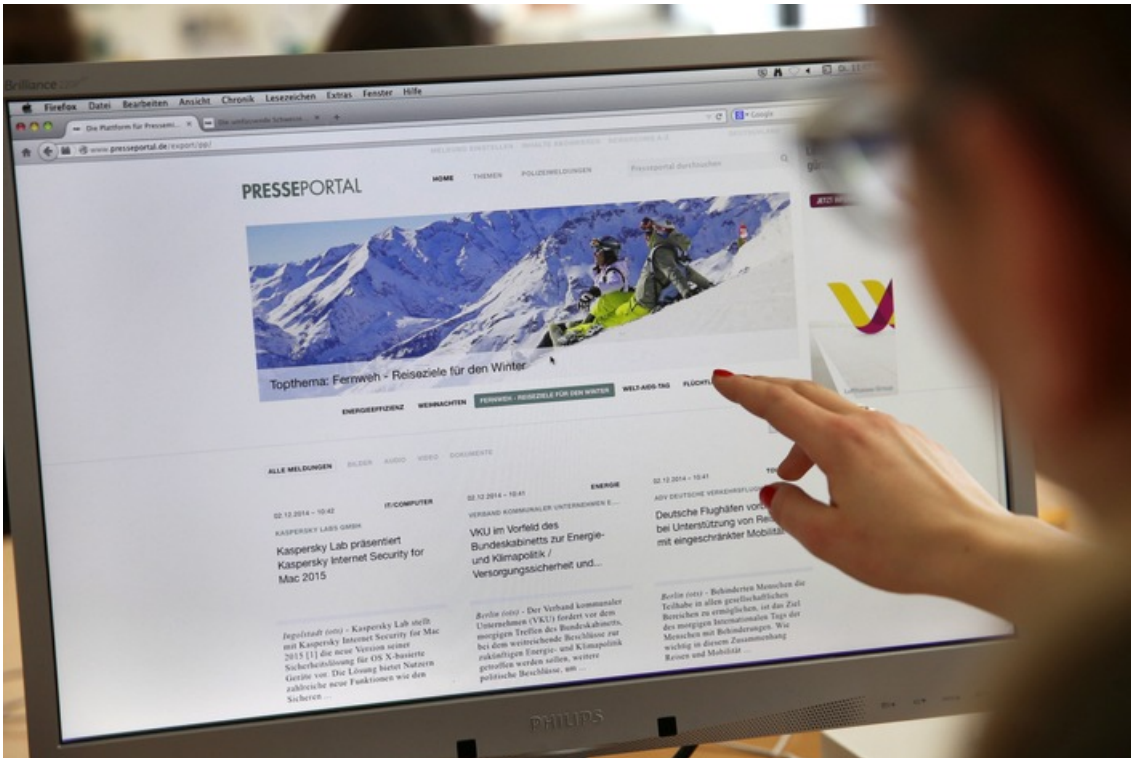


08.12.2014 – 15:40 Uhr

The new Presseportal goes online (FOTO)



Hamburg (ots) –

dpa subsidiary news aktuell has given its flagship www.presseportal.de a major revamp. Journalists and other people looking for information will find all the content they require a lot more precisely and faster than before via the new Presseportal. In this way, news aktuell makes communication of companies and PR agencies more successful and efficient, while boosting its core product, ots. Presseportal.de is the most used platform for company information in Germany, with roughly 5 million visitors each month (source: IVW).

dpa subsidiary news aktuell has launched a new version of Presseportal.de. Journalists and others looking for information will find all the content they require a lot more precisely and faster than before via the new Presseportal. In this way, news aktuell makes communication between companies and PR agencies more successful and efficient, while boosting its core product, ots.

"Our Presseportal is an essential tool for the preparation of press related material and information about companies on German-language Internet pages", emphasizes Frank Stadthoewer, managing director of news aktuell. "All the entries are prepared for a better visual effect, efficiently linked with social networks and consistently optimized for search-engines. In its search results, Google gives main priority to Presseportal. Using ots, the new Presseportal helps our clients enormously when trying to reach the exact target group."

"Presseportal.de is a success story. And our second launch writes a new chapter in the book", says the other news aktuell managing director Edith Stier-Thompson, with much delight. "700 new pieces of information and over 12,000 active newsrooms daily make us an important player in the news business. Major brands such as BMW, Audi, ARD and ZDF trust us to publish their news. With the new Presseportal we support our core product, ots, and set the course for further growth in this field."

news aktuell has been publishing up-to-date news through Presseportal.de since 1996, delivering press releases, photos, audio and video content to its ots clients. The dpa subsidiary's portal has developed into a central point of contact for all who search for original information from companies, organizations and public authorities. All content on Presseportal can be used for free, shared in social networks and subscribed to as an e-mail newsletter or feed.

With the relaunch, news aktuell is able to prepare company information from all sectors in a modern and easy-to-read format. Graphics and user experience are brought to a new level of excellence and adapted to current reading and viewing habits. The portal is geared to clarity and conciseness in order to provide more range for companies' messages. The website's look and feel is one of a sober and respectable media brand.

The launch of a new mobile version of the Presseportal is expected at the beginning of 2015, together with an update of the IOS and Android apps. There are further new features and innovations already firmly fixed in the agenda for later this year. The affiliated Swiss portal, www.presseportal.ch, will be launching a new online version simultaneously with the launch of the portal in Germany.

Presseportal facts:

- Roughly five million visits each month (reviewed by IVW)
- 700 new press releases daily
- A total of around 60,000 high-quality pictures
- Over 12,000 active newsrooms of companies, organizations and public authorities
- Google page rank 6
- Apps for IOS and Android: roughly 200,000 active installations
- Brands on Presseportal (ots clients): BMW, Audi, Volkswagen, Ford, ARD, ZDF, RTL, Sat.1, DIE ZEIT, Gruner + Jahr, Axel Springer, Bayer, BASF, Deutsche Bahn, Fraport, Statistisches Bundesamt, Marine, Luftwaffe and many more.

The new Presseportal: www.presseportal.de

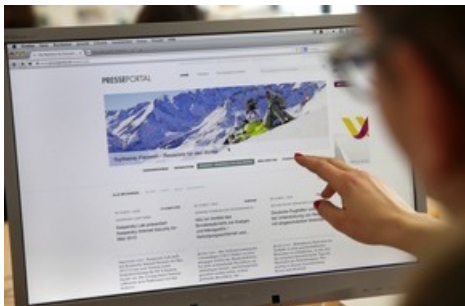
About news aktuell:

news aktuell, a subsidiary of Deutsche Presse-Agentur (dpa), employs over 120 staff. The Hamburg-based company prepares PR content, provides large-scale coverage and offers innovative tools for daily work. Its three big products ots, zimpel and studio achieve these aims. news aktuell ensures that companies and PR agencies reach the right people, in the right place, at the right time, with the right content. Communications specialists from all over Germany rely on the expertise of the dpa subsidiary.

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Medieninhalte



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