

Good grades for CLEARIT

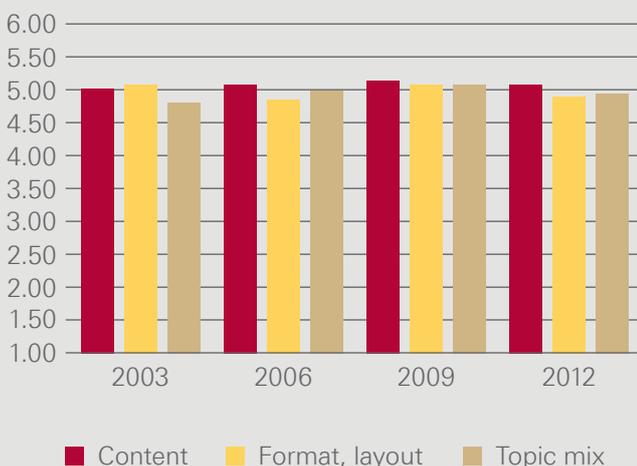
Since 2000, CLEARIT magazine has conducted four reader surveys. What was most noticeable this time was a record number of foreign participants, clear proof of the increased interest in our magazine outside of Switzerland. The editorial team sends out a big “thank you” to all participants, and especially to our core readership.

Almost one-fourth of all respondents – 42 readers – had already participated two surveys ago, in 2006. Their opinion is noteworthy for two reasons. First, because they are giving our publication better grades than last time, and second, because they rate CLEARIT higher than do the other participants. The return rate is above 10%, with answers to our survey coming in from twelve countries, compared to eight in 2009. In the meantime, nearly every third subscriber of our professional publication is outside of Switzerland.

Diverging opinions nationally and abroad

With average grades above 5 for the quality of contents and just below for quality of format and layout and topic mix (see chart), CLEARIT continues to be favored by readers, despite a slight decrease in positive feedback compared to 2009. The reason for that is found in the fact that almost 150% more readers from abroad participated compared to the previous survey, and they took a more critical stance, thus slightly lowering the grade, especially with regard to the topic mix. This is an understandable reaction, since the topic mix priority is directed predominately toward a Swiss expert audience.

Overall assessment (6 = highest, 1 = lowest) of the last four surveys



There are notable differences in the opinions about the magazine’s publication frequency. While more than 91% of the foreign readership is content with the quarterly interval, almost every fifth Swiss survey participant is wishing for either more or fewer editions per year. Overall, this is very similar to the result levels of our first survey in 2003.

The articles about payment traffic migration in Switzerland achieved the highest level of interest. On a scale of 1 (uninteresting), 2 (less interesting), 3 (quite interesting) and 4 (very interesting), the article “Swiss payment traffic goes European” reached an average 3.6 points, and “Switzerland on its way to to a uniform payment slip,” 3.4 points.

Selected comments

- “Emergency concepts SNB/SIC and banks in payment traffic.”
- “FATF topics like in the nr. 53 issue (very interesting article in reference to future developments).”
- “Regular news about ISO 20022 as its own column – What new decisions/developments have been made/are about to be implemented.”
- “Mobile payment and mobile banking.”
- “Individual institutions with market relevance, future strategies, about various topics.”

The detailed survey analysis can be found at www.CLEARIT.ch. Further comments are listed on the backside of this magazine.

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The lucky winners of an iPod nano:
 Pierre Etienne (BNP Paribas, Paris)
 Beat Albisser (UBS, Zurich)
 Georg Wittberger (s IT Solutions AT Spardat, Vienna)

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Additional information about the Swiss payment traffic systems can be found on the Internet at www.six-interbank-clearing.com

Further comments

- “Key data in domestic and international payments, standards dealing with payment traffic: queries, returns, international expert panels and regulations.”
- “Compliance, risk, regulator (FINMA, SNB, SIC).”
- “The e-invoicing topic is shortchanged. As an example, it would be interesting to read about which cantons’ tax administrations have already introduced e-billing, which ones have planned the launch, and which ones are lagging behind, and why.”
- “More information about the workings and classification of Mastercard International and the affiliate licensee structure; Update IPI and how will Switzerland handle this? What is the Swiss Maestro Card Committee (MAECC) doing, who is represented, and what are the goals?”
- “Money laundering laws, such as worldwide norms and requirements and their implementations in Switzerland and/or Swiss law.”