

## High-Profile Web Site Content Management System Developed with .NET Technologies

NeoWorks, Lateral, Channel Five Broadcasting

### THE CUSTOMER

Channel Five Broadcasting (Five) is the fifth terrestrial television broadcaster in the UK.

### THE CHALLENGE

Five engaged NeoWorks and Lateral, a leading interactive design agency, to redevelop their web site. The key objectives were to extend Five's on-screen identity into their online presence, and to bring control of the web site infrastructure and day to day content management in house.



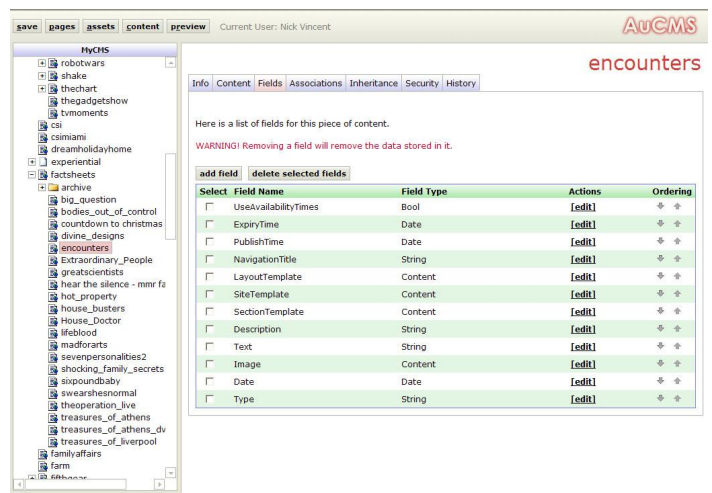
The launch date for the new site allowed only 12 weeks to develop all of the content management and web site functionality and to build the site itself.

### OUR SOLUTION

NeoWorks developed a customised content management and web site publishing solution as well as all interactive functionality for Five's web site.

The content management solution is based on NeoWorks' AuCMS content management and publishing framework. The AuCMS framework is built with Microsoft's .NET technologies.

The Five content management solution offers email workflow, content approval management, multiple web server management and publishing. It also provides interfaces for managing interactive web site functionality and CRM tasks.



The interactive functionality developed for the web site includes forums, real-time celebrity chat, polls, competitions (both free and pay per entry, using a third party micro-payment system) and user account management.

## SUCCESS

NeoWorks delivered the functionality required for launch on time and within budget. The web site launch deadline was achieved, and the web site continues to be actively developed by Five and Lateral. The web site infrastructure is fully managed by Five's internal IT department.

*"NeoWorks speed and professionalism throughout Five's website rebuild project was invaluable. The team produced a bespoke CMS within a particularly tight development period which matched our requirements and budget exactly. Their support and advice throughout the entire process was valued highly and we are more than happy with the end result."*

**Elin Parry – Interactive Manager, Five**

*"NeoWorks have a huge amount of knowledge and expertise and a pragmatic and committed approach which makes them the perfect partner on the Five project."*

**Gerard Myers – Account Manager, Lateral**