



BILD.DE. Increased effectiveness of content production

THE CLIENT: Bild.de

Bild.de is one of the most successful general interest portals in the German language Internet with more than 160 million visits and 2.3 billion page impressions per month. Millions of users expect to have constant, fast and reliable access to the latest and multimedia-based news on politics, entertainment and sports, as well as exclusive information and entertainment. The number of users visiting the services at www.bild.de continues to increase.

Bild.de chose to implement a new content infrastructure to simplify the production and management of content and to deliver the site as quickly and reliably as possible despite increasing numbers of users.

THE CHALLENGE: Superior performance for high traffic portal

Bild.de required a comprehensive solution that could optimize all content processes effectively by integrating third-party systems, such as an image or customer database. At the same time, the new infrastructure needs to adapt quickly and simply to meet new market and enterprise requirements. In addition to these requirements, Bild.de also needed the new infrastructure to be operational within six months.

THE SOLUTION: High traffic content management and multi-channel delivery with CoreMedia CMS

Bild.de has implemented its new content infrastructure using CoreMedia CMS technology. In choosing CoreMedia CMS, the Content Management and Multi-Channel Publishing solutions were chosen from those presented in the offering. CoreMedia CMS facilitates a simplified content production process by maintaining strict separation of layout, structure and content.



THE PROJECT

- Content Management for Bild.de
- Multi-media content across a range of channels
- News updates around the clock

THE ADVANTAGES

- Excellent accessibility even during high-traffic
- Multi-channel delivery for maximum scope
- Simplified production processes thanks to the separation of content and layout
- Flexible adaptation to company requirements or changing business demands
- High-performance, user-friendly tools
- Third-party systems can be integrated easily

THE NUMBERS

- 2.3 billion page impressions and 160 million visits per month
- 11.74 million unique visitors per month
- Project implementation within 6 months

With the help of a user-friendly Editor, editing staff at the Berlin and Hamburg sites can input content directly into the content management system without needing to know HTML.

The result is that the complicated and costly preparation of content for display as HTML pages using production staff is no longer necessary. Using CoreMedia CMS, Bild.de can update content for the channel on-the-fly and thus ensure the near-time presentation of breaking news and information. The linear scalability of CoreMedia CMS was also a feature that impressed Bild.de. This guarantees reliable high availability for the portal, even at times of sudden, intensified user access.

CoreMedia CMS's open architecture also offers Bild.de the flexibility required for third-party system integration and future expansion projects. By integrating the customer database and a personalization module, users receive a browsing experience catering to their individual requirements. In addition, the integration of an image and video database from Visono, a Bild.de partner, enables a number of features, including automated import, rights management using the content management system itself, and the invoicing of multimedia content based on cost centers.

The future planned expansion of paid, member-only content areas can be easily implemented. The new content infrastructure was successfully implemented using CoreMedia CMS as a foundation, supporting an ASP solution provided by our CoreMedia Partner line.

“With the implementation of CoreMedia CMS and the expansion of our personalization platform we have found ourselves a flexible and future-oriented system. CoreMedia CMS provides our fast growing user base with the latest content and consistently increases the efficiency of our production processes.”

- Dr. Georg Pagenstedt, former board member at Bild.de AG



www.bild.de

ABOUT COREMEDIA

CoreMedia is a leading provider of Web Content Management (WCM) software to organizations demanding engaging, context-driven online experiences for their customers regardless of channel or touchpoint. The company's WCM suite offers unique business value by seamlessly integrating digital and social media assets, increasing editorial productivity and accelerating time to market in complex environments. As a result, businesses can more effectively execute their online strategies to engage users, build customer loyalty and ultimately drive greater revenue and profitability.

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