

Press Release

Tamedia becomes a partner of the «digitalswitzerland» initiative

Zurich, 24 November 2016 – With immediate effect, Tamedia is a new partner of the «digitalswitzerland» initiative. The initiative was founded one year ago by Ringier, Google, Migros, SBB, Swiss, Swisscom and other partners to position Switzerland as a driver for innovation as well as an attractive location for companies within the digital sector. Different projects including a start-up accelerator and an education platform have already been initiated.

Tamedia is providing financial support to the initiative as well as its expertise. With platforms such as jobs.ch, homegate.ch, ricardo.ch and tutti.ch as well as digital news sites like 20min.ch, lematin.ch or tagesanzeiger.ch, Tamedia has the broadest reach and the highest sales of any digital media group in Switzerland, reaching four out of five Swiss consumers via digital channels.

Christoph Tonini, CEO of Tamedia: «digitalswitzerland is an outstanding initiative that has already achieved a lot in a short time. Now that the project, which was originally launched as DigitalZurich2025, has been expanded across Switzerland, this is the right time for us as a media group operating throughout the country to actively support the initiative. We look forward to doing so, after all ideal conditions for digital companies are a matter of personal concern to me.»

Nicolas Bürer, Managing Director of digitalswitzerland: «With Tamedia, we are pleased to have another important partner on board, which will play an active role in digitalswitzerland. The tremendous know-how that is shared by our members and is now supplemented by Tamedia brings us a big step closer to our goal of positioning Switzerland as a leading digital location.»

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About Tamedia

Tamedia is the leading private Swiss media group. The digital platforms as well as the daily and weekly newspapers and magazines of Tamedia provide an overview, topic classifications and great selections. The company founded in 1893 employs approximately 3,400 employees in Switzerland, Denmark, Luxembourg and Germany and has been listed on the Swiss Stock Exchange since 2000.

www.tamedia.ch