

## **P R E S S   R E L E A S E**

### **BTD adds a new design for FC Bayern´s official Basketball website**

**Munich, 20 October 2011**

**The beginning of a new era has come for FC Bayern Munich´s Basketball club. After their spectacular promotion to the top German basketball league and their recent move to the newly modernized Audi Dome, the clubs new "online" presence has been completely enhanced and upgraded. The company behind this development is BTD Newmedia GmbH, the Munich-based "online specialist" and also official partners of FC Bayern basketball.**

The new 2011/12 season has provided FC Bayern Basketball fans top competitive games in the new Audi Dome and also completely new club website with additional features. The clubs new website is a more modern and professional design without being unobtrusive. In addition, a more user-friendly menu style is included which will allow fans to easily navigate sound the website and introduce themselves to the new online world of Bayern Munich Basketball.

The new home page ([www.fcbasketball.de](http://www.fcbasketball.de)) offers fans the latest news and information directly from the club but also features up-to-date news from the Beko Basketball League and Euro Cup.

A new live ticker feature is now available and more background information is included on the clubs star head-coach, Dirk Bauermann. To maintain the site's editorial process, BTD Newmedia implemented the REDSTAGE system.

The REDSTAGE system offered numerous advantages for the club including simple operations and the fact that the system and website could be kept up-to-date and running with less editorial efforts involved in comparison to other systems. Due to the system elements REDSTAGE encompasses, this system also offers maximum flexibility for additional add-ons in the future.

Online specialists BTD Newmedia was the company behind this new website design. Within the project, BTD took over the conceptual consulting, design and the websites graphical implementation. In addition to redesigning the user interface, BTD were responsible for the entire holistic operation of the portal and supported the Bayern Basketball editorial team.

Titel: Website of FC Bayern basketball



Legende: The new FC Bayern Basketball website shines in their new design. The Munich-online specialists, BTD Newmedia developed this new look.

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### **About BTD Group:**

The BTD Group was founded in 1997 by the managing directors, Stefan Leibhard and Kersten Kröhl with BTD Telekommunikation GmbH. The companies, BTD Newmedia, BTD Service and BTD System followed, devoted to the business sectors of new media, mobile communications and IT services.

BTD Newmedia serves the entire value creation chain in the Internet and, in this role has been managing customers such as DFL, FC Bayern München, VfB Stuttgart or TOnline for many years. As one of only few agencies, BTD Newmedia possesses the competencies to provide a full range of services from consultancy, design and development to up-and-running operation with a round-the-clock service. Its portfolio also includes the company's own call centre.

Since mid April 2008, the newly established BTD International Consulting AG has also been serving sport clubs, leagues, associations, organisers and stadia and arena operators in the construction and modernisation of venues. Customers include e.g. the O2 arena in Berlin, the Polish football league and Sony. BTD International Consulting AG primarily benefits in this respect from experience gained in the construction and operation of the Munich Allianz Arena.



**References:**

T-Online International AG, Allianz Arena München Stadion GmbH, sueddeutsche.de GmbH, FC Bayern München AG, VfB Stuttgart, Swiss Ice Hockey Association. Darüber hinaus hat BTD Newmedia Onlinelösungen für renommierte Unternehmen wie ProSieben AG, Wacker Chemie GmbH, Worldguide AG, Staatliche Lotterieverwaltung Bayern, Rheinzink GmbH & Co. KG sowie DFL Deutsche Fußball Liga GmbH realisiert. Weitere Informationen: [www.btd.de](http://www.btd.de)