A decorative border composed of numerous small squares in various colors (red, yellow, green, orange) arranged in a roughly rectangular shape around the central text.

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THE WORLD AUDIENCES SUMMIT 2012

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SWITZERLAND: AT THE CROSSROADS OF LANGUAGES, CULTURES AND MEDIA

Manuel Daehler

CEO

mediapulse

KANTAR MEDIA

WHAT ARE WE TALKING ABOUT?

SWITZERLAND

A small country in
the center of Europe.

The Swiss represent
0,11% of the World's
Population.



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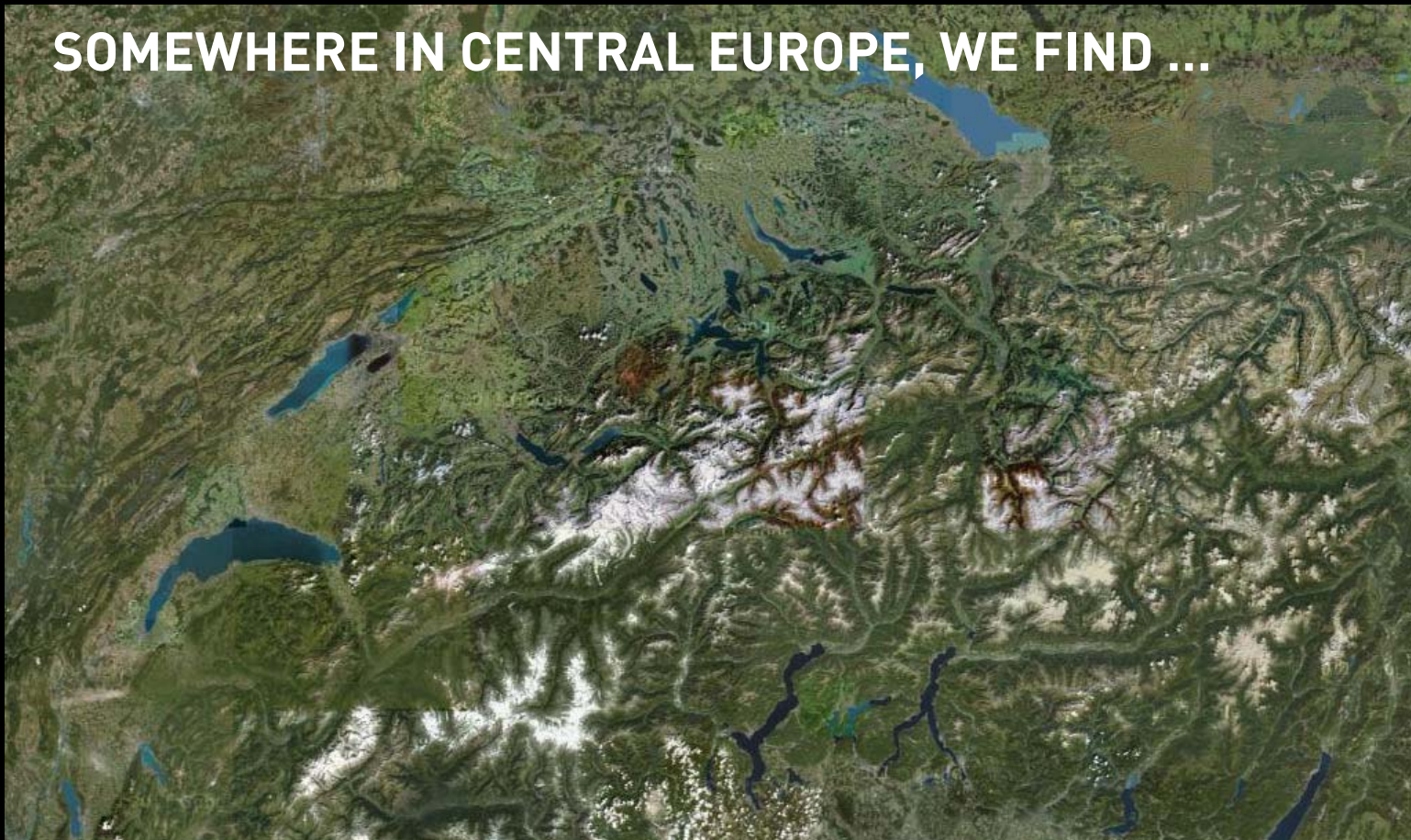
SOMEWHERE IN CENTRAL EUROPE ...



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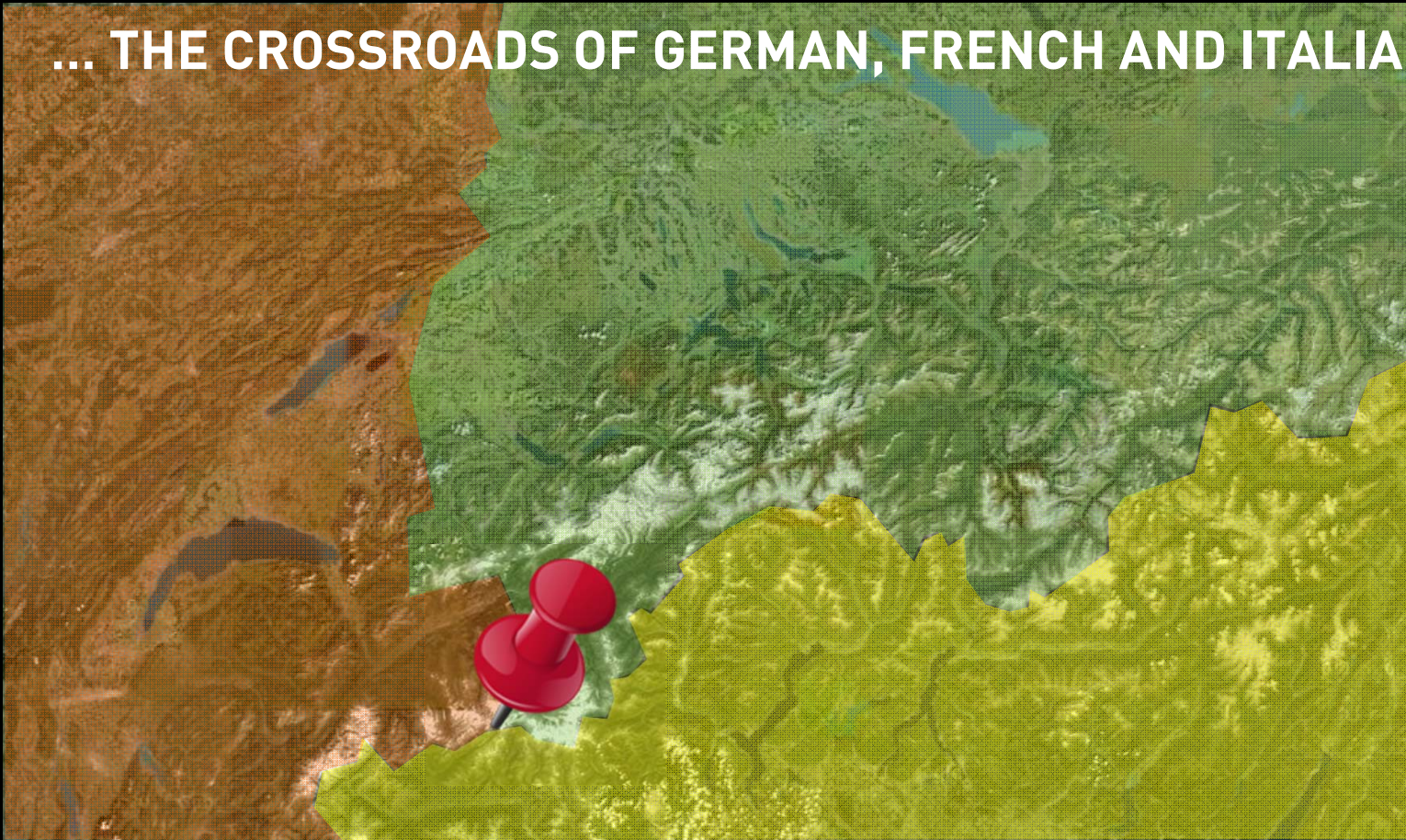
SOMEWHERE IN CENTRAL EUROPE, WE FIND ...



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... THE CROSSROADS OF GERMAN, FRENCH AND ITALIAN



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THE LINGUISTIC TRIANGLE LIES ... IN THE ALPS

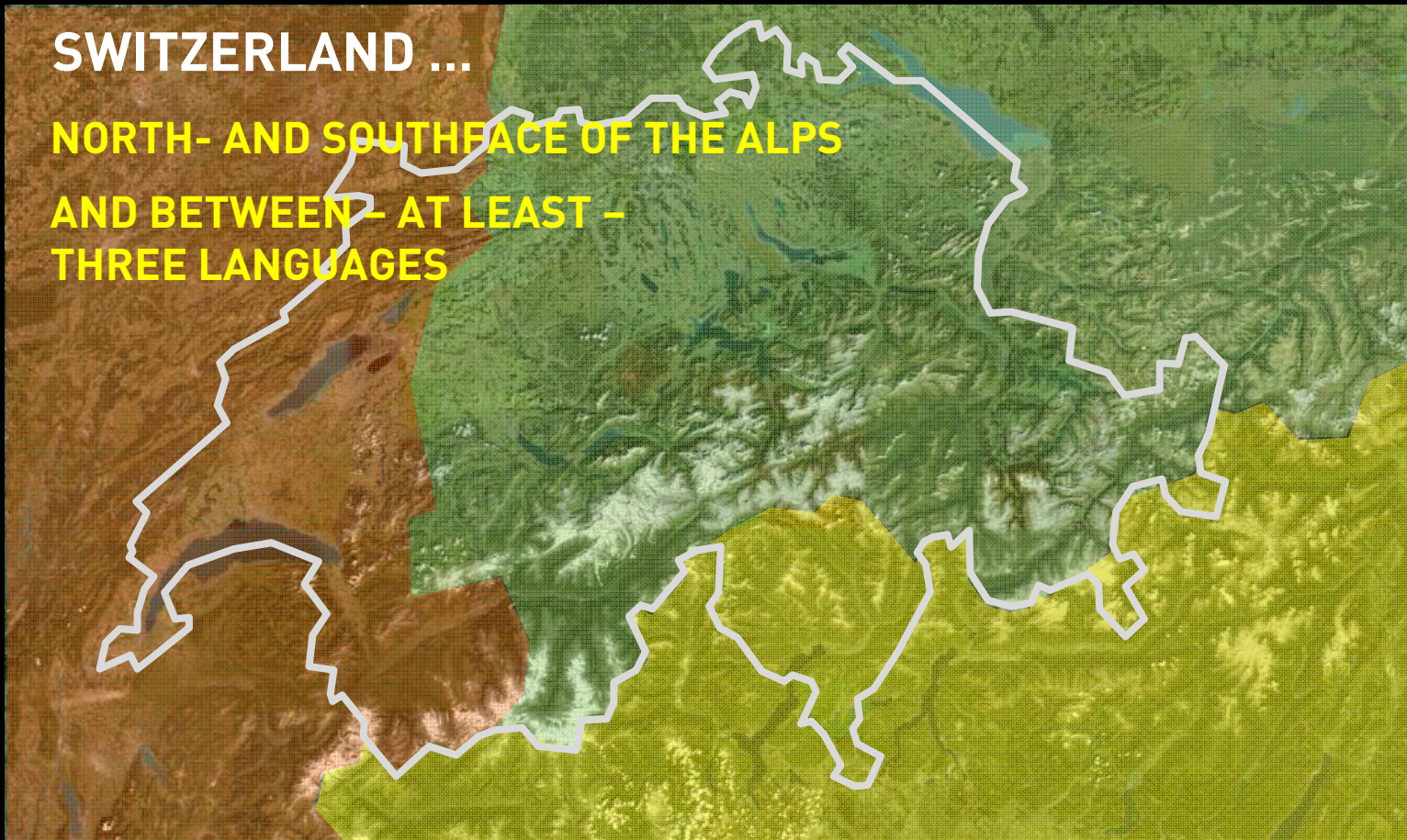


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SWITZERLAND ...

NORTH- AND SOUTHFACE OF THE ALPS
AND BETWEEN - AT LEAST -
THREE LANGUAGES



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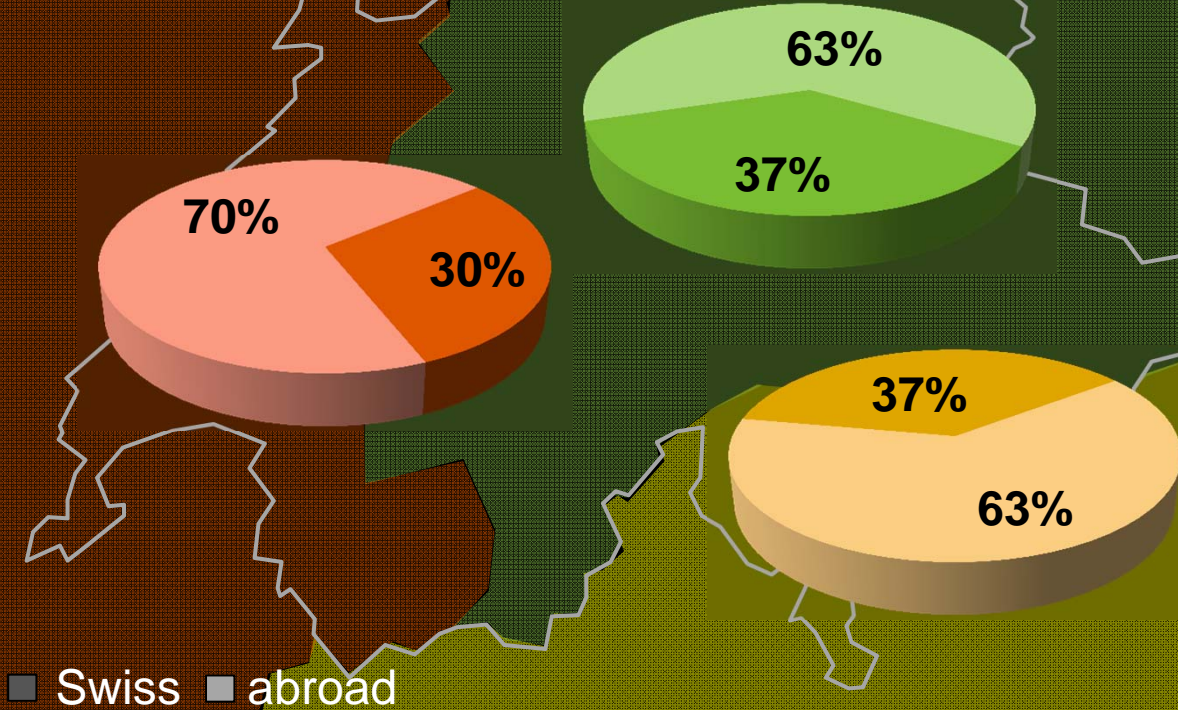
THE MATTER OF (SWISS) LIFE: ALL FOR ONE – ONE FOR ALL.



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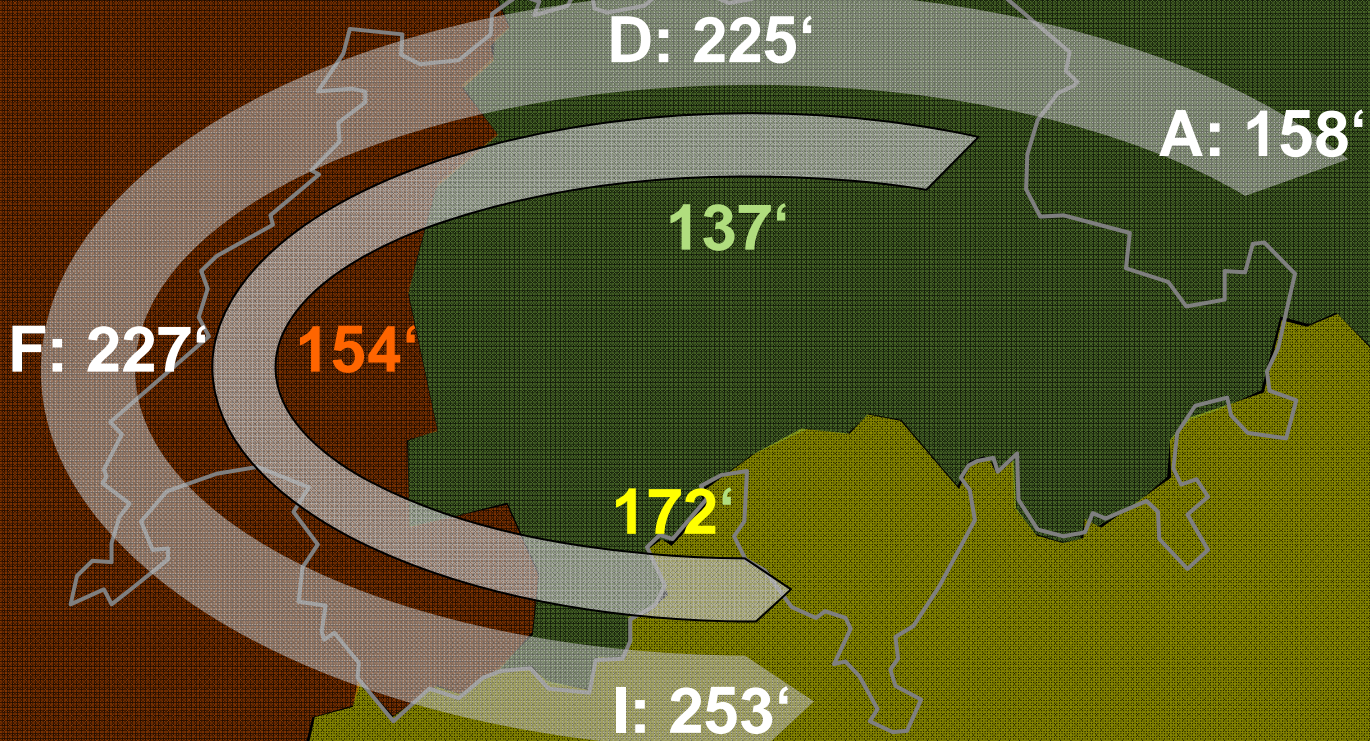
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LOOKING OUTSIDE: SHARE OF INSPIRING TV PROGRAMS



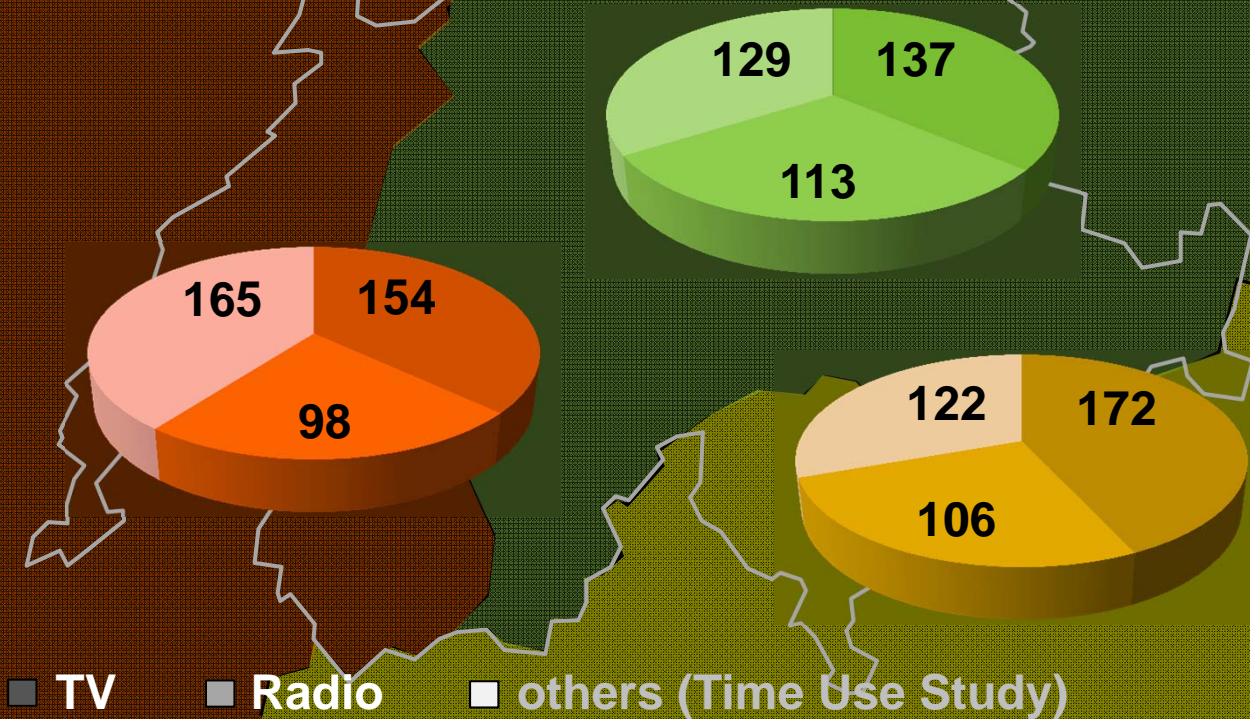
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TV USE AROUND AND WITHIN SWITZERLAND



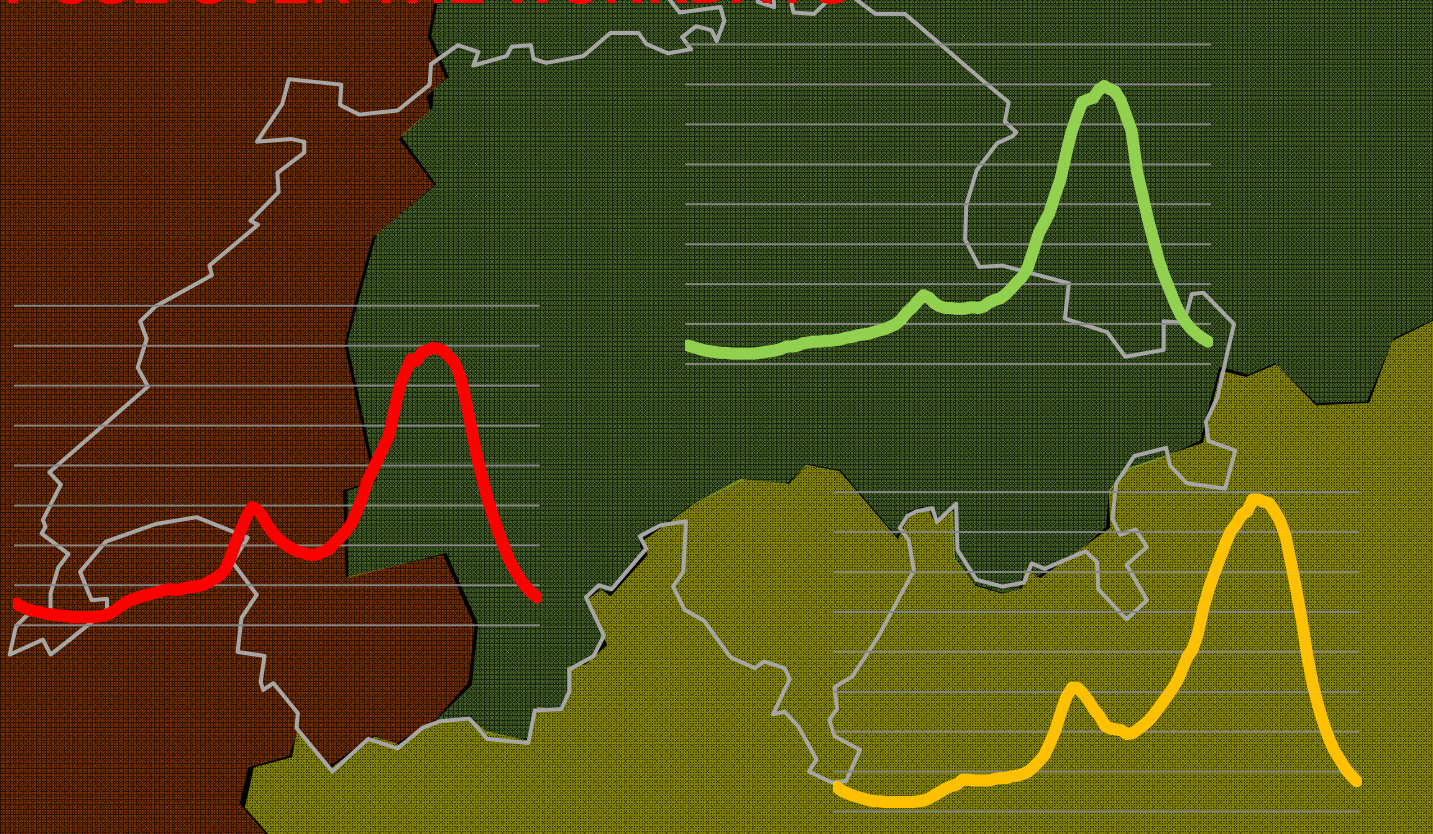
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MEDIA USE IN MINUTES PER DAY



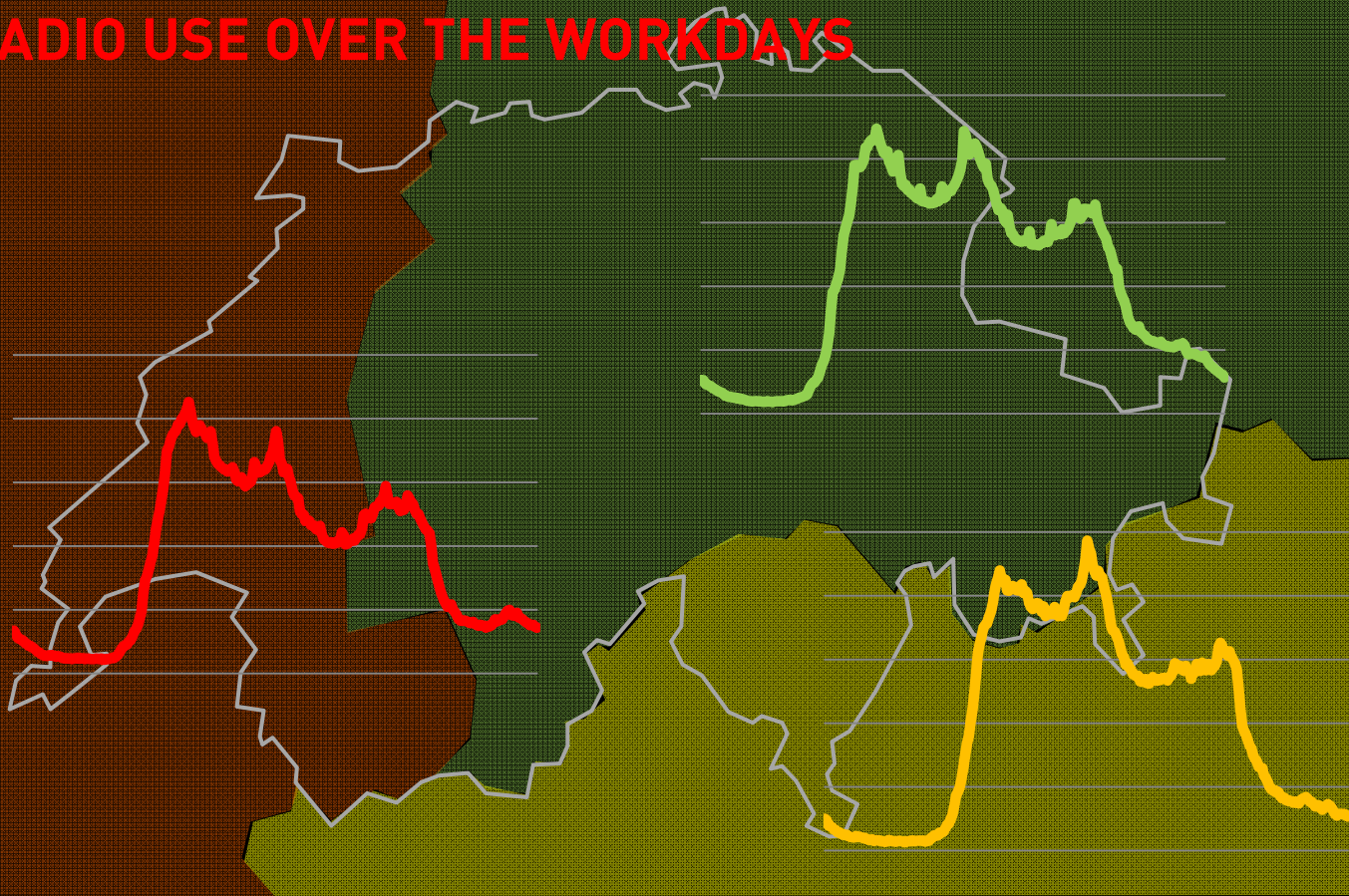
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TV USE OVER THE WORKDAYS



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RADIO USE OVER THE WORKDAYS



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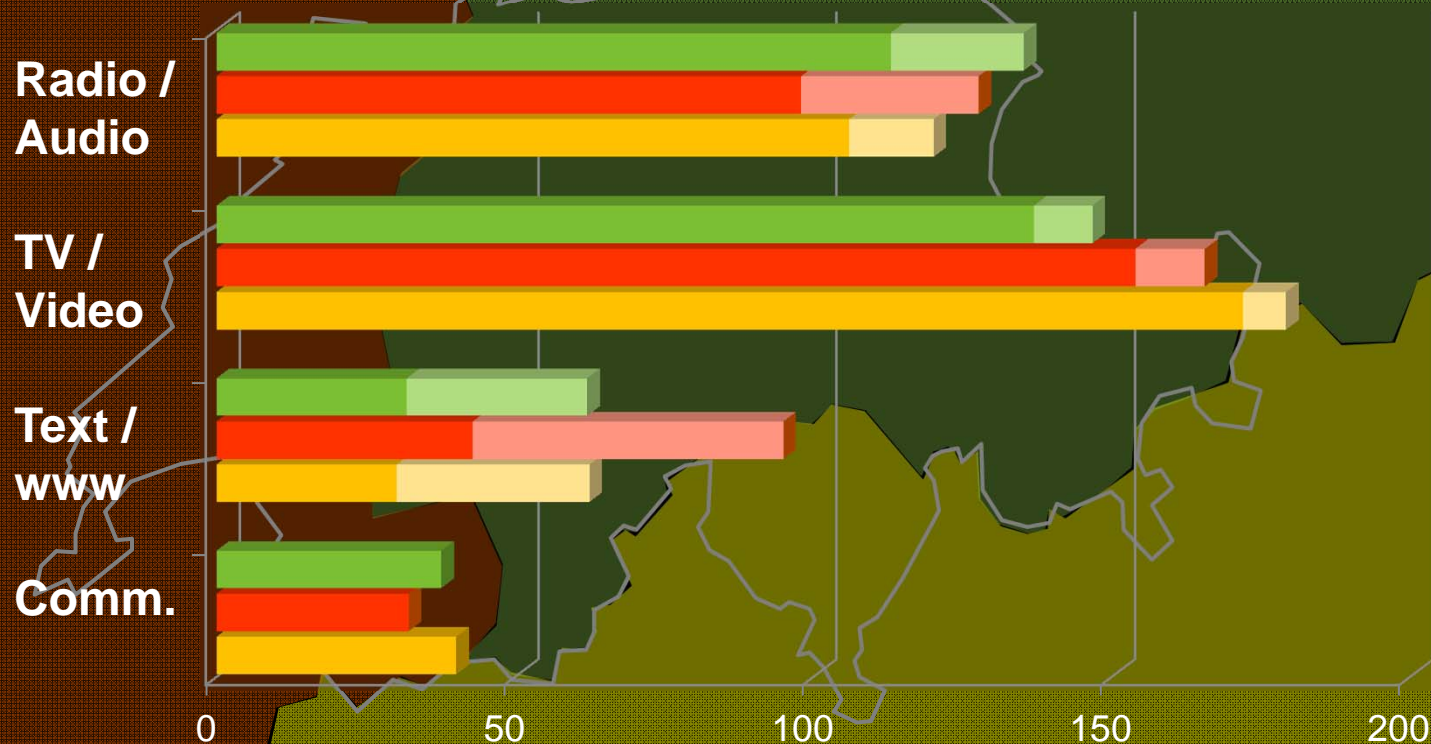
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OTHER "MEDIA USE" IN SWITZERLAND

TIME USE STUDY: CATEGORIES OF MEDIA USE

- radio live
- radio archive
- radio drama
- audio archive
- audio playlist
- tv live
- tv on demand
- tv recorded
- video/dvd
- video on demand
- games
- newspaper
- book
- e-newspaper
- e-book
- teletext
- archives
- internet
- e-mail
- telephone
- messaging
- social web
- chat
- blogging

OVERALL "MEDIA USE" IN SWITZERLAND



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CONCLUSIONS

NOT REALLY NEW, BUT IMPORTANT:

- A joint will must not lead to a shared culture.
- Common cultural ground seems to be stronger than political borders.
- To picture the cultural differences becomes possible by a shared research.
- So it is important to build up media research with people attuned to these nuances.

A SAUSAGE IS NOT A SAUSAGE IS NOT A SAUSAGE ...



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... BUT WE TRY TO UNDERSTAND EACH OTHER, ...

LE TEMPS

DOSSIERS

Dimanche 24 juin 2012

ACTUALITÉ

ÉCONOMIE & FINANCE

CULTURE

LIFESTYLE

OPINIONS

DOSSIERS

SONS & IMAGES

SERVICES

Archives historiques



NOS AMIS ALÉMANIQUES

UNE HISTOIRE PARTAGÉE Samedi 23 juin 2012

Je t'aime moi non plus



REPORTAGE



J'AI TRESSÉ LE FUMIER EN EMMENTAL. Qu'est ce qui symbolise l'opulence et le perfectionnisme alémanique? Oui, le fumier tressé, objet de tous les fantasmes romands. Accompagnée d'Eddy Mottaz, Anna Lietti a voulu toucher le cliché du doigt. Non, du pied.

> Images et sons. Fumier academy

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AND WE ARE IN AGREEMENT ABOUT THE MATTERHORN !



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