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Bertelsmann Homepage Sets New Accents / Focus on topicality, strategy and social media (BILD)



Gütersloh (ots) -

Cleanly structured, up-to-date and optimized for mobile use: The international media company Bertelsmann has given its corporate website a complete overhaul, and in doing so has created a new focus on key content and social media integration. More space has been devoted to news from the company, and its various social media activities have been fully integrated into the site. The layout was fundamentally updated and the numerous information offerings are presented in a user-friendly way. A more streamlined design and new navigation structure make it easy to find information quickly. This is especially true also for mobile use on smartphones and tablets, where the layout of the homepage now dynamically adapts to the respective device.

Specifically, the new features include a "strategy" menu section, where the Group's four strategic priorities are explained: strengthening the core, digital transformation, and the establishment and expansion of growth platforms and businesses in growth regions. Information about Bertelsmann's corporate responsibility activities can now be found directly on the homepage, along with job listings from the divisions. A social media newsroom allows users to follow the various activities of all parts of the Group on Twitter and Facebook. Options for downloading photos and other materials have also been simplified and significantly expanded.

"Our homepage is one of the most important destinations for anyone wanting to learn more about Bertelsmann," says Karin Schlautmann, Head of Corporate Communications at Bertelsmann. "Bertelsmann is a digital media company - a point that we are emphasizing on our new homepage by providing topical information, a modern design, compelling photos, and more videos. Many of our companies, formats and not least our CEO Thomas Rabe are active on various social media channels - and we now show this in many areas of our new website."

The Bertelsmann homepage can be found at www.bertelsmann.com (English) and www.bertelsmann.de (German).

About Bertelsmann

Bertelsmann is an international media company whose core divisions encompass television (RTL Group), book publishing (Penguin Random House), magazine publishing (Gruner + Jahr), services (Arvato), and printing (Be Printers) in some 50 countries. In 2012, the company's businesses, with their more than 100,000 employees, generated revenues of €16.1 billion. Bertelsmann stands for a combination of creativity and entrepreneurship that empowers the creation of first-rate media, communications, and service offerings to inspire people around the world and to provide innovative solutions for customers.

For further questions, please contact:

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