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## Experience

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| <b>facit digital GmbH (Serviceplan Group)</b><br><i>Consultant</i>   | Munich, Germany<br>since 10/2007            |
| <ul style="list-style-type: none"><li>▪ Qualitative user experience research (Internet, ITV, Mobile)</li><li>▪ User-centered website development</li><li>▪ International research project management</li></ul> |   |
| <b>Das Goldene Vlies GmbH</b><br><i>Freelance Consultant</i>   | Munich, Germany<br>11/2005 – 06/2007        |
| <b>Das Goldene Vlies GmbH</b><br><i>Junior Account Manager</i>   | Munich, Germany<br>10/2004 – 10/2005        |
| <b>Grey Worldwide s.r.o.</b><br><i>Intern</i>  | Prague, Czech Republic<br>08/2003 – 11/2003 |

## Education

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| <b>University of Munich</b><br><i>Master's Degree</i><br>Studies: Major in Cultural Sciences/Communication, Minor in Economics   | Munich, Germany<br>10/2005 – 09/2007          |
| <b>University of California</b><br><i>Semester abroad</i>  | Santa Barbara, CA<br>09/2002 – 12/2002        |
| <b>Berufsakademie/Open University London</b><br><i>BA (Hons) in International Business Administration</i><br>Studies: international marketing/intercultural communications and qualitative market research | VS-Schwenningen, Germany<br>10/2001 – 09/2004 |

facit digital

facit digital is a research and consulting company for digital media, based in Munich, Germany

- Our goal is to use empirical based user research for the development and optimization of digital communication channels.
- We help our clients to optimize user interfaces and customer touch points
- We work with national and international clients from a range of business sectors, e. g. automotive, finance, telecommunications, entertainment and media.
- We always focus on the user's perspective.
- We are one of Germany's leading companies to provide services in user experience/usability research.

### Topics of Workshop

- Which user needs will have to be fulfilled to offer a truly personalized TV experience, and in which ways may personalization need to differ in the context of TV compared to other media?
- How is cross-media authentication manageable?
- Which dilemmas can be imagined when TV as a multi-user device enters the personalized sphere?

These questions are hard to answer in a few lines, and that is why I am looking very much forward to the outcome of our discussions in a few weeks.

To me personalized TV has stronger limits than any other type of media, as the act of watching TV used to be and to some degree still is a very social happening where individual needs or preferences cannot be fully respected.

Compared to the US, European households own less television devices and the usual setting for a TV would be the living room or the sleeping room, where couples and families are watching together.

There also seems to be a growing lack of acceptance as people are getting more sensible about their personal data through what they've experienced with the internet and especially with Google.

However, with a growing number of single households (especially within the young working crowd and senior citizens), there seems to be potential for personalized television services.

Blablablablabla

Solution: Clear communication of benefits? Peer groups? Get the early adopters and innovators?...