

Media24 establishes digital projects

[Media24](#) has announced that the Developing Market business unit will be disbanded, the brands incorporated into the remaining units and that [Jonathan Harris](#), GM of the unit, will now lead digital projects in the tablet magazine space for the division.



Harris joined Media24 in 2007, when he established Thought24, a 50/50 joint venture through the sale of *Real Magazine*, which he launched in 2005. Thought24 later became a wholly owned entity of Media24 with the addition of *True Love* and *Move!* and more recently became the Developing Market unit, with the inclusion of *FHM*, *Kick Off*, *TvPlus* and *Kuier*.

"This is a unique challenge that gives me the opportunity to develop a business focused on answering some of the big questions about the long term future of magazines in a complex and fast changing tablet landscape," he says. "To remain within the magazine division and be asked to think out of the box in a bleeding edge technology space was a rare opportunity I could not resist."

True Love, *Real*, *Move!* and *Kuier* will move to Women's Interest, *FHM* and *Kick Off* to Lifestyle and *TVPlus* returns to the Weeklies.

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