

Bavarian Broadcasting System - Alpha puts M.I.T. into action

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Media research of the Bavarian Broadcasting System is confident that an innovative market research tool, the Meta Information Technique (M.I.T.), will greatly enhance the profile of the Bavarian Broadcasting educational channel.

Media research of the Bavarian Broadcasting system assigned eurac GmbH to develop an extensive project for BR-Alpha, the educational channel of the Bavarian Broadcasting System

Eurac has implemented a totally new tool for data retrieval and analysis; the Meta Information Technique (M.I.T.), developed at eurac exclusively for the German market. This method can be used for all research assignments as well as an exceptional tool for market research. M.I.T. makes it possible to obtain information and data, as well as its meaning, over space and time. The human subconscious is used to receive the information. This "Extraction of Information" occurs in the so-called non-physical information field.

Through M.I.T., research expenses such as finances, personnel, and time are significantly reduced. The validity of these results is sufficient for all scientific purposes.

In cooperation with eurac GmbH, Media Research of the Bavarian Broadcast System and BR-Alpha, a designed survey containing an extensive question catalog regarding the viewing habits of the viewers, was developed to be used as a response for a possible future program structure as well as a new image for the educational channel.

The Dr. Schmitz, Chief Executive Officer of eurac GmbH and founder of M.I.T.: "I am very pleased that the management personnel of the Bavarian Broadcasting Media Research proved to be very open-minded about the new M.I.T. method. The success proves our point that M.I.T. will revolutionize market research with its cost efficiency and reliability."

For more information, please see our website under: www.eurac.com.

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