



# Edipresse Online becomes part of Edipresse Switzerland

Date : November 30th 2001  
Emetteur : Edipresse Group

**The Internet activities of the Edipresse Group in Switzerland will fully become part of the company as of January 2002.**

## **Creation of the department "New Media & Services" (NM&S)**

Any administrative activities related to information (purchasing, sales, acquisitions, broadcasting, filing, etc.), as well as projects involving the development of contents in other sources of the media (Internet, mobile phones, television, etc.) are gathered together in a new department under the following name: "New Media and Services".

Christophe Rasch joined Edipresse in September 2001 and will be in charge of this department.

Christophe Rasch, who is a 34-year-old journalist, worked for RSR, spent some time in the USA and joined TSR in 1996. There, among other things, he was part of the chief editorial staff for the Téléjournal (News Program) and stood out as the creator of its on-line activities. (TSR.ch has since become TSR Interactive).

The department of "New Media & Services" gathers together the teams of edicom.ch, "content management" (including the on-line files Archipresse.ch), as well as the various operations of the former Common Editing Services (SRC). These include the services of document research, photo documentation, photo laboratory, the SIC, (service of common information, especially the Edipresse culture base) and Telecoms.

At the same time, Christophe Rasch will continue to be personally involved with a special task assigned to him by the managing board concerning projects related to television.

## **A new project for Edicom**

The consequence of gathering together the different activities within the department of " New Media & Services " will be the recasting of the edicom.ch site as well as all of the sites of the group's newspapers sometime during the year 2002. This project, which, for the time being has been baptised "New edicom" is led by Christophe Rasch and Antonio Carriero, (in charge of the Edipresse Internet team). The project will shortly be put forward to the general management for assessment.

David Moginier, who so far has been chief editor of edicom.ch, will be handing his position over to Christophe Rasch. As of December 2001, he will be helping Jacques Poget and his team to revise the local and regional positioning of "24 Heures", without being part of the regular staff of the newspaper. After this three to four month project, David Moginier will be taking on several new responsibilities in the project that Edipresse is carrying out in order to renew its editorial system (in particular the replacing of the Newsmaker system).

## **Creation of a pole for small advertisements**

The platform Zannonces.ch was launched in September 2001 and will be experiencing its first full operating year in 2002, with a clear positioning and promising prospects.

It has been noticed that the small ad public is among the most open to new broadcasting channels (other than the press), as long as they prove to be efficient. With this in mind, Edipresse has decided to gather all of its activities regarding small ads under one entity (pole "small ads"). This pole will gather together the three specific products that Edipresse operates in this field (Léman-Express, Aux Trouvailles, Zannonces.ch), and will be responsible for giving a new incentive to small ads in our written media (24 Heures, Tribune de Genève, Terre & Nature). René-Pierre Métrailler, the 37-year-old director of Zannonces.ch will be put in charge of this pole "small ads" as of January 1st, 2002. R.-P. Métrailler joined Edipresse Online in August 2000 and was given the mission to create a platform of on-line ads.

## **On-line real estate**

Swissimo SA is a company that specialises in on-line real estate. It combines the management of a sales network for professionals with that of an Internet portal, open to the public. The company is managed by 34-year-old Anthony Collé and its activities will be pursued with no changes.

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