

Dow Jones launches new publishing unit

Dow Jones has created a new publishing unit that will encompass several of the financial information company's brands including weekly business paper *Barron's* and market data website MarketWatch.

The new Dow Jones Media Group will focus on consumer and business brands outside of the News Corp-owned company's flagship masthead *The Wall Street Journal*.

The unit is intended to provide autonomy for the brands it will cover, according to Dow Jones CEO William Lewis who announced its creation this week along with a raft of other structural changes.

"The aim is to replicate the successful *Barron's* formula, which has thrived in an autonomous environment," Mr Lewis said in a memo sent to staff.

Dow Jones Media Group will be led by WSJ and Dow Jones executive editor Almar Latour, although each major business in the unit will have an accountable general manager.

"The unit will also assume an increased role in video and will lead on collaboration projects with News Corp," Mr Lewis said.

Also included in the group is London-based paper *Financial News*, luxury real estate site Mansion Global, business language site Newsmart and scope to include new Dow Jones products.

Other organisational changes announced at Dow Jones include plans to develop subscription strategies, new businesses and brand franchises at WSJ.

Mr Lewis also announced a number of new appointments reflecting changes to the company's new, consolidated operations group and expanded executive leadership team.