

Press Information

Participant Media launches Social Action Website with CONTENS

Munich, 04/27/2009 – Participant Media, the producers of films such as „An Inconvenient Truth“, „Charlie Wilson’s War“, „Syriana“ and „The Kite Runner“ has launched its new social action website with CONTENS. Conceptual design and implementation of the project were executed by CONTENS’ partner T-Sign Studios in Los Angeles.

Participant Media (<http://www.participantmedia.com>) is convinced that a good story persuasively told can make the critical difference in the way people see the world. Whether it is a film, a documentary, a TV series or other media, Participant Media tells stories that are exciting as well as entertaining and often based on real-life events in order to encourage social sensitivity and responsibility.

For its new social action website the media enterprise which was founded in 2004 by Jeff Skoll, the first president of eBay Inc., opted for the content management platform CONTENS. The new online offer introduces the company Participant Media and its productions to the website’s visitors in a motivating way and aims at inspiring them to actively participate in making a positive social change in the world. Thus, in addition to every presented film, five tangible tips are given pointing to what each and every one of us can directly do to alleviate the problems that constitute the subject matter of the particular title. Through the new social action website visitors can access international relief organisations such as Amnesty International, the Gates Foundation, Jewish World Watch and many more, which have been integrated into the online offer according to their specific context. For each issue the user can choose from a variety of possibilities and materials to actively take part in official programmes and actions of the relief organisations.

The decision for the underlying content management technology was made in favour of CONTENS’ CMS after a three-stage selection process due to its easy to learn and easy to use interface.

“We had a great experience building our new site with CONTENS,” Joshua Tremblay, Manager Operations & Optimization explains. “Despite our short

project schedule, the T-Sign team created multiple flexible templates that made updating content easy for both new and experienced users."

Conceptual design and realization of the Participant Media Website (<http://www.participantmedia.com>) were undertaken by CONTENS' partner T-Sign Studios (<http://www.t-sign.com>). The online specialists of T-Sign Studios in Los Angeles realized the project with CONTENS in less than six weeks.

About Participant Media

Participant Media is a media enterprise with headquarter in Beverly Hills that focuses on the production of socially relevant films, documentaries, TV programmes as well as print and digital media. The company is directed by CEO Jim Berk and was founded in 2004 by Jeff Skoll who presides over the supervisory board.

Participant Media tells stories that are exciting as well as entertaining and at the same time highlight the truly momentous things in our lives. For each of its projects Participant Media launches a far-reaching Social Action Programme and forms interest groups in order to originate individual and collective activities based on the ideas and inspirations of a film.

Participant Media's productions include films like „The Kite Runner“, „Charlie Wilson's War“, „Darfur Now“, „An Inconvenient Truth“, „Good Night and Good Luck“, „Syriana“, „Standard Operating Procedure“ and „The Visitor“. Not only do Hollywood Stars like George Clooney, Tom Hanks, Julia Roberts, Robert Downey Junior, Matt Damon, Brad Pitt and Donald Sutherland perform in front of the camera but also internationally renowned artists such as Sheryl Crow or politicians are active for and in the company's productions.

Al Gore, vice president of the USA under Bill Clinton, points to the global climate change in „An Inconvenient Truth“. In line with Participant Media's Social Action Campaign to „Darfur Now“, Barack Obama, presently incumbent and 44th president of the USA, appeals for everyone to actively take part in ending the genocide in Darfur. Participant Media dedicated an entire production to the 39th president of the USA, Jimmy Carter, owing to the Nobel Prize winner's unparalleled commitment to the peace process in the Middle East and because since leaving office he founded the Carter Centre which to this day has continued to support global humanitarian and social projects.

About T-SIGN Studios

As an international service provider with branches in the EU and the USA, T-Sign Studios focuses on the essential and success-directed aspects within online projects. In doing so the company offers all services that are required for an optimum realisation. By means of an exceptionally highly skilled permanent staff as well as strong partnerships with leading software producers, solutions are developed which generate a significant surplus value within a short span of time.

Among the company's pleased customers of many years are a number of notable global market leaders from various branches and industries.

Its long-time experience in managing international projects and investing not only in today's state-of-the-art of technology enable the company to provide its customers with services that will also live up to future demands. A great deal of commitment as well as an exceptionally high project quality pay off: For their especially felicitous projects the T-Sign Studios are regularly awarded with online prizes.

About CONTENS Software

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.

A strong network of experienced partners conceives innovative and customized CONTENS solutions and implements them according to individual demands. With the help of the CONTENS platform-independent CMS products, businesses can quickly realize and edit extensive online projects without any prior programming knowledge.

Several well-known companies depend on the content management products provided by CONTENS, such as Adecco, Brose, the Concordia Insurance Group, Eli Lilly, the HypoVereinsbank BKK, the HVB Direkt, John Deere, the cantons of Aargau and Freiburg, manager-lounge, the Max Planck society, McDonald's Deutschland Inc., Mövenpick Hotels & Resorts, the Oettinger Imex AG, Ratiopharm, RTL interactive, the Schwyzer Kantonalbank, Siemens TS, the town of Biel and T-Mobile.

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