in, they receive direct access to further information as well as an extensive collection of picture material for their news coverage. The advantage: with only one login, one can quickly and easily reach the closed areas of all the press centers taking part. The integrated program calendar shows journalists all the important daily program information in one click.

Quicker access and easier Downloads

Signe Krichel, Managing editor of RTL Communication Services, is really happy with the new press portal: "Journalists can find what they need for their work much quicker on the new site, and can download the sought after content straight away." The new picture and text search, as well as the integrated Quickfinder make this possible, with which you can select pictures, soundtracks and press portfolios and download them as a compressed ZIP file. Furthermore, journalists can set up their own mailing service and get automatic information on new pictures, program changes or program highlights.

One CMS + many clients = lower costs

With the adoption of CONTENS as a central Content Management Platform, the extensive, similarly structured press centers could be converted in the shortest possible time. All participating online presences were administrated in one central installation, which radically minimized the administration expenditure. Editors profit in particular from the clearly arranged CONTENS user interface and from the easy reusability of content.

The realization of the press portals for the RTL Media group resulted from the close collaboration between the CONTENS Professional Services division and the Cologne Broadcasting Center (CBC) which belongs to the RTL Media group. The new online presences can be found in the internet under the following addresses:

- <http://kommunikation.rtl.de>
- <http://kommunikation.vox.de>
- <http://kommunikation.superrtl.de>
- <http://kommunikation.rtl-crime.de>
- <http://kommunikation.passion.de>
- <http://kommunikation.rtl-living.de>

About CONTENS Software

CONTENS Software GmbH provides content management software (CMS) 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, Biotest, Blanco, 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, Mövenpick Hotels & Resorts, the MVV Energie AG, the Oettinger Imex Group (among others „Davidoff“), Ratiopharm, RTL, the Schwyzer Kantonalbank, Siemens Mobility, the town of Biel, and T-Mobile.

Further information

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