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Press information

RTL.de relaunched with CONTENS

Munich, 02/23/2010 – RTL interactive, subsidiary of the most successful German commercial broadcaster, relies on the content management technology of CONTENS for its broad General Interest website RTL.de. Technical highlights include a newly developed administration interface for easier content maintenance and category-based output of content, as well as integration of the PHP Zend framework.

The leading German infotainment portal, according to the AGOF, RTL.de is one of the most popular websites in the German-language internet and, with 6.49 million users per month (AGOF internet facts 2009-III), is consistently ranked one of the top ten most visited German websites.

Along with a new look, the RTL relaunch focused on a clearer content structure, and an optimized navigation. A lot has changed, in particular with regard to the content: The new website now offers more videos, thus integrating the core business of RTL.

Since the relaunch with CONTENS, various improvements have been made especially in the editorial backend of the RTL website. The RTL interactive team along with CONTENS Professional Services designed a new administration interface, by which content such as texts, images, videos, links, votings, and comments can be edited much faster, thereby providing for a more efficient administration and output of content. The newly developed administration interface simplifies and accelerates the editor's work, so that, for example, rule-based output of content is feasible.

To allow a quick and fail-safe presentation of content, an integration of CONTENS with the PHP Zend Framework was realized in the course of the relaunch. In the backend content is administered with CONTENS on the basis of CFML and MySQL, while content is displayed using PHP Zend applications accessing replicated MySQL data. By replicating the CONTENS database, web applications of any technology (e.g. PHP, JSP, ASP.NET) can consume the entire editorial content for dynamic output.

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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 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 TS, the city of Biel, T-Mobile and UniCredit Direct Services.

Further information

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