



Edipresse enters the TV production business

Date : May 31 2002

Emetteur : Edipresse Switzerland

The publisher is acquiring a stake in the Point Prod production company

Edipresse believes in the benefits that the TV production market can bring to a dynamic press group. It is branching out into this field by acquiring an active minority shareholding interest (20%) in the fast-expanding production company: Point Prod Sàrl.

By exploiting unique media synergies, promoting the content of its titles and using its savoir-faire, Edipresse wants over time to develop original programme offerings. A TV committee will be created within the Edipresse Group to guide the programme development thought process. It will be headed by Christophe Rasch, an ex-employee of Télévision Suisse Romande (TSR) and current manager of the 'New Media and Services' department of Edipresse Publications S.A. The main objective is to gain knowledge and insight into the TV world; talks will therefore also take place with TSR and local TV channels to determine possible opportunities for collaboration.

Founded in 1996, the Geneva company Point Prod quickly became established as one of the most important players in the audio-visual market through its mastery of every stage of TV production. It specialises in the creation of TV programme projects and in their subsequent production from a to z. Its main client is TSR but it also regularly works with the leading European broadcasters (France Télévisions, M6 etc.). Its management team, led by Vincent Gonet, the founder and majority shareholder of Point Prod, is made up of around fifteen staff members with extensive TV experience. The latest Point Prod creations include 'L'échappée belle', 'Les coulisses de Zoom Avant', 'Génération 01'.

The Edipresse Group is already active in the audiovisual sector in Spain, through the Multimedia Lua SL company based in Madrid.

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Date et heure de publication : 2002.05.31 0:00