

Tech blog AllThingsD relaunches as Re/code

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Tablet computers are offered for sale at a Tiger Direct store on April 11, 2013 in Chicago, Illinois

The technology news blog AllThingsD has relaunched under the name Re/code under a partnership with NBCUniversal, after splitting with News Corp's Wall Street Journal.

Re/code is a "media news, reviews and analysis site launching today, with the same talented team we've worked with for many years at the former All Things Digital site that we ran for Dow Jones & Co," said a

statement Thursday from executive editors Walt Mossberg and Kara Swisher.

The website is the first project of the new independent media company, Revere Digital LLC, backed by Comcast's NBCUniversal News Group and former Yahoo chairman Terry Semel's Windsor Media.

Revere will be operating news sites and apps, as well as a series of conferences, according to the statement.

Its first "Code Conference" will be held May 27 to 29 in Southern California, by the same team that produced conferences under the AllThingsD conference banner.

The Wall Street Journal, part of Rupert Murdoch's media empire, said in September it would split with the technology news website amid a major reorganization in Murdoch's holdings.

The newspaper, part of the Dow Jones unit of News Corp, is beefing up its technology coverage and launched its own tech section following the departure of the AllThingsD team.

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