

Media-Saturn's Online Retail Dates

Written by Marco Attard
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Metro Group CEO Eckhard Cordes announces the dates for Media-Saturn's entry into online retail, in an interview with the Welt am Sonntag.



Saturn will go online in Q4 2011, while Media Markt will do so in Q1 2012-- meaning Saturn will be ready to take advantage of the holiday season.

This won't be Media-Saturn's first entry into online retail, mind. Just last April the group took over Redcoon, an retailer operating in 10 European countries.

Redcoon will continue operating alongside Saturn and Media Markt's online offerings, in a way Eckhard hopes will lead to Metro's taking over a share of at least 30% of the German online retail market.

Meanwhile Media-Saturn goes through other troubles-- police and prosecution officials search its offices and Inglostadt HQ as part of an investigation involving bribery allegations, according to the Süddeutsche Zeitung.

Go [Welt am Sonntag Interview](#)

Go [Police Raid at Media-Saturn \(Süddeutsche Zeitung\)](#)

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