

## Innovative advertising offers for Switzerland: Ringier, SRG and Swisscom are combining the marketing of their advertising services

Zurich, 17 August 2015

**The Swiss advertising market is about to get a collective boost: Ringier, the Swiss broadcasting corporation SRG and Swisscom are combining the marketing of their media services and advertising platforms in a new joint marketing firm to respond to the significant changes in the needs of advertising clients and the Swiss media. Swisscom will contribute its expertise in technology as well as the marketing rights for Swisscom TV and its online platforms. Ringier and SRG will provide the marketing rights for their extensive, mutually enhancing media services. The alliance will also facilitate the joint development of new advertising forms and technologies in Switzerland. It is the partners' stated objective to effectively strengthen the Swiss advertising market against globalised competition. The firm's services are available to all advertising clients, agencies as well as other providers of advertising inventory.**

“The intent of this partnership is to offer a strong Swiss alternative to globally operating companies, develop innovative new forms of advertising and strengthen the Swiss advertising market to keep the value added in Switzerland”, said Marc Walder, CEO of the Ringier media company. “In the past year, Google and Facebook alone achieved a market share in the region of 50 percent of the digital advertising market in Switzerland.”

The purpose of bundling their complementary know-how and capabilities is to establish a powerful and forward-looking marketing organisation that none of the three partners could offer on its own.

Advertising clients benefit from integrated, customised communication services across all media channels. In addition, the cooperation between the three partners will stimulate the development of new marketing products in the video environment and promote target group-specific advertising and automated placement options. Switzerland as a media centre will also benefit from this, as advertising clients will be able to reach any target group in Switzerland easily, quickly, effectively and measurably.

A stock corporation will be established under the joint venture, in which each of the three companies will hold a one-third interest. The partners have agreed not to disclose any financial details. Swisscom and Ringier will bring their advertising activities, their advertising inventory and their marketing organisations to the table to the greatest possible extent. SRG will fully integrate its marketing unit publisuisse into the new firm. The new company has not been named to date.

Martin Schneider (48), CEO publisuisse, is the designated CEO of the planned joint venture, which will have a total of approximately 290 employees, while Marc Walder is the designated Chairman of the Board. Roger de Weck and Urs Schaeppi shall represent the SRG and Swisscom on the Board. The collaboration of publisuisse with the marketing entities of Swisscom and Ringier is a joint entrepreneurial project with growth potential. No staff reductions are envisioned at the current time. The firm's services are available to all advertising clients, agencies as well as other providers of advertising

*Innovative advertising offers for Switzerland: Ringier, SRG and Swisscom are combining the marketing of their advertising services*  
Page 2 of 2

inventory. Subject to the approval from the WEKO Competition Commission, the Swiss Federal Department of the Environment, Transport, Energy and Communications (DETEC) and the Federal Office of Communications (OFCOM), the new firm is expected to start up operations in the first quarter of 2016.

**The media release is available at:**

[www.ringier.ch](http://www.ringier.ch) => Media => Press Releases  
[www.srgssr.ch](http://www.srgssr.ch) => Media => Press Releases  
[www.swisscom.ch](http://www.swisscom.ch) => Media => Press Releases

**Ringier** is a diversified media company with operations in 14 countries and a staff of approximately 6,500. Established in 1833 Ringier owns media brands in the print, television, radio, online, and mobile markets. Additionally, the company is successfully engaged in the operation of printing facilities and in entertainment and Internet activities. With its history of over 180 years, Ringier represents frontier spirit and originality, independence and freedom of expression as well as variety of information. Ringier is a Swiss family-owned company headquartered in Zurich.

**SRG SSR** is a Swiss public electronic media company. With 6,100 employees (or 5,000 full-time equivalents), 17 radio and 7 television programmes, including broadcasts in Romansh and related websites, it offers a wide variety of reports in all four national languages, ranging from politics and business to sports, culture and entertainment as well as science and education. The company's radio and prime time television programmes are market leaders in all language regions. As a non-profit organisation, 75 percent of SRG is financed by fees and approximately 25 percent is generated by commercial activities. The company is politically and financially independent.

**Swisscom** is the leading telecommunication provider in Switzerland, headquartered in Ittigen near the capital of Bern. In the first quarter of 2015, the company generated revenues of CHF 2,893 million. Swisscom has more than 21,000 employees and is one of the most sustainable companies in Switzerland and in Europe.