

Press Information

Relaunch of VOX.de with CONTENS

Munich, 07/21/2010 – More videos, more program proximity, more structure, and a new program planner – that's the new image of the redesigned website of the Cologne, Germany-based TV station VOX. For content administration on VOX.de and the product line VOX mobil, the Content Management System (CMS) CONTENS was introduced.

The Cologne, Germany-based TV station VOX, well known for its exciting documentations, successful US series, and wide range of in-house productions, has completely redesigned its web presence VOX.de, relaunching it with the Content Management Solution CONTENS.

Programs with individual design

The program planner on VOX.de shows the current program of the next few hours and directly leads the visitor to the pages of the different TV formats. Following the relaunch with CONTENS, pages of formats such as "Das perfekte Dinner" or "CSI:NY" can now much better represent the particular programs. This considerably increases the formats' quality of recognition and will especially impress the various shows' fans.

More videos

On the format pages, in addition to information about the respective format and actors, visitors can also find the broadcast dates of the next series and video highlights of previous ones. Links to the video-on-demand service VOXNOW provide the possibility to watch missed episodes of your favorite show later on and in full length. Since the relaunch, the website offers more videos, thus meeting the requirements of most viewers.

Edgar Jacoby, Technical Manager at RTL interactive GmbH, explains: "CONTENS enables us to present our content even more efficiently. That way we can publish our content across all platforms, be it online, mobile, or teletext, and customize it according to the particular user scenario. At the same time, we can intelligently link professionally produced videos and thus provide even better accessibility for internet users."

New structure for more visual clarity

The horizontal, extremely reduced navigation and the sideways folding menu of the second navigation level significantly increase VOX.de's user friendliness. This was shown by user tests in comparison with the previous design. The common content structure on the program pages guarantees a consistent overall picture on VOX.de in spite of program-specific page designs.

Relaunch for mobile users as well

Besides the VOX.de website, the mobile portal (<http://mobil.vox.de>) was also completely redesigned. The new, brighter design considerably improves the content's legibility. With the optimized navigation concept, mobile users get to their favorite program with only a few clicks.

Great flexibility with CONTENS

The VOX.de relaunch was implemented with the Content Management System CONTENS. Customized forms are used for content administration, optimally reflecting the requirements of the VOX editors. Especially useful for editors are the inheritable locations, which can be used to easily transfer content of a particular location to subordinate pages as well. Conceptual design and implementation of the VOX.de relaunch were done by the RTL interactive GmbH, which, like VOX, belongs to the media group RTL Germany and produces the website for VOX.

About VOX.de

The Cologne, Germany-based TV station VOX has been online with a portal since 1996 and, as such, was one of the first TV websites in the internet. Meanwhile, VOX.de has an average of 1.02 million unique users (AGOF internet facts 2010-I) and 3.5 million visits per month (IVW, Jan-May 2010). The website is produced for VOX by RTL interactive. Responsible for marketing of the online and mobile offers is IP Deutschland GmbH.

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 Clipfish GmbH & Co. KG and wer-kennt-wen.de. Further information on RTL interactive: www.RTL-interactive.de.

About CONTENS

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 CONTENS' 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 CONTENS, 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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