

## **Virginia Mouseler**

### **Managing Director of The WIT**

Virginia Mouseler is the managing director of The WIT – World Information Tracking – the leading agency specialized in research and information on TV programs worldwide. Virginia has pursued two interconnected careers since 1996.

After graduating in philosophy and psychoanalysis, she graduated from a top tier business school. Virginia worked as a psychoanalyst, and, as a writer, she published two novels and an essay in psychoanalysis, all translated into several languages.

In 1996, Virginia founded The Wit, analyzing new creative trends and ideas in the entertainment world in general. Very rapidly The WIT focused on the Television market and has become the most extensive source of information on TV programs developed and aired throughout the world. The WIT's reports and on-line services are used by the most active broadcasters, producers and distributors in Europe, in the USA, in Asia and in South Africa. The reports published by the WIT are used by its subscribers to develop new products or acquire licenses. In the meantime, Virginia is continuing her activities as a therapist and her research on the creative process.



### **The WIT**

The Wit – World Information Tracking – is the specialist of information and research on TV programs worldwide.

The Wit provides broadcasters, producers and distributors with information on all the new TV programs and trends around the world through newswires, publications, online database, and on thewit.com website.

The Wit's publications include "The Weekly Wit", a weekly report on projects and formats in the works, and the hottest news in TV programming around the world; "The Fresh TV Report", a monthly extensive survey of all the new shows broadcast in more than 30 countries, "The Cool TV Report", an analysis of the trends and performances of the month's new shows.

The Wit also offers a permanent international watch of IPTV and mobile contents (fiction, animation, magazines, bonus tracks, interviews, etc.) through "The Wit Mobile" online database.

### **Contact**

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