



## Program

### Presentation: Yearbook Quality of the Media 2024

The Quality of the Media Yearbook 2024 looks at the relationship between public and private media and examines whether SRG services are crowding out private news providers online. It also offers analysis of the use of AI in journalism and the perception of deepfakes in Switzerland and provides key insights into developments in the quality, use and financing of Swiss media.

**Date** Monday, 21 October 2024

**Location** Kleine Aula (small lecture hall) at UZH, Rämistrasse 59 (room RAA-G-01), 8001 Zurich, with livestream

**Time** 10:15 am to approx. 12 noon

**Schedule** 10:15 am: Welcome address by Barbara Käch, Kurt Imhof Foundation for Media Quality

10:20 am to 11 am: Presentation of the main findings

11 am to approx. 12 noon: Panel discussion on "Competition or Coexistence? The relationship of the SRG and private media" with

- Michael Wanner, CEO CH Media
- Nathalie Wappler, Director SRF and Deputy Director General SRG
- Min Li Marti, SP National Councillor and member of KVF-N
- Matthias Müller, Vice President of the FDP, Canton of Zurich, and Co-Chair of the "Halbierungsinitiative"
- Professor Mark Eisenegger, Director of fög/UZH

Host: Matthias Ackeret

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