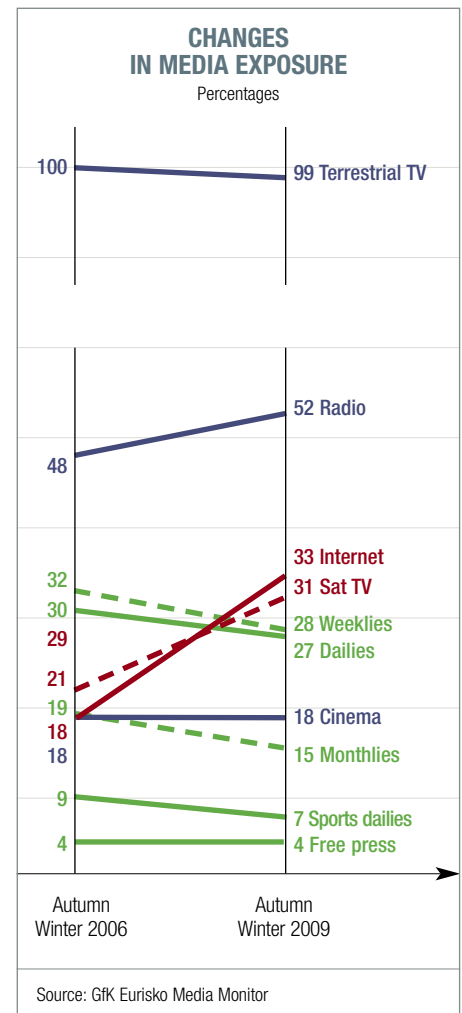


# GREAT **MULTIMEDIA** USAGE. LESS SO THE CONTENT

OUR RECENT SEMINAR (ITALIANS AND MULTIMEDIA USAGE. MILAN-ROME, 11-18 MAY 2010) HIGHLIGHTED AN EXTRAORDINARY WEALTH OF MEDIA AND VEHICLES WHICH ARE ABLE TO INTERCEPT CERTAIN POPULATION SEGMENTS WITH EVER GREATER PRECISION

Faced with an increasingly multi-faceted landscape of fixed and mobile, passive and active audiences, an alien would be tempted to think that Italians have a huge range of forms of communication at their disposal. That we are a hyper-connected society when it comes to exchanging information and socialising. The alien would also think that Italians are truly fortunate as they have a lot to learn and to share in a country shaped by hypermedia (not post-media). Despite various crisis situations, touch opportunities through the media continue to grow, while single-medium individuals are confined to territories at the margins of society and culture. So are we all multimedia-oriented? What about the crisis in the media? What about the decline in readers/users/spectators? What about the retreating advertisers? Could the problem be one of content? We all remember the words of the President of the UPA [Italian Advertisers' Association]

at the end of the Nineties: "Give us more vehicles and we'll fill them up with ads". He might now say: "Give us content and we'll once again invest in your vehicles". But what type? Readers' comments? User-generated content? Let's not go down treacherous routes. True, there are places (social network websites) where we are indeed the content! But it's important to make distinctions. There is content which sustains and reflects society, a mutual aid agency for the placement of weak egos. And there is content which seeks to help the stultified ego out of a mire. There's a big difference between socialisation on the lines of the talent show "amici alla De Filippi" and the impulse provided by content which helps people evolve. The media that promote development cannot be considered social welfare agencies. Vehicles are - as the word suggests - means for moving from one situation to another, and which, by encouraging new explorations



cont'd on page 2



## GIAMPAOLO FABRIS

We came through the challenge of social research like the duellists in Conrad's short story. There was friendship, respect, mutual esteem, as well as a healthy rivalry between our two visions. For decades the business and advertising worlds considered us their two guiding lights. Now Giampaolo Fabris has left us. All too soon. The loss is immense.



Source: GfK Eurisko Media Monitor

## GREAT **MULTIMEDIA** USAGE. LESS SO THE CONTENT

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in new territories, help people go beyond the mythical “Herculean pillars”, proposing new paths, new insights, new endeavours. Vehicles provide prompts as to what has not yet been thought or done. You board such means and vehicles with trepidation and passion, taking things in your stride in the deep blue oceans, not like the shallow boats of social exchange. The so-called crisis in the media, not just the print media, may also depend on a lack of courage as regards what content to offer. No, “we can’t do” newspapers.

GM

## Think Tank

It was about time. The one-way pleasure of Slow Food is finally beginning to be dissected by those who have the courage to scrutinize the ideas which, for over twenty years, have held sway in food culture. Creating with it a broad convergence of views between politicians and the public. Public opinion sees the Slow Food movement as the good side of farming. But, asks Luca Simonetti, is all that glistens gold? Or is it not a movement that is inherently anti-progress, anti-science, a worshipper of traditional society, of small, static communities that are stuck in time? According to the author the Slow Food philosophy can be considered one of the most striking cases of the grave and possibly unstoppable decline in culture, politics and public discussion in Italy.

Luca Simonetti

**MANGI CHI PUÒ.  
MEGLIO, MENO E PIANO.**  
L'IDEOLOGIA DI SLOW FOOD

publisher **Mauro Pagliai Editore**  
pages **113**  
price **8 euros**

Luca Simonetti

**MANGI CHI PUÒ  
MEGLIO, MENO E PIANO**

L'ideologia di Slow Food



ARRE

MAURO PAGLIAI  
EDITORE

# GfK EURISKO 2010 ANNUAL SEMINAR



**MILAN 14 JULY**

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## Agenda

### GfK EURISKO 2010 SEMINARS

■ **GfK Eurisko - 2010 Annual Seminar**

14 July, Milan

- Corporate Social Responsibility (CSR)
- Health communication
- GfK Eurisko Crif
- The value of Italian high-end products
- The "importance" of celebrities



To find out more contact [seminari@gfk-eurisko.it](mailto:seminari@gfk-eurisko.it) or visit our website [www.gfk-eurisko.it](http://www.gfk-eurisko.it)

### SYNDICATED SURVEYS READY FOR ROLL OUT

- The new seniors
- Night life
- New Media
- Consumer and business sentiment (second wave)



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