



# Restructuring of the web activities of Edipresse

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Emetteur : Edipresse Switzerland

## **Reinforcing of the sites linked to the newspapers, editorial staff removed from Edicom.ch**

Harsh economic conditions that do not encourage the maintaining of isolated portal sites, a sharp reduction in publicity income and a project that reorganizes a simplified web offer that is once more focused on the « leading » brands of the group: these are the reasons that have driven the company to ~~automate the sites~~ ~~and to centralize the editorial staff for Edicom.ch~~ linked to newspapers as well as the team that is in charge of the project of the Group's future. (« NewsWeb » project).

Nine jobs are affected by this measure which will imply four internal transfers and three cancelled positions. The two Edicom.ch journalists that are being trained will join the group's editorial staff until the end of their period of training.

As of February 28th, the Edicom.ch site will be simplified and mainly « automated ». The site will only remain that way for a few months, after which it will be totally integrated into the new web offer of Edipresse.

This new offer, which will be developed on a common technological platform, will gather together the new sites of the Group's newspapers as well as a new offer of centralized services (needs that are common to the different sites of the newspapers). This project will be carried out by the department of « New Media & Services » , run by Christophe Rasch and the « Internet Team » of Antonio Carriero.

To help the development of the offer of common information, Laurent Forestier, (currently) in charge of the TdG.ch site, joins the project team. He will be replaced by Laure Piaget-Schmied who will run the Geneva team.

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