

GEAR Plus  
Reunion  
in Hilversum  
March 2012

Margareta Cronholm

GEAR Copenhagen 1993  
My last GEAR-meeting  
1:st round

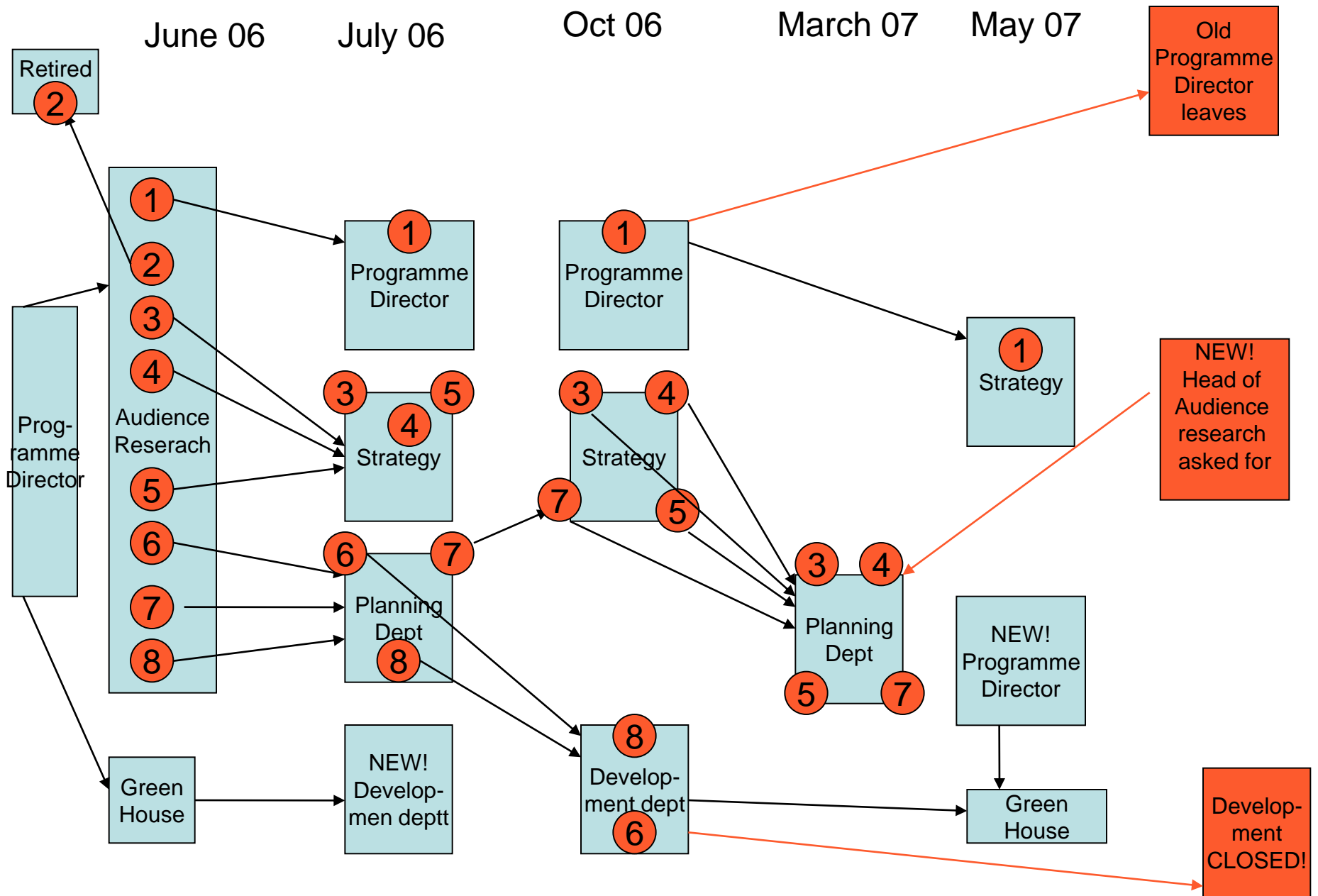


# What happened next in the 90's?

- Autumn 1993 - summer 1996 I worked in a commission at the Ministry of Culture
- From September 1996 I was recruited back to audience research in SVT
- May 1997 I was back in GEAR for the second round
- August/September 1999 I made my "grand tour" spending a month in Australia

# What happened next in the 00's?

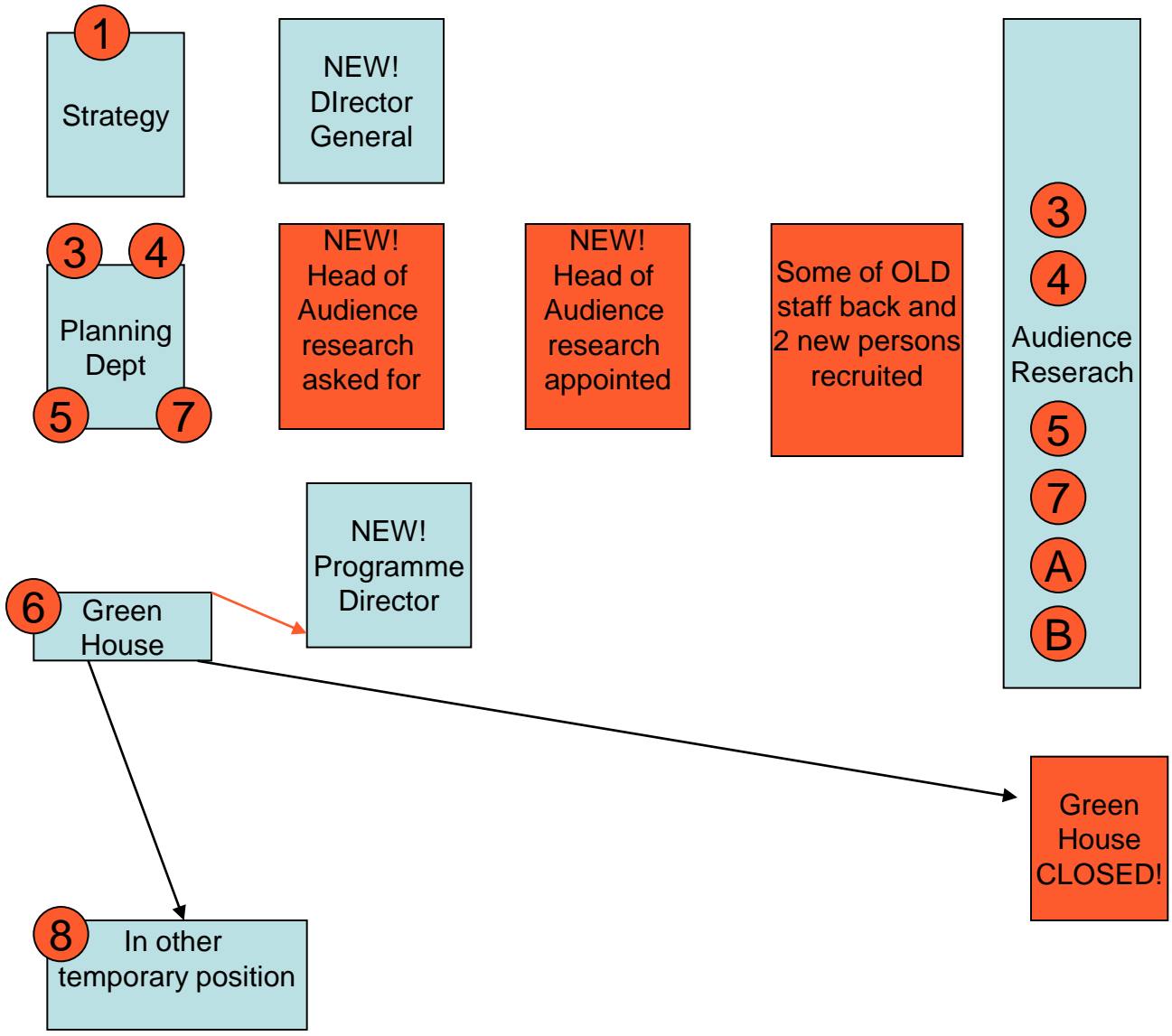
- May 2001 with authority SIDA (International Development Aid) to Vietnam in order to overview the cultural policy there and evaluate how it influences the national cultural habits
- October 2002-February 2003 I was taken seriously ill in lung embolism and leg thrombosis
- July 2006 the department stands on shaky ground for the second time



May 07

Sept/Oct 07

Dec 07



# In the Strategy unit – half hearted

- Responsible for the public service accounts in which that I have been involved between 1996 and 2010
- Responsible for implementing management by objectives in the organisation using BSC (Balanced Score Cards)
- Responsible for establishing a researcher's network that meet with DG and her management yearly

# In other areas – whole hearted

- Launched a database collecting PSB-data from 1957 (<http://statistikdatabas.publicservice.se/PXWeb2007/Dialog/statfile2.asp>)
- Wrote the history of the Swedish time series Mediebarometern (the Media Barometer) founded by PUB in 1979 and still collecting data thanks to Nordicom
- Continued working with a Media History documentation project in collaboration with universities around Sweden. We have now our 50th book under production (the 2nd in English) and 48 research volumes published in Swedish
- Produced mini seminars and 20 minutes lectures on media historical themes published on the Internet



# A short note on audience research news

- My former department recently introduced a web-tv service from MMS based on time spent on programmes and clips (SVT Play)
- We share the method with Netherlands Public Broadcasting
- Audience figures are slowly making it more understandable how people (or IP-addresses) spend time on the Internet
- Instead of clicks, unique users or “starters” we can produce something like audience figures for television

# MMS HotTop webb – vecka 7

	Site	Titel	Avsnitt	Starter	Snittid	Web	TV	Livedag	Livetid	Livekanal	Längd
						Webbpublik	Tv-publik				
1	MTG TV	Top Model Sverige	3	198 028	28:44:00	133 852	358 160	20120214	20:02	TV3	42:32:00
2	TV4	Kontoret del 2	2	121 423	12:58:00	66 559	968 581	20120219	20:01	TV4	23:41:00
3	TV4	Big brother avsnitt 1 del 1 av 2	1	153 841	35:36:00	57 868	250 233	20120219	21:00	TV11	94:41:00
4	MTG TV	Elsas värld	16	67 881	9:37:00	53 806					12:09:00
5	MTG TV	Mammor & Minimodeller	5	72 383	28:11:00	47 338	106 923	20120213	21:01	TV3	43:07:00
6	SVT	Labyrint	3	135 371	8:40:00	42 317	254 384	20120215	18:46	svtB	27:45:00
7	TV4	Sveriges mästarkock del 9	9	88 858	22:09:00	41 288	958 851	20120215	20:00	TV4	47:42:00
8	MTG TV	Lyxfällan	3	58 802	30:25:00	40 696	421 152	20120216	20:01	TV3	43:58:00
9	SBS TV	Får vi följa med?	2	51 256	30:38:00	35 614	249 531	20120213	21:56	Kanal5	44:06:00
10	SVT	30 grader i februari	2	176 858	9:49:00	31 664	1 441 147	20120213	21:00	svt1	54:51:00
11	SVT	Dubbelliv	6	89 832	4:40:00	30 879	154 195	20120216	19:31	svtB	13:36:00
12	SVT	Pax jordiska äventyr	6	77 766	5:14:00	29 748	268 311	20120215	18:31	svtB	13:42:00
13	SVT	Pappas pengar	2	87 731	6:02:00	26 325	226 646	20120218	19:32	svtB	20:09:00
14	TV4	Familjen Annorlunda del 3	3	60 775	20:32:00	26 251	606 255	20120213	20:00	TV4	47:33:00
15	SVT	Äkta människor	6	144 484	10:39:00	26 205	769 370	20120219	21:00	svt1	58:47:00
16	SBS TV	Stylisterna	8	34 157	18:17:00	25 339					24:40:00
17	MTG TV	Paradise Hotel - Norge	48	36 068	44:29:00	24 696					64:59:00
18	MTG TV	Paradise Hotel - Norge	47	32 104	30:32:00	23 331					42:02:00
19	SVT	Wild kids	6	72 500	8:26:00	21 765	324 063	20120217	19:14	svtB	28:06:00
20	SVT	På spåret	13	105 027	12:00:00	21 554	3 003 989	20120217	20:01	svt1	58:30:00
21	MTG TV	Revenge	6	33 288	25:55:00	21 072	363 048	20120216	21:01	TV3	40:57:00
22	TV4	Gladiatorerna del 7	7	54 404	27:08:00	20 829	454 073	20120218	20:04	TV4	70:54:00
23	SBS TV	Tunnelbanan	4	29 486	29:55:00	20 180	291 050	20120215	20:00	Kanal5	43:44:00
24	SBS TV	Sofias änglar	4	29 860	29:45:00	20 153	391 334	20120213	20:00	Kanal5	44:05:00
25	MTG TV	Livet blir bättre	6	27 665	28:56:00	18 683	267 824	20120215	21:01	TV3	42:52:00
26	TV4	Spårlöst del 5	5	23 299	23:54:00	17 040	276 530	20120219	21:00	Sjuan	32:42:00
27	SVT	Ponnyakuten	6	51 954	9:26:00	16 930	172 818	20120219	19:01	svtB	28:57:00
28	SVT	Tillbaka till Vintergatan	2	51 911	9:14:00	16 830	70 022	20120214	09:01	svtB	28:30:00
29	SVT	Julkalendern: Hotell Gyllene k	2	44 393	5:28:00	16 777	73 117	20120213	09:44	svtB	14:30:00
30	TV4	Biggest loser Sverige del 7	7	36 164	21:42:00	16 454	595 484	20120216	21:00	TV4	47:43:00

Vecka 7 är det återigen MTG TV och Top Model Sverige som toppar listan, med en webbpublik på hela 133 000. Elva SVT-program finns med på topp 30, förutom Labyrint även 30 grader i februari och Dubbelliv. SVT:s mest sedda hade en webbpublik på 42 000.

March 2012 is my first month as a "fully" retired person so much private time to spend is a very new experience!

Last day at work!



I now hope to have more time for  
my family

# My husband



# Daughters with spouses and grand children on my 65th birthday in February



To be a rune  
stone sponsor  
is great fun!

Some of you might remember  
the rune excursion at GEAR  
1998 in Stockholm



Strolling in nature and making excursions  
is important for me



# Is that all?

- I have still a few professional engagements but this will not take more than one day per week

# And then?

- I was involved (together with my husband) in arranging a European Convent on science fiction last summer. Attracted 750 visitors from more than 30 countries. Had great fun! There will probably be more of SF in my life from now on.
- I am engaged in FKC (Folks Cultural Centre) where I:
  - started to write texts and songs for a review show
  - started a blog for collection of memories from the 50's and 60's – not only my own but memories from everybody. Focus at the moment on the subject "to shop"
  - I am planning to introduce a thematic reading club based on literature about Hjorthagen – an isolated area in central Stockholm built for workers in the harbour and gas industry

# Something more?

- I will have more time to meet friends at last! Both professional and private friends from all times of my life
- I can take care of and develop my two properties on Öland in the south of Sweden
- And remember! GEAR is a founder of friendship!

# Summer 2009 on Öland

