



INTERNATIONAL MEDIA CONFERENCE 2006

21.06.2006 Gerbeaud Atrium, Budapest

CONFERENCE PROGRAM

10:30 **Check-In**

11:00 **Words of Welcome**

Reinhard Klimmt, Chairman European Television Dialogue

Dr. Schiffer János, Deputy Mayor of the City of Budapest

11:30 **Panel I:**

"Programming as the Basis of Success"

- Evergreens: Constants in Eastern and Western TV – successful formats for over 20 years?
- Better than the original: Local development of formats in the EU accession countries
- Independence from major content providers: National identities growing?
- Success beyond ratings: Social and political aspects

Panel guests: **Bányai Gábor**, Producer Interaktiv Fiction, Budapest, **Kolosi Péter**, Programming Director, RTL Klub, Budapest, **Jens Richter**, Managing Director, SevenOne International, Munich, **Ryszard Sibilski**, President, Endemol Poland, Warsaw, **Host: Dr. Simon András**, Head of Cultural Programs, MTV, Budapest

12:45 **Lunch**

14:00 **Keynote: "Visions of European Television"**

Dr. Hiller István, Minister of Culture and Education, Hungary

14:15 **Panel II:**

"Ratings as the Currency of TV Broadcasters – the Interplay between the Advertising Industry and Television"

- Media research results: Are research and measurement approaches really statistically relevant?
- Measuring TV ratings: New concepts for EU accession countries
- Product Placement vs. commingling of program and advertising
- The imbalance of power: Advertising industry and television
- Consumer product and advertising industry: The influence of globalization on the TV industry
- Alternative advertising: A challenge for the creative

Panel guests: **Werner Dieste**, TV Director, Landesfunkhaus Thüringen / Mitteldeutscher Rundfunk, **Lázár Katalin**, Vice-Chairwoman Audiovisual Researchers European Broadcasting Union / Duna TV, Budapest, **Macher Szabolcs**, Managing Director, OMD Hungary, Budapest, **Pavel Stantchev**, CEO Nova TV, Sofia, **Host: Dr. Simon András**, Head of Cultural Programs, MTV, Budapest



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15:30 **Coffee Break**

15:45 **Panel III:**

"TV, Media and Democracy"

- TV's role in a new democracy
- Mechanism of political pressure vs. the influence of media on politics
- Politics and media: The role of national and international regulations
- Freedom of speech and diversity of opinion: Possibilities and limits through political and economic intervention
- Separation of powers: Can democracy control the media, or does media represent a part of Democracy?

Panel guests: **Cselényi László**, General Director Duna TV, Budapest, **Iryna Kostyuk**, CEO Media Resources Management, Ukraine, **Cornelia Rabitz**, Head of Russian Programme, DW-Radio, Germany, **Sediánszky János**, Writer/Journalist, Budapest, **Dr. Jaroslav Sonka**, Media Scientist Central and Eastern Europe, Charles University Prague / European Academy Berlin, **Host: Reinhard Klimmt**, former Prime Minister of Saarland, former Federal Minister of Germany

17:00 **Champagne Reception**