



Media Release

A New Voice in the Swiss & International Media Landscape

## **CNNMoney Switzerland to launch at the World Economic Forum's Annual Meeting on January 24, 2018**

Zurich and Geneva, November 29, 2017 – **From January 24, 2018, CNNMoney Switzerland will broadcast content dedicated to business, finance and lifestyle on digital platforms as well as Swiss cable & IPTV operators. The launch of its programming schedule will start with a special focus on the World Economic Forum (WEF) Annual Meeting in Davos. Special live programs, produced by CNNMoney Switzerland in collaboration with CNN International teams, will be aired daily from Davos through January 26th. The coverage will feature prominently in the premiere of its flagship program, "The Swiss Pulse", which will air daily from 6 to 9pm. As the country's first national English-language multimedia business channel, CNNMoney Switzerland will act as a bridge for leaders between Switzerland and the world and fill the void for a Swiss-focused leading platform.**

Editorial teams composed of Swiss and international journalists in Zurich and Geneva will cover the key industries, leaders, brands and organizations that impact the Swiss economy and lifestyle. They will do so with the help of CNN teams around the world, appealing to an audience of decision-makers and influencers across Switzerland and beyond. Content will be dedicated to finance, business, economy, culture and lifestyle with a Swiss focus that sparks engaging conversations with audiences as they happen. Domestic content will be supplemented by international news relevant to Switzerland supplied by CNN editorial teams.

### **CNNMoney Switzerland is a TV channel—but not only**

As the first national English-language TV channel, CNNMoney Switzerland will broadcast on the main TV distributors (Swisscom TV, UPC, Net+, etc.) as well as on social networks and its website, linked to CNNMoney International's website. "With our content, we go where our audiences are throughout the day. By consistently playing out our video content across all our platforms, we anticipate the increasing need for content available on demand." says Christophe Rasch, founder and CEO of CNNMoney Switzerland, underlining the importance of the website [CNNMoney.ch](http://CNNMoney.ch) and the social media channels Facebook, LinkedIn, Twitter, YouTube and Instagram. Thematic newsletters will also be available from launch and the entire digital offer will be published and monitored using tools designed by CNNMoney in New York.

The CNNMoney Switzerland teams are based in Zurich and Geneva. A studio on a similar scale to Zurich is currently being built in Gland. It will be operational at the end of 2018. The state-of-the-art studio at Medienpark in Zurich prominently features a giant LED Video Wall and touchscreen, which will display images, graphics and data from SIX.



## **"The Swiss Pulse" – News "Made in Switzerland"**

**From 6 to 9pm, "The Swiss Pulse"**— the live daily show — will unfold in three pillars and will be hosted by two presenters. **From 6 to 7pm, "The Living Markets"** will be dedicated to news from the financial markets in Switzerland and from across the world. Reporters from around the globe will comment on news relevant to Swiss interests. **From 7 to 8pm, "The Big Picture"** will address an important theme that is of interest to both Switzerland and the rest of the world through reports, investigations and interviews. **"The Newsmaker", from 8 to 9pm,** will feature a long-format interview with a major personality from the business and financial worlds as well as from the fields of sports, international organizations, culture, among others. "The Swiss Pulse" will be complemented by a summary of the Swiss and international news of the day, as well as sports news, and a weather report. **From 9pm to 6pm the next day,** programming will be dedicated to specific themes, verticals which will be pre-recorded by CNNMoney Switzerland. Replay of "The Swiss Pulse" and of several flagship CNN International programs will also be joining the grid from launch.

## **A nation-wide platform to build bridges between the world and Switzerland**

Swiss-based multinational companies, world-leading NGOs and major sports organizations are looking for ways to engage with an audience on a national platform. CNNMoney Switzerland's broadcasts are aimed at the community of decision-makers in Switzerland, an audience comprised of senior executives, CEOs and influencers interested in national financial and economic news, as well as lifestyle topics. With a national reach, CNNMoney Switzerland offers major institutions established in our country the opportunity to communicate with an English-speaking audience, doing so by occupying a market niche that was nonexistent until now.

"With a high-flying team consisting of both Swiss and foreign journalists, all with solid international experience and, for the majority, hands-on expertise with digital platforms, I am delighted to be here for the broadcasting of our first programs. This is the culmination of a unique project in the Swiss audiovisual landscape, one that dares to build bridges between our country and the world, by distributing content available on demand across all digital media," says Christophe Rasch.

## **CNNMoney Switzerland – The newest venture in the CNNMoney family**

CNNMoney Switzerland is an important component of the CNNMoney brand's international development strategy on TV and digital platforms. CNNMoney Switzerland will be the first standalone national CNNMoney TV channel, enabling CNN to broaden its footprint in Switzerland in terms of the gathering of information related to business and news topics. "CNN has always had a



significant presence in Switzerland through our coverage of multi-national businesses and institutions based here, major events such as the World Economic Forum and our long-term commercial relationships with Swiss brands who work with us to reach global audiences,” said Greg Beitchman, Vice President, Content Sales and Partnerships, CNN International Commercial. “We are now taking this strategic step to increase our footprint by working with CNNMoney Switzerland to create the country’s first English-language national business channel. The programming line-up and facilities look first-rate, and we are pleased to welcome them into the CNNMoney family.”

Commercially, advertisers will be able to work with CNNMoney Switzerland and CNN International Commercial to reach CNNMoney Switzerland’s highly-affluent business audience. In Switzerland, a commercial agreement with Romandie Network and Audienz has been signed to enable CNNMoney Switzerland to market video advertising space, as well as the mobile application, tablet and TV offers such as advertising inventory and sponsorship. Romandie Network and Audienz’s expertise include targeted solutions as well as TV/Online synchronization solutions that will enable CNNMoney Switzerland to efficiently monetize its commercial inventory.

#### **Further information**

CNNMoney Switzerland  
Christophe Rasch  
Founder and CEO  
Tel.: +41 79 214 33 36  
[christophe.rasch@cnnmoney.ch](mailto:christophe.rasch@cnnmoney.ch)

Media office in German-speaking Switzerland  
Cornelia Schmid  
c/o Lemongrass Communications  
Tel. +41 79 693 06 23  
[cornelia.schmid@cnnmoney.ch](mailto:cornelia.schmid@cnnmoney.ch)

Media office in French-speaking Switzerland  
Christine Visinand Aubert  
c/o Visinand Communications  
Tel.: +41 79 695 83 82  
[christine.visinand@cnnmoney.ch](mailto:christine.visinand@cnnmoney.ch)

**Pictures are available for download here:** <https://mediago.ch/cnnmoney/pressroom>

#### **About CNNMoney Switzerland**

Announced in January 2017, CNNMoney Switzerland is part of the CNNMoney brand’s international development strategy. With studios in Zurich and Geneva, CNNMoney Switzerland occupies a previously non-existent market niche in Switzerland, as a multiplatform source of content focused on Swiss-related economic, cultural, financial and lifestyle news, while having a national and international reach. The channel will broadcast its programs from January 24, 2018, free-to-air via cable and IPTV operators, as well as on [www.cnnmoney.ch](http://www.cnnmoney.ch), Facebook, LinkedIn, Twitter, YouTube and Instagram.