



INTERNATIONAL MEDIA CONFERENCE 2007

PRESS RELEASE

Berlin, November 14, 2007

Preview to **Europe's most important East-West Media Conference** on November 22, 2007 in the "Weltsaal" of the Federal Foreign Office in Berlin.

German Vice Chancellor and Foreign Minister, **Dr. Frank Walter Steinmeier**, will open the fifth run of this conference with a keynote.

Both Bulgaria and Romania joined the EU lately. How much do we actually know about these new partners in Europe? You will have to admit: not much. The first panel will give you insight to the media landscape of those two countries in which also German companies play a very active role. **Rüdiger Oppers (Editor-in-Chief of NRZ and delegate of the WAZ Media Group)** and **Sevda Shishmanova (member of the BNT Board)** as well as other prominent guests will give an account of the development in both countries.

Everyone talks about internet TV, but little is known about what is really being developed and planned by large media and broadcasting corporations: **Ferdinand Kayser (CEO of SES Astra)**, **Wojciech Kostrzewa (CEO of ITI Group Poland)** and **Guido Baumhauer (Director Distribution, former editor-in-chief of "Deutsche Welle's" internet portal who plays a pioneer role in the internet campaign of public broadcasters)** will throw light on the current situation.

The media landscape in Russia differs greatly from Western Europe. Nevertheless, there are numerous overlaps, shared interests, investments and co-operations. Heavy reservations and fears can be found consistently in regards to Russian investments in Western Europe and the development of democracy in Russia. These and other questions are to be discussed and answered in the third panel. **Michael Schlicht (CEO of 20th Century Fox CIS)** and **Vitaly Shub (Vice General Director of SISTEMA MASS MEDIA)** and others will participate in this panel.

It will be interesting to see whether the relation between Poland and Germany will change after the recent Polish elections. How Germany is presented in Polish media, and Poland in German media, will be the topic of the last panel in which **Adam Michnik (Editor-in-Chief of "Gazeta Wyborcza")** and **Matthias Matussek (editor-in-chief of the cultural department in "Der Spiegel")** will take part.

The panels will be professionally moderated and therefore discussions on a high level are guaranteed: **Dr. Franz Stark**, known as host of the ARD Magazin "Der Weltspiegel" and distinguished expert for the Balkans; **Grazyna Torbicka**, journalist, art reviewer and popular TV host at TVP2 (Poland); **Tamás Frei** who hosts his own one-hour infotainment program, the "Frei-Dossier", on the Hungarian channel TV2; last but not least **Miodrag Soric**, editor-in-chief of DW-Radio and Head of the Eastern Europe editorial department of "Deutsche Welle" since January 2000.

This year's traditional keynote "**Visions of European Television**" will be held by **Wolfgang Clement**. Wolfgang Clement has not only shaped the media site North Rhine-Westphalia like no other State Premier before him. He also turned his special attention to media politics during his long political career, holding numerous offices in the SPD and was German Federal Minister of Economics & Labour under Chancellor Gerhard Schröder. Keynote speakers of the last years include such renowned personalities as Prof. Dr. Peter Glotz, Erwin Huber and László Cselényi. We look forward

to Wolfgang Clement's speech!

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Please find the full agenda, further information on the guests of the panel and a detailed summary of last year's EUROPEAN TELEVISION DIALOGUE in October in Munich here:

www.european-tv-dialogue.com

I would be very pleased if you took part at the European Television Dialogue and reported about it.

Best regards

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