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## Swiss Television bids farewell to Davos World Economic Forum

**As Swiss television attempts to save money and broadcast only an abbreviated live program from the WEF in Davos, CNNMoney Switzerland looks to fill the void**

At the World Economic Forum (WEF) in Davos, the powerful of the world meet. Every January, top shots from business and politics come together in the highest-altitude city in Europe. The faces of the state leaders who have traveled from Washington, Beijing or Berlin then flicker for four days in an endless loop across Swiss TV screens.

But that's over now - at least on Swiss television. Most of the journalists and technicians who set off from Leutschenbach in the direction of Davos will remain in the studios between 22 and 25 January.

*"The reduction in the number of live broadcasts from the WEF is one of many measures."*

Swiss television has almost completely discontinued live coverage for the upcoming WEF, as Stefan Wyss, media spokesman for Swiss Radio and Television (SRF), confirms.

The background of this decision is the CHF 100 million savings program imposed on it by the Swiss Radio and Television Company (SRG). SRF and the production company TPC must reduce the budget by a total of CHF 30 million to 2019. Unfortunately, the savings target cannot be achieved without certain cuts in programming, says Wyss, "which is why reducing the number of live broadcasts from the WEF is one of many measures."

**CNNMoney Switzerland has few viewers**

The “SRF live Debate” on the afternoon of January 23rd, moderated by Patrizia Laeri, will be the only live broadcast that SRF is sticking to. Otherwise the well-known programs such as “Schweiz aktuell,” “Tagesschau,” or “10vor10” will also report.

Whether SRF is saving money by foregoing live coverage at the WEF in the right place depends on the viewer’s perspective. In any case, this void left at the WEF is an opportunity for the competition, especially the English-language business channel CNNMoney Switzerland, which was launched at the beginning of the year.

*“We will produce content globally for our station, but also for CNN.”*

“We see the fact that SRF is withdrawing from Davos as an opportunity for us. The event radiates globally and is a top platform for us,” says Christophe Rasch, founder and head of CNNMS. “We will broadcast live from Davos for four days and invest between CHF 100,000 and CHF 150,000 to do so.”

The business channel will send around half of its team to Davos. CNNMS reaches 75,000 viewers per month today (October). By the end of 2019, the number is expected to rise to 115,000.

This means that an absolute niche player will take over the live coverage in Davos. For comparison: the “SRF Börse” alone reached 373,000 viewers this Thursday. The program will be broadcast at 19.24, shortly before the main edition of the “Tagesschau” on SRF1. The business magazine “Eco,” which is shown on the same channel every Monday evening at 10.25 p.m., also attracted 125,000 viewers this week.

### **Contract with the WEF and international presence**

CNNMoney Switzerland is a small player, but one who knows how to position itself cleverly. “In October, we signed a contract with the WEF that allows us to exchange editorial content,” says Rasch. “During the year, we use WEF content and distribute it via social networks, digitally, on our website, or via traditional television”. CNNMS does not only report from Davos, but also from WEF events like the last one in China or soon also from India.

With the global CNN network behind it, the Swiss branch can generate an enormous reach. It has its own studio in Davos and works with CNN International. “We will produce content globally for our station, but also for CNN,” says Rasch. Editor in Chief Urs Gredig, an SRF presenter for many years, will then report on CNN International’s signal for a global audience.

Original article: ***Schweizer Fernsehen verabschiedet sich vom Davoser Weltwirtschaftsforum***

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