



Press Release

## **“The Executive Talk” - New show at CNNMoney Switzerland**

**Zurich and Geneva, April 16, 2018 - Following its successful launch, CNNMoney Switzerland further develops its program and launches a new weekly show. In "The Executive Talk" editor-in-chief Urs Gredig speaks with top executives about not only the facts and figures but also about their challenges and what drives them in their daily work. The new format will be on air on Thursdays from 8 to 9pm starting April 19, 2018 with Josef Ackermann, doyen of the Swiss financial world, and repeated on Sundays from 7 to 8pm. With the addition of Net+ and Zattoo, CNNMoney Switzerland is now available to even greater audiences in Switzerland and abroad.**

CNNMoney Switzerland has been on air since 24 January 2018. The team produces three hours of live programming a day, which are broadcasted between 6pm and 9pm. These are supplemented by the day's news and thematic programs from technology to culture. Among the approximately 250 guests so far were also three members of the Federal Council, foreign heads of state, various presidents and CEOs of SMI companies, and chairmen of international organizations. The highlights include banker Boris Collardi, the CEOs Vas Narasimhan (Novartis) and Ulrich Spiesshofer (ABB), Formula 1 legend Bernie Ecclestone, DJ superstar David Guetta, Nobel Prize winner Joseph Stiglitz and His Serene Highness Hereditary Prince Alois of Liechtenstein.

“We are delighted with the start made by CNNMoney Switzerland,” said Greg Beitchman, Vice President, Content Sales and Partnerships, CNN International Commercial. “The team has delivered an excellent editorial product with news-making interviews and is now already showing how it wants to innovate by introducing new original programming. CNNMoney Switzerland is an important part of our international partnerships strategy and shows our commitment to bringing a fresh product to market for Swiss audiences and advertisers.”

Christophe Rasch, founder and CEO of CNNMoney Switzerland, says: "After the successful start, we will now also intensify our marketing activities in order to continuously expand our community. We will only have meaningful figures in a few months' time, but our first analyses show that we are reaching our target audience with our content. Of course, not everything is perfect, and we will continuously develop our program and apply technical and content modifications which include the new show 'The Executive Talk' and more providers that broadcast the program of CNNMoney Switzerland."

CNNMoney Switzerland can be received via Swiss cable and IPTV providers Swisscom (channels DE 231, FR 176, IT 433), UPC (channel 219) and Quickline (channel 326). Two new providers, cable provider Net+ (channel 415) and from May 8 the TV streaming provider Zattoo, will switch the channel on. Net+, the leading provider of multimedia content in French-speaking Switzerland, broadcasts the program of CNNMoney Switzerland in HD quality with relay and recording function. Zattoo is the largest TV streaming provider in Europe with approximately 20 million registered users. With Zattoo, TV programs can be watched on computers, smartphones and tablets with replay function and video-on-demand service.



In the "**The Executive Talk**", editor-in-chief Urs Gredig talks to business leaders not only about facts and figures, but also about their daily challenges, management philosophy and sources of inspiration. In this very personal conversation, which is held outside the studio, the audience not only learns first-hand about a company and its industry, but also gets to know top managers from a new perspective. The show will be broadcasted every Thursday **from 8 to 9pm** and replayed on Sunday **from 7 to 8pm**. Like all of CNNMoney Switzerland's content, "**The Executive Talk**" will be available on [www.cnnmoney.ch](http://www.cnnmoney.ch) and on YouTube. The first show will air **April 19, 2018** with guest **Josef Ackermann**, one of the world's best-known Swiss executives who is both controversial and admired.

**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  
Delia Collardi  
CNNMoney Switzerland  
Tel.: +41 78 786 72 20  
[delia.collardi@cnnmoney.ch](mailto:delia.collardi@cnnmoney.ch)

**About CNNMoney Switzerland**

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 began broadcasting its programs on January 24, 2018 via free-to-air cable operators Swisscom: channels DE 231, FR 176, IT 433, UPC: channel 219, Quickline: channel 326, Net+: channel 415, Zattoo: from May 8, 2018), as well as on [www.cnnmoney.ch](http://www.cnnmoney.ch), Facebook, LinkedIn, Twitter, YouTube and Instagram.