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Abstract. It is well-known that any medium corresponds to an isometric subgraph of the hypercube, and vice versa. Such a characterization, although useful, is not especially revealing of the structure of a particular medium. We propose an axiomatic definition of the concept of a 'mediatic graph'. The graph of any medium is a mediatic graph. We also show that, for any non-necessarily finite set S, there exists a bijection between the collection \mathfrak{M} of all the media on a given set S (of states) and the collection \mathfrak{G} of all the mediatic graphs on S.