



# Local Vaud canton TV channels and Edipresse unite to create VAUD TV SA

Date : 9 February 2005  
Emetteur : Edipresse Switzerland

**The local Vaud canton television channels TVRL, Canal Nord Vaudois, ICI TV and the Edipresse group signed a letter of intent on 9 February 2005 in view of founding VAUD TV SA, a company whose goal is to obtain within two years' time a cantonal broadcasting concession with a public service mandate, as defined in the new LRTV law (Law on Radio and Television), and thereby substitute the current local channels in the canton of Vaud. From now until that date, a project committee consisting of representatives of each of the signing parties will prepare the dossier required for obtaining the concession.**

The intent is to use the experience of confirmed operators in French-speaking Switzerland's local television market to put in place a high quality TV platform thanks to efficient structures and operations.

Under the terms of the letter of intent, the TVRL association will hold 35% of the new company's capital, Edipresse 35%, ICI Télévision SA 15% and Canal Nord Vaudois 15%.

## **ECRAN.PUB S.A.: Newly formed advertising sales company in French-speaking Switzerland specializing in television work**

Wishing to play an active role in commercializing advertising space and sponsored programmes for local and regional television channels in French-speaking Switzerland, Edipresse has created **ECRAN.PUB SA**, a specialized advertising sales company which notably will take over the publicity contracts held until now by Force Promotion SA (Léman Bleu, TVRL, Canal NV).

Until the new cantonal TV concessions are obtained, ECRAN.PUB SA will actively commercialize LEMAN BLEU in Geneva, TVRL in Lausanne, ICI TV in Vevey-Montreux and CANAL NORD VAUDOIS in Yverdon. After the creation of Vaud TV and the disappearance of the local channels, ECRAN.PUB SA will handle the commercialization of the new cantonal broadcasting station.

ECRAN.PUB SA, which will become operational on 1 May 2005, will work closely with several production companies in the region and notably Point Prod SA in Geneva, of which Edipresse holds 20%.

### **Christophe Rasch, Director of Television Operations for Edipresse Suisse**

In parallel to these developments, Edipresse has appointed Christophe Rasch to the post of Director of Television Operations for Edipresse Suisse.

Christophe Rasch, 37, joined Edipresse in 2001 after having worked for Télévision Suisse Romande, Radio Suisse Romande and different media structures in the United States. He will direct TV operations and development for Edipresse Suisse while maintaining responsibility for digital and interactive operations with Matin Group.

Tibère Adler

Chief Executive Officer

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