

NEWS

FC Bayern München third time winners with web appearance

We congratulate the FC Bayern for being honoured as the most popular website of the year! A recently published survey of the online market research institute MetrixLab elected the online appearance of the German record champions as most popular website within the category sports in 2014. Again, this is an outstanding acknowledgement for the long-standing cooperation between the Bundesliga team and BTD Group, which are responsible for the entire digital appearance of the record champions.

With more than 431.000 recorded votes at the election to „best website“ and „most popular website“ within 19 different categories, FC Bayern München website received the most votes within the sports category and claimed the title “most popular website”. For the duration of a year, the Bundesliga team can acorn with this title, which is once more a quality certificate for the website. You will find further information at: websitesdesjahres.de

„This repeat award within the digital sector is a strong argument for the productive cooperation between BTD and the FC Bayern“, says Stefan Leibhard, founder and managing director of BTD Group. “After a partnership, which has been lasting for 13 years now, we were able to implement numerous developments and relaunches on FC Bayern’s digital platforms, for which the Munich professional club has already won several awards. Among others, the Bundesliga team gained a top position within a survey, which was carried out by the specialist magazine “W&V”. In September 2013, the professional club reached first place within the “Online Champions League” at championsleagueswebsites.com.

An important milestone was, among others, the [complete relaunch of the FC Bayern website](#), including fcb-tv, the online shop as well as developing the FC Bayern app for all current operation systems – everything of course in Responsive Design for mobile optimisation. BTD also developed the [karaoke platform “Fan Voices”](#) in cooperation with Deutsche Telekom, which allows fans of the first division team to become part of the program at the Allianz Arena.

The overseas fans were also kept in mind. BTD established [three new data centre nodes](#) within the USA and was able to demonstrate its approved technical expertise in the [implementation of the FCB’s US website](#).

[To the German FC Bayern München website](#)

[To the English FC Bayern München website](#)

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BTD Group – “Marketing driven by technology”

BTD stands for creative, innovative and efficient projects focusing on marketing and technology. Currently staffed by 150 employees, since 1997 BTD has developed from its purely IT specialist origins into becoming a partner for integrated campaigns, CRM activities and highly popular brand websites. We combine brand communication, design, innovation, efficiency and IT expertise with marketing targets – **“Marketing driven by technology”**.

As a full-service solution provider, the group offers unbiased holistic consulting, development and implementation, full outsourcing of IT, online and eCommerce platforms, mobile smart TV apps, video streaming, IT security through to arena systems and operation in compliance with FIFA and UEFA guidelines.

Aside from well-known companies in the sports world such as FC Bayern München, Werder Bremen, DFL (German Football League), DFB (German Football Association), Allianz Arena and over 50 other national and international stadia and clubs, many of our clients come from various industries including Samsung, RedBull, Microsoft, DSF, Pro7Sat1 and Deutsche Telekom.

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