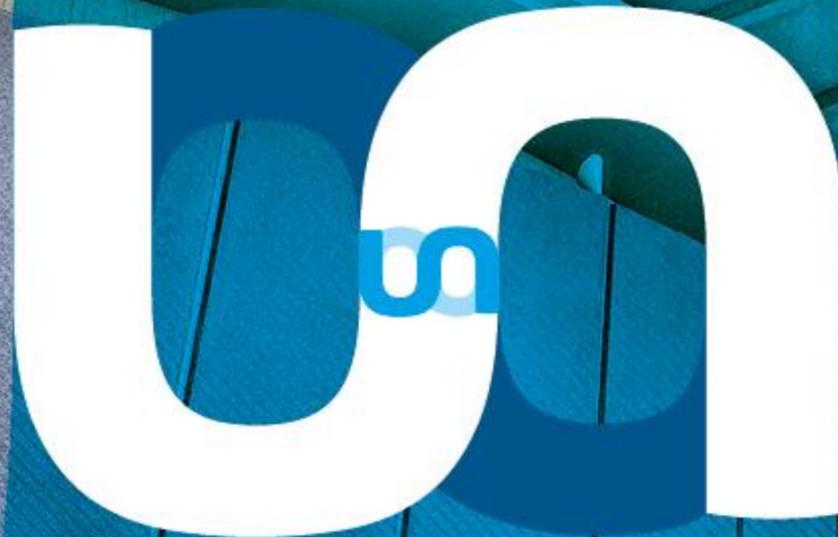


Thunder

**THUNDER**  
**OPEN SOURCE CMS FOR**  
**PROFESSIONAL PUBLISHING**





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**PART I.  
WHY ONE CMS  
FOR ALL?**



” TECHNOLOGY  
WILL NEVER AGAIN  
CHANGE AS SLOWLY  
AS IT DOES TODAY.

Martin Sorrell, CEO WPP



# DRUPAL 8 is the perfect foundation for Thunder

Free and open source

---

Fully responsive frontend  
and backend

---

Build with PHP

---

Integrates Symfony 2

---

Widely used and highly  
appreciated by developers.

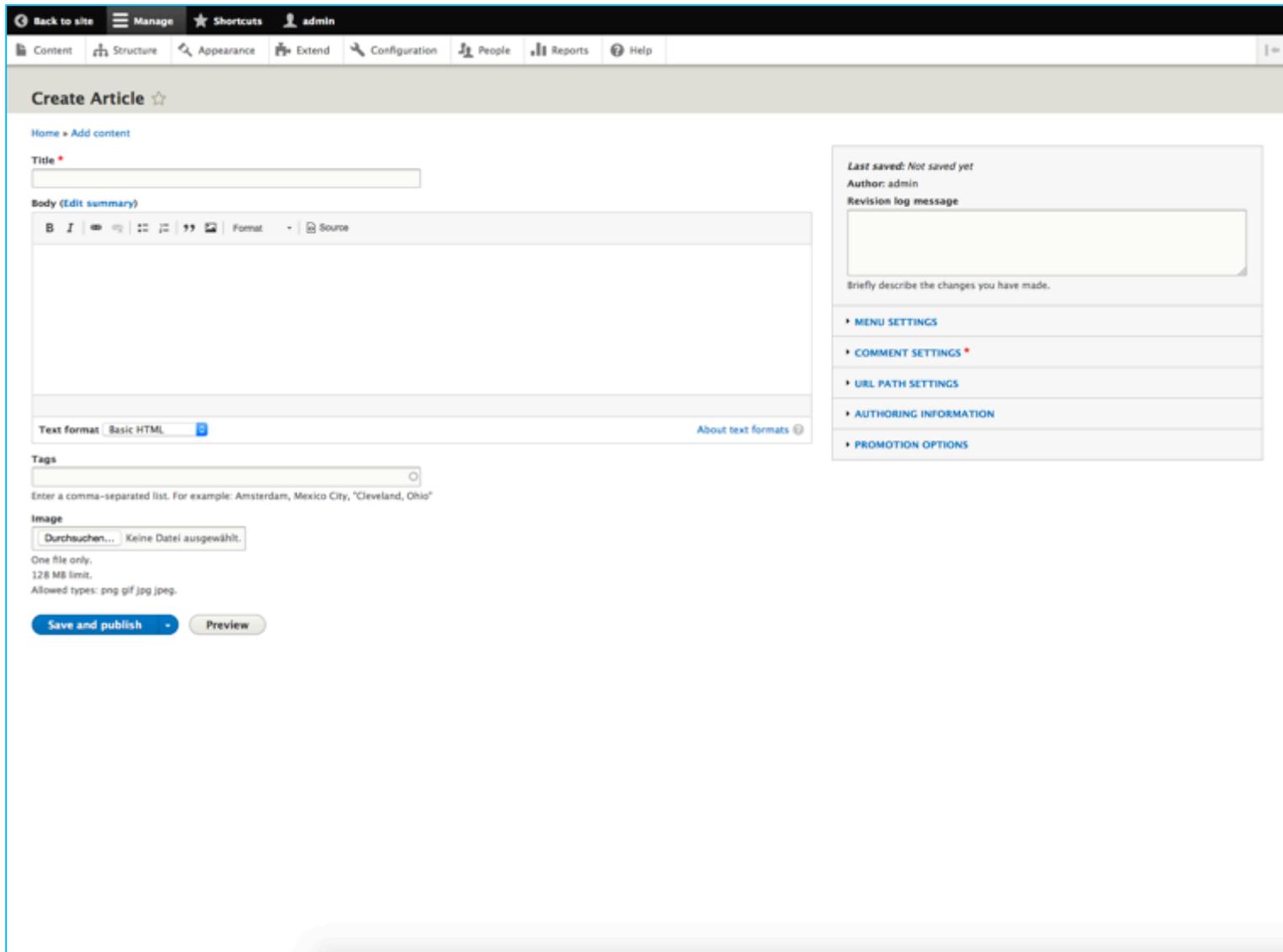
---

Easily adaptable with thousands  
of modules provided by a global  
community

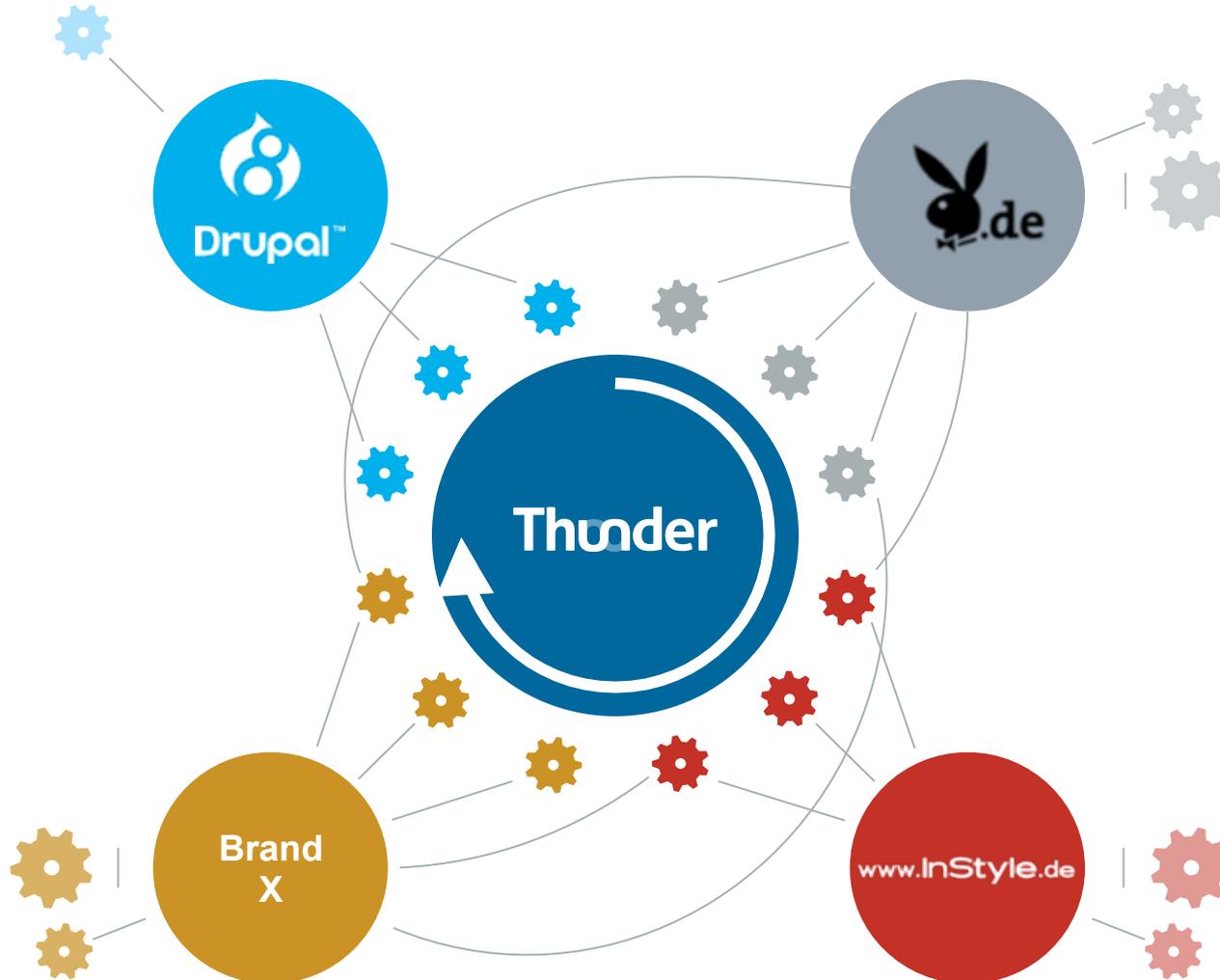
---

**Thunder**

# WHAT YOU GET WITH DRUPAL 8



# WITH THUNDER, ALL BURDA BRANDS SHARE THEIR DEVELOPMENT EFFORTS



**PLAYBOY**  **InStyle**

**mein schöner Garten** **E L L E**

**BAZAAR** Harper's **freundin**

**BUNTE** **Das Haus**

**m****life** **burda**  
style.de

**SUPER***illu*



**DONNA**

*marianne* **SVĚT ŽENY**

**marie claire**

More and more  
Burda-brands  
switch to Thunder

By the end of 2016, websites  
based on Thunder will  
generate approx.  
45 million visits and more  
than 200 million page  
impressions per month.

# WHAT YOU GET WITH THUNDER

The screenshot displays the 'Create Article' page in the Thunder CMS. At the top, a navigation bar includes 'Back to site', 'Manage', and 'admin'. Below this is a secondary menu with icons for Content, Structure, Appearance, Extend, Configuration, People, Reports, and Help. The main heading is 'Create Article', with a breadcrumb trail 'Home > Add content'.

The interface is divided into several sections:

- BASIS:** Contains fields for 'Channel' (a dropdown menu), 'Title', and 'SEO Title'. Each field has a small red asterisk indicating it is required. Below the 'Channel' field is a help tip: 'Channels represent the site hierarchy. Create new and change existing channels here.' Below the 'Title' and 'SEO Title' fields is another help tip: 'The SEO Title is used for the automatic generation of the Url. It's best to put the major keywords at the beginning.'
- Tags:** A text input field with a circular icon on the right. A help tip below reads: 'Multiple tags can be separated with (,) comma. Tags can be modified here.'
- TEASER:** Features a 'Teaser Media' section with a 'Select entities' button and a 'Teaser Text' text area. A help tip states: 'The teaser text is displayed on overview pages. Additionally, it is used for Facebook and Google snippets.'
- PARAGRAPHS:** A section with the text 'No Paragraph added yet.' and a help tip: 'Add different types of content with various paragraphs.' Below this is an 'Add Text' button with a dropdown arrow and the text 'to Paragraphs'.

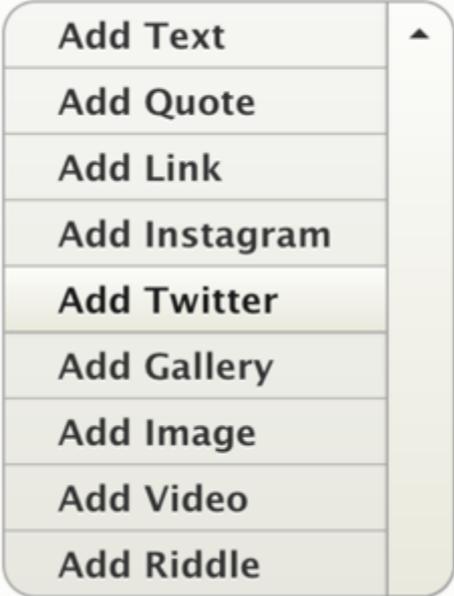
On the right side of the page, there is a sidebar with the following elements:

- 'Last saved: Not saved yet'
- 'Author: admin'
- A checked checkbox for 'Create new revision'
- 'Revision log message' section with a text input field and a help tip: 'Briefly describe the changes you have made.'
- A list of expandable sections: 'META TAGS', 'SIMPLE XML SITEMAP', 'SCHEDULING OPTIONS', 'URL PATH SETTINGS', 'AUTHORING INFORMATION', and 'PROMOTION OPTIONS'.

At the bottom of the page, there are two buttons: 'Save as unpublished' and 'Preview'.

# WHAT YOU GET WITH THUNDER

» Add different types of content with various paragraphs.



to *Paragraphs*

The image shows a vertical menu with nine options: Add Text, Add Quote, Add Link, Add Instagram, Add Twitter, Add Gallery, Add Image, Add Video, and Add Riddle. The 'Add Text' option is highlighted with a light blue background. To the right of the menu, the text 'to Paragraphs' is displayed in an italicized font.

# WHAT YOU GET WITH THUNDER

Munich, March 17th, 2016 – As of today, international media group Hubert Burda Media makes its Drupal 8 based Thunder Content Management System (CMS) available online as a free open-source platform for use and further development by other publishers.

**Media** Edit

Thunder: Open Source C...

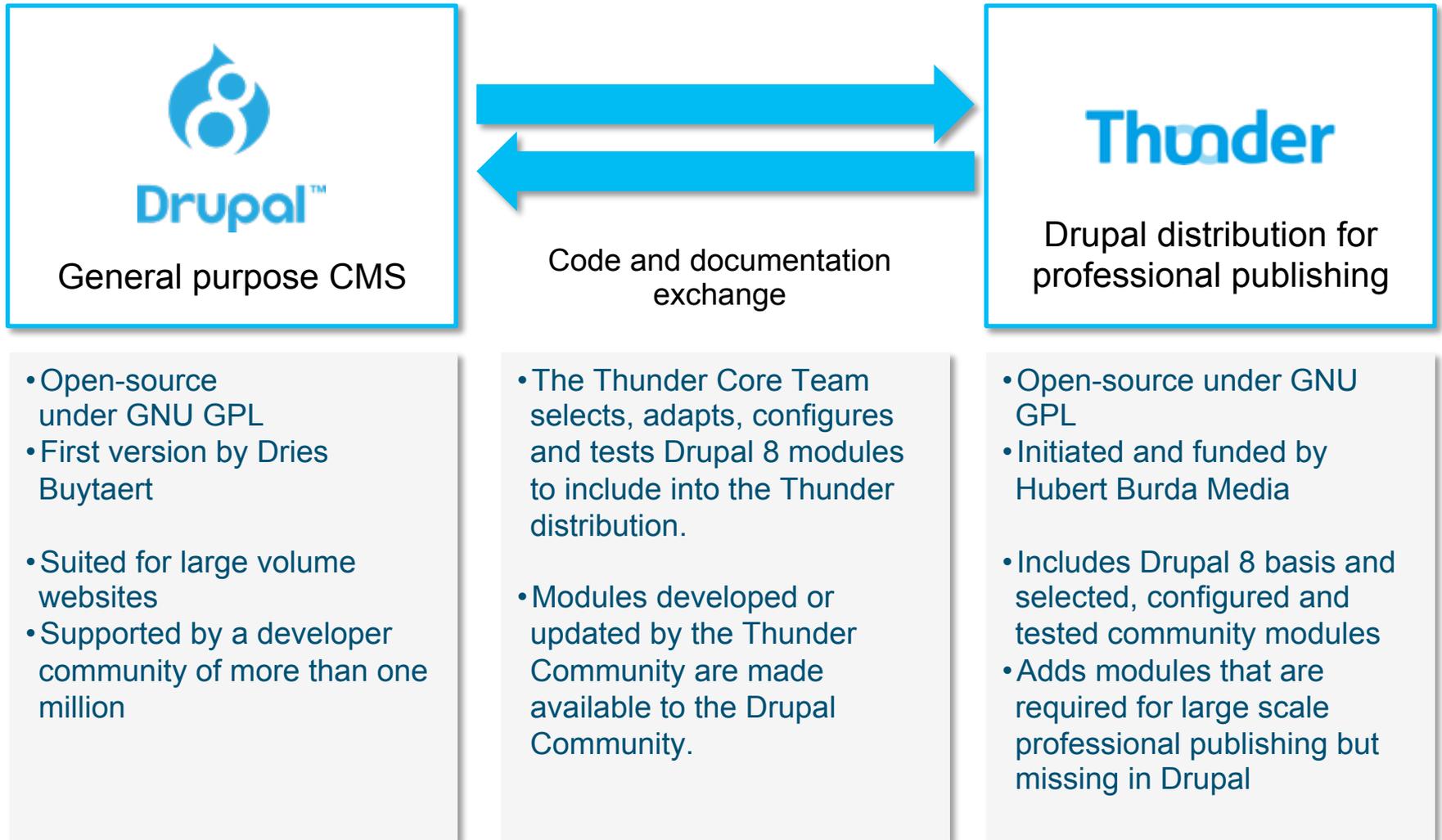
**Text** Edit

### Worldwide collaboration — The Thunder Coalition

With the launch of the new CMS, Burda is creating a worldwide coalition for publishers, industry partners, and developers. At the core of the community is a team of publishing experts and developers led by Ingo Rube, CTO for Burda's German publishing operations, and initiator of Thunder. This team will also be responsible for coordinating the continuous development and enhancement of Thunder. Ingo Rube explains, "A CMS is no longer a strategic differentiator, especially in the consumer's perception."

**Twitter** Edit

# THUNDER, DRUPAL – WHAT'S THE DIFFERENCE?



AcQUiA™

---

 Microsoft

---



 VALITON

---

 nexx.tv  
MULTI-SCREEN TECHNOLOGIES

---

  
Riddle

---

Industry partners  
add functionality  
to **Thunder**

Thunder

# USING RIDDLE WITHIN THUNDER

Zurück zur Website | Verwalten | admin | Subscription active (expires 2017/10/18) | Devel

Inhalt | Struktur | Design | Erweitern | Konfiguration | Benutzer | Berichte | Hilfe

Inhalt | Scheduled | Advertising Products | SEO Linker | Native Campaigns | Riddles | Dateien | Medien | Reporting

Startseite

Riddle Create

+ Get creative - pick from quizzes to lists, surveys to polls

- OPINION POLL
- INTERACTIVE STORY [BETA]
- LIST
- QUIZ
- RANKED LIST
- PERSONALITY TEST
- SURVEY

REACTION POLL

**PERSONALITY TEST**

Create an insightful quiz that gives each user a result - based on how they answered all your questions.

Last saved: 21/04/17 3:33PM by dominik.kipar

**Title**  
Are you a Speaker or a Listener?

**Personality 1**  
Speaker

**Personality 2**  
Listener



**Question 1**  
Do you like to talk?

**Question 2**  
Have you been part of a theatre group?



Image format ?

Wide  Square  Tall

Image ?



ALT tag  ?  
Attribution <https://it.pinterest.com/pin/401524123001721481/>

Title ?

Are you a Speaker or a Listener?

Description ?

Just answer 2-3 questions and find out, if you should be a Speaker or a Listener on the next Drupal Camp in Frankfurt

# HUBERT BURDA MEDIA IS THE IDEAL TEST-BED FOR A SHARED OPEN-SOURCE CMS

Wide range of Hubert Burda national magazine brands with diverse business models and audiences

	Paid content
	Community
	E-commerce
	Video
	Fashion/High-class
<b>Etc.</b>	...

## Facts 2015

External revenues:  
**€ 2.210 billion**

Burda's portfolio: **540**  
**media products**  
**worldwide**

Employees:  
**10,300**

**29.4%** of total corporate  
revenue by German  
Media-Brands Division

**308 titles** published  
outside Germany by  
Burda and its Partners

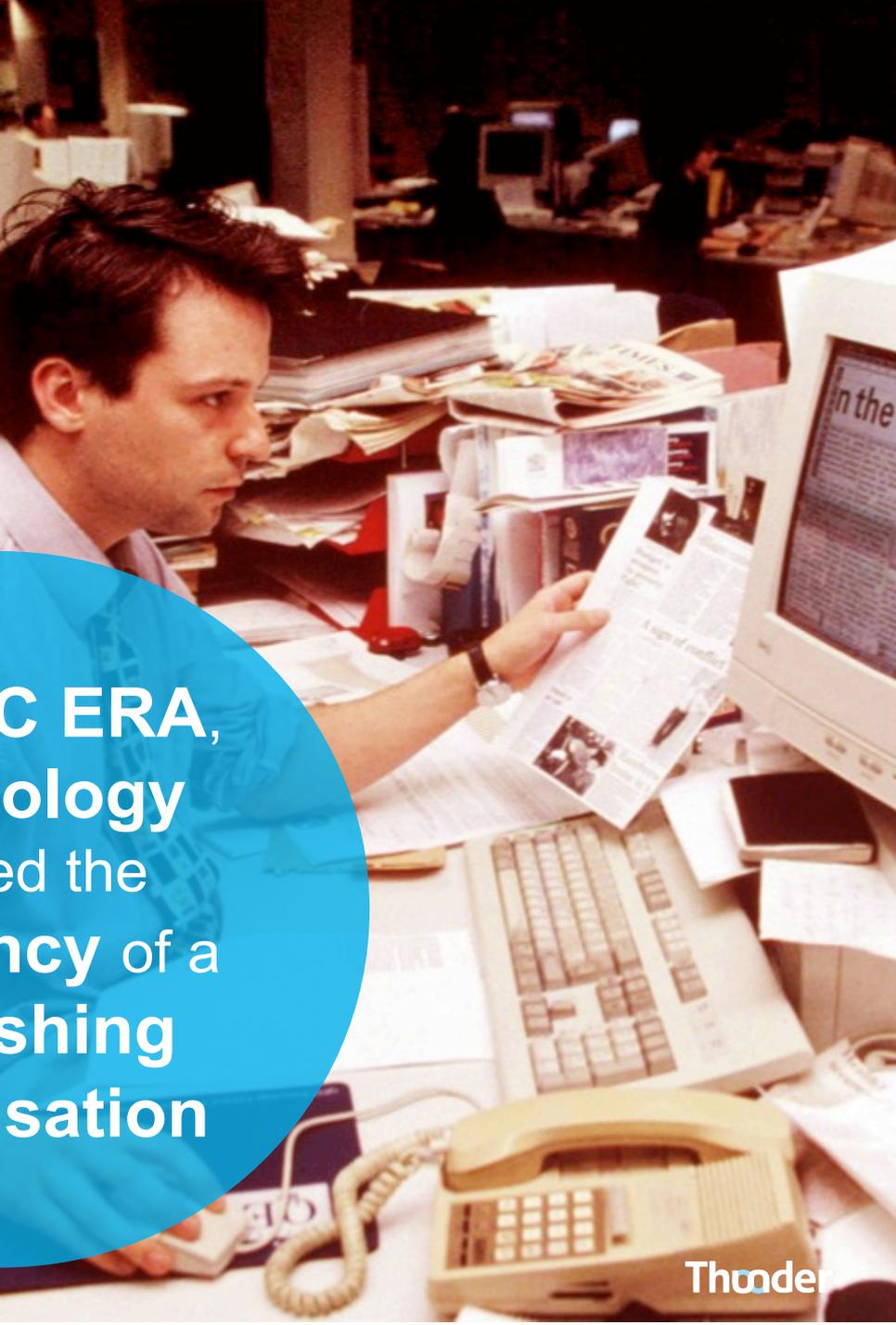
**PART II.  
PUBLISHING  
TECHNOLOGY IS  
CHANGING**



In the beginning,  
technology  
was an essential  
enabling asset for

**MASS  
COMMUNICATION**

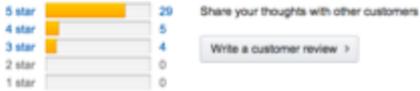
Thunder



In the **PC ERA**,  
**technology**  
defined the  
**efficiency** of a  
**publishing**  
**organisation**

## Customer Reviews

★★★★☆ (38)  
4.7 out of 5 stars



Share your thoughts with other customers

Write a customer review

See all 38 customer reviews

## Most Helpful Customer Reviews

10 of 10 people found the following review helpful

★★★★★ Words Can Describe

By Ms. Christine Collister on 17 July 2009

Format: Paperback

Abi Grant shares her traumatic and life changing experiences with honesty, wit and clarifying insight. I was moved to tears and helpless laughter in equal measure and left breathless with indignation at the legal system's inbuilt and outrageous injustices to victims of sexual crime. Her journey through helpless victim of sexual and violent attack by a stranger in her own home, through to fighting courtroom (heroine) witness, via her personal and family background - with hilarious wit and poignancy - is pure inspiration. Thank you Ms Grant ... I am indebted to you. I wholeheartedly encourage anyone and everyone to read this enriching book.

Comment | Was this review helpful to you?  Yes  No

## Tweets

1. Preston Guild 2012 @Guild2012 20m  
RT @WinkleyPieShop: After watching the torch, come along to the Pop-Up Pie Shop on Winkley Sq to warm up & catch some cultural rays!  
Expand

2. BBC Lancashire @BBC\_Lancashire 6h  
Teams of people fond of baking are being recruited to recreate Preston City centre - in cake - to mark the city's Guild Year.  
Retweeted by Preston Guild 2012  
Expand

3. Preston Guild 2012 @Guild2012 54m  
Can't get to Preston to see the #OlympicTorch relay on Saturday? You can watch it live online: Q2012.cm/M3te9l One to bookmark!  
Expand

4. Bolton Council @boltoncouncil 2h  
You can now book your tickets for celeb chefs at #Boltonfoodfest, ring 01204 334400 or via boltonfoodanddrinksfestival.com Excited? We are!  
Retweeted by Lindi Barrow  
Expand

5. Lindi Barrow @LancashireFood 6h  
#peacock free to good home #Walkden area. reply if interested  
Expand

## Zapping du 19 Janvier 2010

Réal. C. Castex  
22h05

★★★★☆ 30 avis 6624 vues

Favorites | Partager | Playlists | Signaler

Ajouter une vidéo | Skyrock | Facebook | (plus d'options de partage)

Statistiques et données

Commentaires vidéo (1) Publier un commentaire vidéo

Commentaires écrits (20) Options Publier un commentaire écrit

keafone (il y a 3 heures) Répondre | Span

Quelle attitude de caraille est restoribaur!

Abonnements | Historique | Ajouter une vidéo

zaptele2 19 janvier 2010 (plus d'infos) S'abonner

Un prince charmant pas comme les autres, une fan obsédée par les peupie, Hugh Grant s'invite sur France 5, un scénaristeur pas comédie, une pub pas banale du PS... Voici le zapping du 19 janvier 2...

URL: <http://www.youtube.com/watch?v=92wCASN0SA>

Intégrer la vidéo sur un site

Autres vidéos de : zaptele2

Vidéos similaires

- Les Confs : "LE FAIT DU PRINCE" - Jean Sarkozy ... 2001 vues
- Real Talk aka Since De Prince R D Baskett, DJ ... 213 vues
- Real Talk aka Since De Prince R D Baskett, DJ ... 435 vues
- Real Talk aka Since De Prince R D Baskett, DJ ... 93 vues
- Beards FTW! 93 vues

The Internet made publishing technology and mass communication a commodity



# More than ever, publishers do not differentiate through publishing technology

When everyone can be a mass communicator, then – more than ever – what counts is

**Brands**



**Minds**



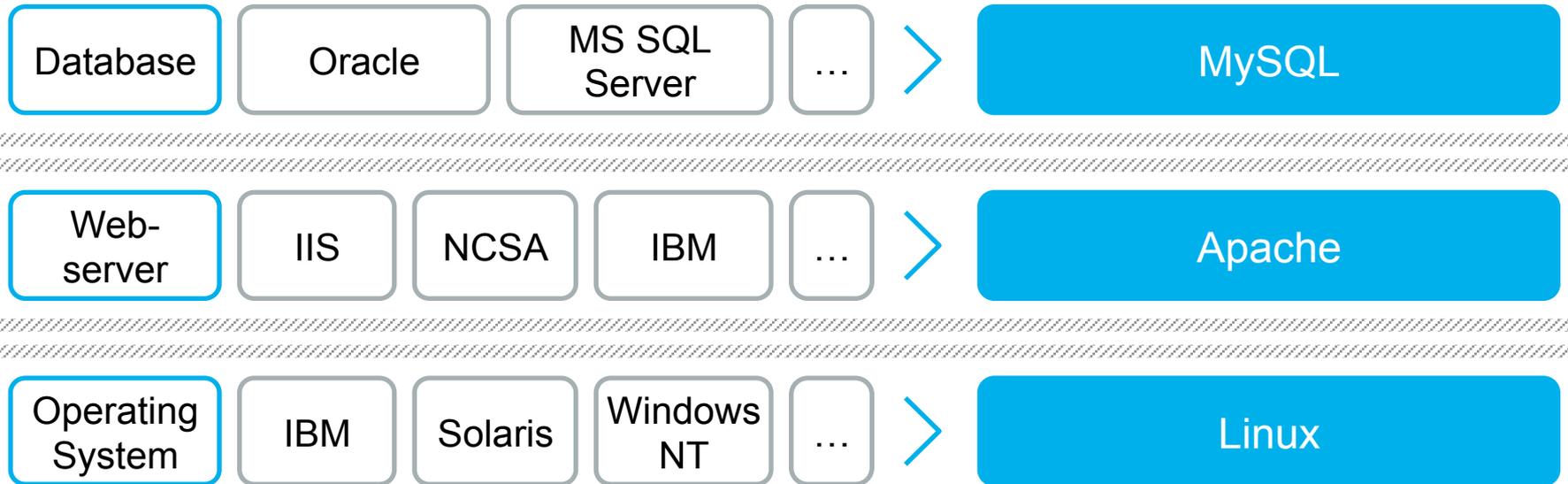
**Content**



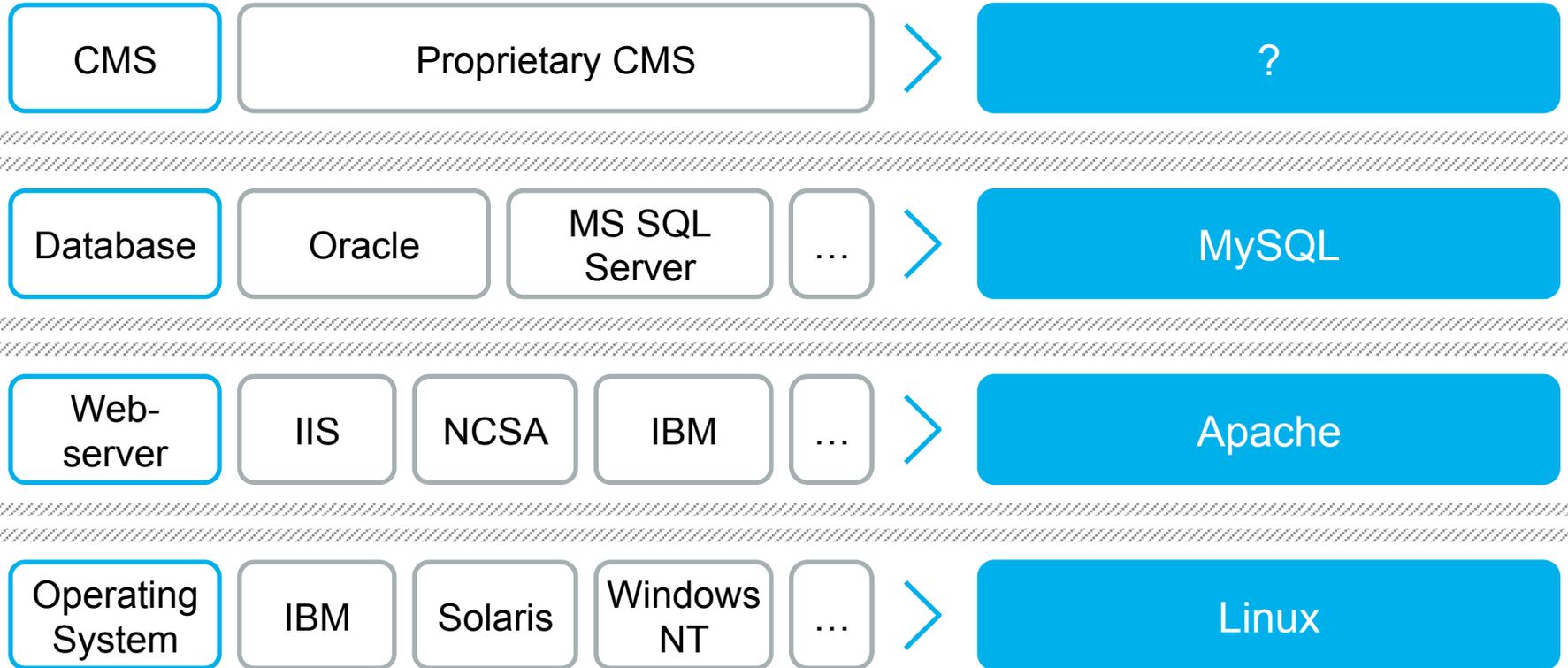
**Connections**



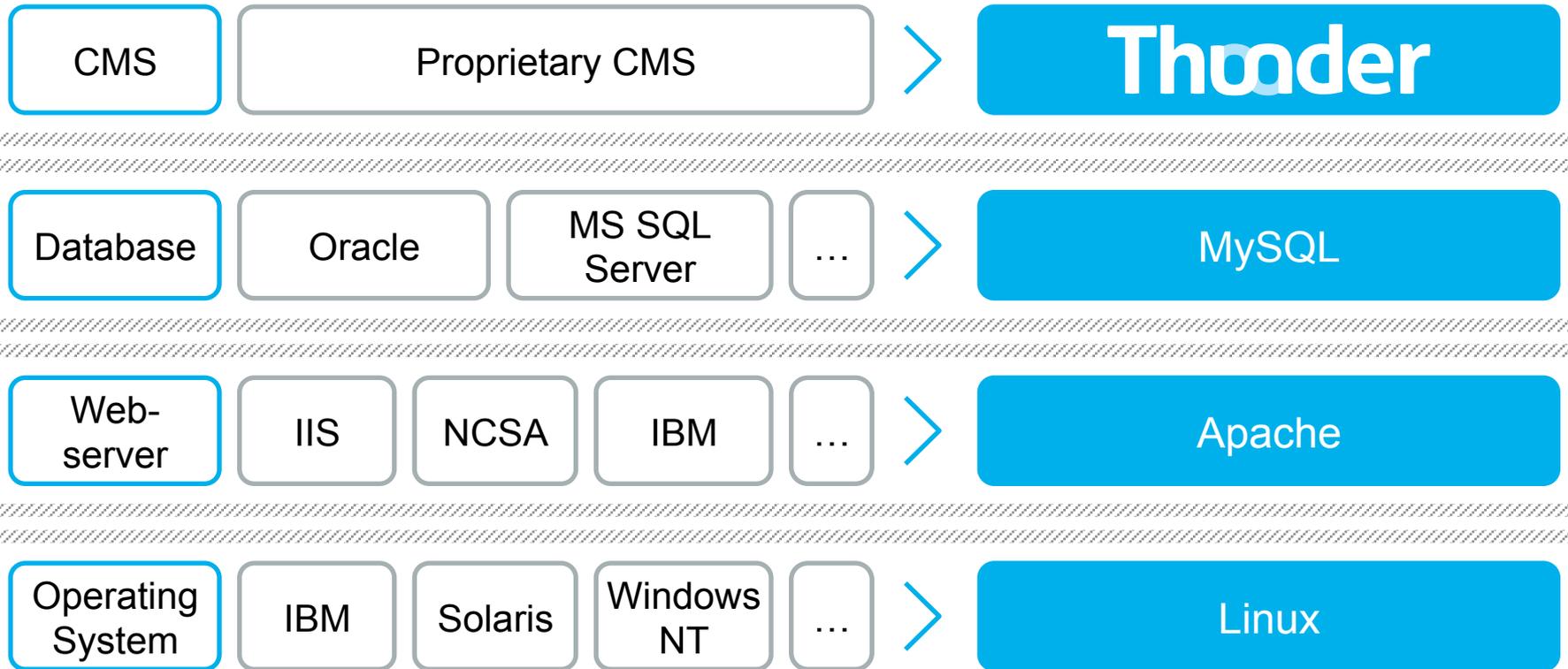
# OPEN-SOURCE SOFTWARE ON ALMOST ALL LEVELS OF THE PUBLISHING TECHNOLOGY STACK



# IT IS TIME TO END THE RULE OF PROPRIETARY CMS IN PROFESSIONAL PUBLISHING



# DRUPAL AND THUNDER ARE THE MISSING OPEN-SOURCE COMPONENTS IN PROFESSIONAL PUBLISHING



**PART III.  
THE THUNDER  
COALITION**



# From publishers for publishers: **Thunder is now available for all**

Everyone can use Thunder  
for free and unlimited

---

The community will jointly  
enhance the system

---

Everyone gets faster

---

All save costs

---

All benefit from the cooperation

---

**Thunder**



# THUNDER:

## Working together without obligations

Forever free under the GNU  
General Public License

---

All publishers can decide, which  
parts of their development to  
share: none, some, all

---

No logos, no ads,  
no business model

---

Burda will not and can  
not collect any data

---

No need to tell anyone that  
you're using Thunder

---

**Thunder**

# MANY COMPANIES ARE ALREADY INTERESTED

NEUE OZ ZEITUNG  
OSNABRÜCKER  
ZEITUNG

TAGESZEITUNG  
POTSDAMER  
NEUESTE NACHRICHTEN

drunomics

kurier.at

axel springer

knk  
Inspiring Publishing Software

CONDÉ NAST VERLAG

celepedia

gi  
GELDINSTITUTE  
Fachzeitschrift für IT-Entscheider und Manager

Bibliomed  
Medizinische Verlagsgesellschaft mbH

VZB  
Verband der Zeitschriftenverlage  
in Bayern e.V.

N24

DC

NATIONAL  
GEOGRAPHIC

DIGITAL COLLECTIONS

PARTNERS

mediengruppe Münchner Merkur tz

rhein-main.net

BurdalInternational

OZ

BDZV



AV  
ÖSTERREICHISCHER AGRARVERLAG

SPIEGEL  
ONLINE

G+J

t3n digital  
pioneers

FUNKE  
MEDIEN  
GRUPPE ROOM49

weekend  
VERLAG

HEALTH  
AND  
BEAUTY

PK  
ANALOG GOES DIGITAL

CHEFKOCH.DE

STERNWALD®

arvato

BERTELSMANN

MEDIENGRUPPE  
OBERFRANKEN

jambit

ProSiebenSat.1  
Media SE

WIT SOLUTIONS

IDG

Google

SDZ. Druck und Medien

Wingmen  
Online Marketing

Frankfurter Allgemeine  
Handelsblatt  
ZEITUNG FÜR DEUTSCHLAND

inFranken.de

dfv Mediengruppe

munich online

DuMont  
MEDIENGRUPPE

Gentner Verlag

Heise Medien

azcentral  
THE ARIZONA REPUBLIC  
PART OF THE USA TODAY NETWORK

# CERTIFIED THUNDER INTEGRATORS HELP PUBLISHERS IMPLEMENTING THUNDER



- **Who can become a CTI?**
  - IT consultancies, developers and agencies, who realize Thunder-projects
- **Why should one become a CTI?**
  - CTIs get listed at [thunder.org](http://thunder.org) and will be recommended by the Thunder Core Team
  - CTIs are allowed to promote their services with the title and the CTI Badge
- **Criteria**
  - At least one successful significant project that implements Thunder in a professional environment
  - Code-Review by the Thunder Core Team (Guidelines: [thunder.org](http://thunder.org))
  - Interview with the client for whom the project was done
- **Apply** to: [technology@thunder.org](mailto:technology@thunder.org)

OUR CTIs

galani**projects**

undpaul 

wunder  group

**U E B E R B I T**

 **STERNWALD**<sup>®</sup>

 **Valuebound**  
Rise together

 **AND F**  
COMPUTERSYSTEME

 **INVIQA**

**Ramsalt** **ZITEC**

**drunomics**  
**MD SYSTEMS**

**1x** INTERNET

**AG Prime**  
Accelerating your success

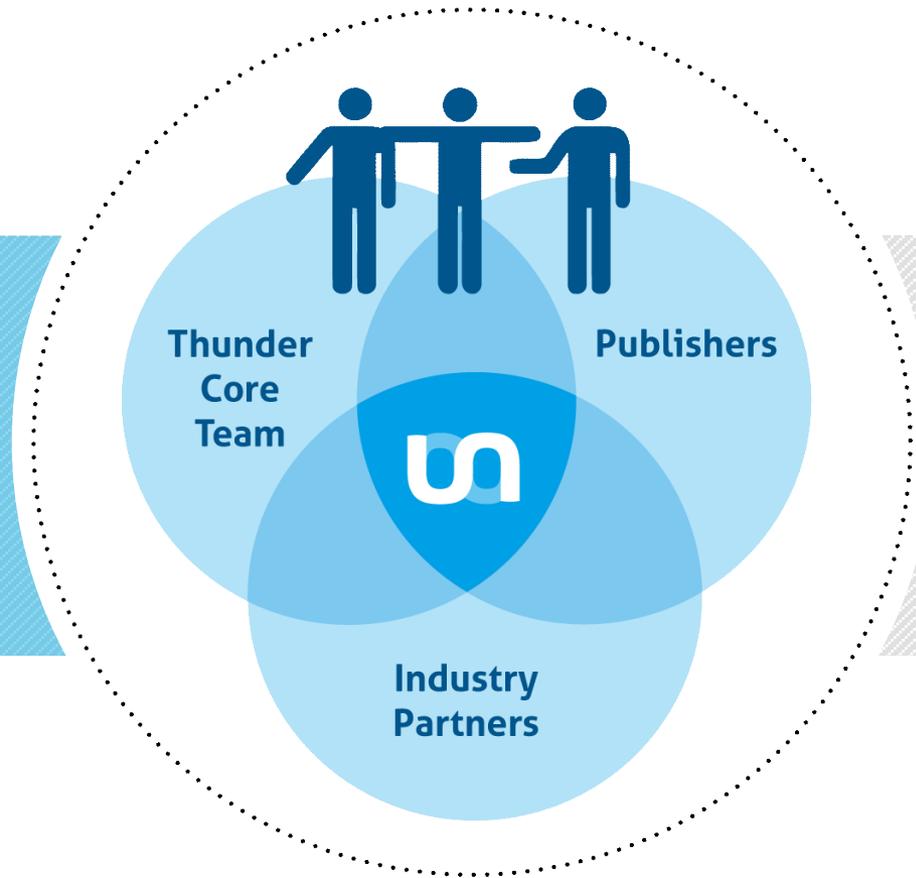
**CIST** **itelios**  
DIGITAL COMMERCE & SERVICES

 **oneshoe**

Thunder

# A CULTURE OF SHARING AND COOPERATION: JOIN THE THUNDER COALITION

**OUR  
GOAL**



Work together  
and jointly build  
the world's best  
possible CMS  
for publishers



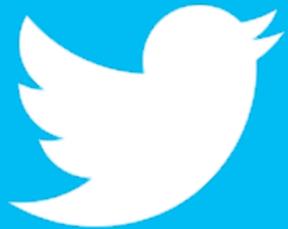
**JOIN TODAY,**  
spread the word,  
contribute and  
**SHAPE**  
**TOMORROW**

Thunder

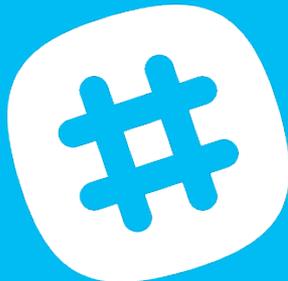
## GET THE NEWS, STAY IN TOUCH



Sign up for the newsletter:  
[thunder.org](https://thunder.org)



[@ThunderCoreTeam](https://twitter.com/ThunderCoreTeam)



[thunder.org/slack](https://thunder.org/slack)

# Thunder

The Drupal 8 based open source  
CMS for professional publishing

**Julia Pradel**

Community Manager at  
Burda Magazine Holding  
GmbH

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+49 89 9250-4617

[www.thunder.org](http://www.thunder.org)