

Moneyweb on expansion drive

Integrated business media company Moneyweb Holdings yesterday, Wednesday, 3 October 2007, announced a programme of significant expansion, involving the enhancement of its current online capabilities and the launch of new websites.

Following the launch of www.tycoon.co.za earlier this year, Moneyweb has brought several new niche products to the market. These titles, in partnership with their editors, include www.politicsweb.co.za, www.realestatweb.co.za, www.sportingweb.co.za, and www.moneywebtax.co.za. More are expected to follow.

Implementation of the expansion programme follows significant investment in the group's editorial team and in its information technology and content management capabilities. A new revenue model saw Moneyweb's sales function outsourced to US and this development is expected to positively impact the bottom line in the 2008 reporting period.

Speaking on the release of Moneyweb Holding's annual report, CEO Alec Hogg commented: "With the spread of broadband, Moneyweb is ideally placed to take advantage as the Internet belatedly fulfils predictions of becoming the business world's great dis-intermediator."

Hogg noted, however, that growing advertising revenues reflect only part of Moneyweb's potential. "Opportunities lie in, amongst others, facilitating transactions through e-commerce, classified advertising and other product sales."

He said the group's strategy of adding niche websites to the current base would continue, together with content-based partnerships.

"Moneyweb's bulk, measured in terms of audience reach, has come through focus on producing excellent content for the online sites and through smart partnerships with owners of mass delivery platforms."

Moneyweb Holdings is listed on the JSE's AltX.