

You can now watch CNNMoney Switzerland's "The Executive Talk" on TV Südostschweiz

Zurich and Geneva, March 8, 2019 – **From Thursday, 7 March, "The Executive Talk" discussion show will also be broadcast once a week on Somedia Group's TV Südostschweiz regional channel**

In the 25-minute talk show, CNNMoney Switzerland Senior Editor Urs Gredig takes a look behind the week's facts and figures with prominent business leaders in the Swiss economy, talks to them about their personal values and challenges, and finds out what drives them in their daily work.

Christophe Rasch, CNNMoney Switzerland founder and CEO, comments: "We are delighted that this content partnership is enabling us to broaden our outreach and boost our media brand's visibility at regional level".

TV Südostschweiz Director Daniel Sager says that broadcasting of "The Executive Talk" on the channel is a welcome addition to TV Südostschweiz's programming: "Nowadays the international economy reaches into every corner of the world. Developments can be more readily understood when people in the forefront of events are there to explain them. "The Executive Talk" offers just such a platform".

Further information

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About CNNMoney Switzerland

CNNMoney Switzerland was launched on January 24, 2018. It produces three hours of content daily, broadcast between 6 p.m. and 9 p.m., and features news, market updates, and specialized shows on technology and culture. The more than 250 guests who have already appeared on the network include members of the Federal Council, foreign heads of state, CEOs of SMI-listed companies, and leaders of international organizations. CNNMoney Switzerland can be watched on television, as well as on www.cnnmoney.ch, Facebook, LinkedIn, Twitter, YouTube, Xing, and Instagram.