

Press Information

ProSiebenProducts Launched on CONTENS

Munich, 11/02/2010 – Under the motto “A Mega-Deal A Day”, the recommendation portal ProSiebenProducts is now available. Registered users can benefit from discounts of up to 80% on attractive lifestyle products available nationwide or locally. Registered retailers have the possibility to upload products and promote their campaigns online and via individualized ProSieben TV campaigns. Every day the latest national mega-deal is recommended and as such only available at ProSiebenProducts on the day of the campaign. The platform was implemented on the basis of the Content Management System CONTENS.

Recommendation platforms are extremely popular since users can, for a limited time, purchase incredibly discounted products. With ProSiebenProducts (www.prosiebenproducts.de), the newest smart-shopping and coupon deal portal is now available. On ProSiebenProducts registered users can find exciting and greatly reduced offers with discounts of up to 80% seven days a week. The offers mainly focus on the lifestyle area including fashion, entertainment, gastronomy, and electronic highlights. Every day you have a new nationwide offer available for a twenty-four hour period. What is more, there are local offers you can access through an extensive city selection.

Standard CMS with Individualized Customizations

For technical realization of ProSiebenProducts [www.prosiebenproducts.de] the executives of operator MM MerchandisingMedia opted for the Content Management System CONTENS owing to its flexible design possibilities. Administration and maintenance of both offers and users is managed through an individually designed backend that is displayed entirely in CONTENS.

A user-friendly upload process allows registered suppliers to set up their own product and service coupons, and to sell them over ProSiebenProducts. An optimized shopping cart system and helpful merchant tools ensure efficient processes in the background. To make the payment process as simple and convenient as possible, ProSiebenProducts not only provides direct debit but also MasterCard, Visa, and PayPal.

A combination of clustering and efficient content delivery network guarantees high availability of ProSiebenProducts even under extreme internet loads. These are likely to occur when attractive offers are presented on television.

Promotion via TV, Facebook, Twitter etc.

Offers are promoted on the broadcast stations of ProSiebenSat.1 Group and on numerous online channels. The personalized newsletter "DealAlarm" provides information about local and national offers that users can sign up for. Via an interface to Facebook, ProSiebenProducts offers can be integrated on the respective Facebook fan page

[<http://www.facebook.com/pages/ProSiebenProducts/113517665369028>]. Extra sharing-interfaces to the most popular social networks enable users to recommend offers to their friends.

ProSiebenProducts [www.prosiebenproducts.de] was implemented by CONTENS Professional Services in close cooperation with MM MerchandisingMedia GmbH.

About MM MerchandisingMedia

MM MerchandisingMedia GmbH specializes in the licensing, music, and commercial business of the ProSiebenSat.1 Group. It grants customers license rights for station and program brands like "Germany's next Topmodel", "Galileo", "POPSTARS" and "Desperate Housewives". The company also merchandises trademarks like FIT FOR FUN and Playboy and has various copyrights in its portfolio. Its service range is topped off by music collaborations that make artists and TV formats come together. Starwatch Entertainment, ProSiebenSat.1 Group's music and entertainment label, is also a part of MM MerchandisingMedia. Besides the conventional music business with several record labels, Starwatch Entertainment has two other footholds: LIVE entertainment and artist marketing. In the e-commerce business MM MerchandisingMedia controls the group's e-shopping offers: Online fan shops and live-shopping portals like ProSiebenProducts.de. MM MerchandisingMedia GmbH is one of the biggest licensing agencies in Europe and a 100% subsidiary of ProSiebenSat.1 Group. The company is based in Unterföhring, Germany.

About CONTENS 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 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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