

## Press release

9 December 2010

### LE TEMPS FIRST AMONG THE WORLD'S PRINT MEDIA TO OBTAIN QUALITY CERTIFICATION

Le Temps has just been certified in conformity with ISAS BCP 9001, the international quality standard dedicated to the media, by the Media and Society Foundation. The award makes Le Temps the world's first print medium to obtain this certification. The quality that has been a cornerstone of Le Temps since its foundation in 1998 is now recognized by a universal standard.

Inspired by its pioneering spirit, the rigour of approach and its philosophy of continuous improvement, Le Temps embarked on the process of achieving certification twelve months ago. It then underwent an independent external audit of its operation with a view to obtaining ISAS BCP 9001: 2010 certification.

This award crowns the team effort that went into designing and setting up a quality system that includes every section of the company and covers all its editions – paper and digital – and all interactions with partners. The commitment and responsible approach of all our staff were of decisive importance in the process.

Le Temps takes pride in its certification, and is also delighted with the benefits that the project has brought to its organization in terms of efficiency, decompartmentalization, institutionalization of know-how and transparency.

By this procedure, Le Temps recognises that its integrity and future are fundamentally dependent on maintaining the highest standards of journalism, professional practice and ethics. In this way, Le Temps restates its identity as a standard of reference in the Swiss media and underpins the relationship of confidence that links it to every reader or advertiser.

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#### About Le Temps

Founded in March 1998, Le Temps is the benchmark print medium of French-speaking Switzerland, publishing its content with equally meticulous standards of quality and editorial independence in its different formats. A quality paper with recognized areas of expertise in Swiss and international politics, economics, finance and culture, the daily paper has a verified print run of 44'450 copies (REMP certificate 2010) and a readership of 148'000 people, 16'000 of them in German-speaking Switzerland (MACH Basic 2010-2 REMP). The well-qualified public of the website letemps.ch represents 5'500'000 pages viewed, 1'400'000 visits and 231'000 individual visitors (NET-Metrix-Audit 11/2010).

#### About the Media and Society Foundation

This institution, established in Switzerland and made up of high-ranking professionals from the media all over the world, has set out a certain number of essential principles that are universally shared by media companies. From this starting point, it has developed an ISO 9000 standard of media quality management – ISAS BCP 9001 – for radio, television, the printed press and internet. This standard is available to all media companies that wish to commit themselves to a quality policy, offer training in quality and/or obtain certification by independent, non-government auditors. [www.media-society.org](http://www.media-society.org)

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