



INTERNATIONAL MEDIA CONFERENCE 2008

INVITATION FOR THE PRESS

Berlin, 21. October 2008

"Television is crap, all fake, bad and poor," announced the German "Pope of literature" **Marcel Reich-Ranicki** recently on television and caused a great media response with his criticism. We would like to discuss the subject of "**Aesthetics and Television**" with the following European TV experts to get more differentiated answers:

Stefan Ruzowitzky, Austrian Director and Oscar-winner, **Fritz Raff**, Chairman of the ARD und Intendant of Saarländischer Rundfunk, **Alexander Rodnyanski**, CEO of CTC Media Inc. (one of the most important Russian media corporations), Russia, **Alexander van Dülmen** CEO of A Company AG, Germany, **Dimitar Gotchev**, Partner, Manager, Camera LTD and Producer, SIA Advertising, Bulgaria and **Matthias Matussek** from the cultural department of „Der Spiegel“ and one of the most successful video-bloggers in Germany.

The media landscapes in Central and Eastern Europe are rapidly developing. To get more insight in these processes we would like to take a closer look at two countries and question: „**18 years after the political change – has the TV-business in the Czech Republic and in Poland grown up?**“ Growing up in this context includes the independence of public television, a differentiated TV market, progress in digitalization, cultural independence and a healthy degree of foreign investments – to pick just a few criteria.

The following panel guests will discuss about numbers, facts and their impact:

Frank Mackenroth, Partner und CEO des Competence Center for Entertainment, PricewaterhouseCoopers, **Ivo Mathé**, Prorektor der Akademie der Darstellenden Künste in Prag und Urgestein des Tschechischen Fernsehens, **Alexander Holland**, Chief of Staff Free-TV Viasat Broadcasting, London, UK, **Krzysztof Koehler**, CEO TV Kultura, Polen, **Ondrej Zach**, Executive Director und Country Manager von HBO, Tschechien, **Alexander Oudendijk**, SVP und Chief Commercial Officer by SES ASTRA, Luxemburg und **Miodrag Soric**, Leiter Mittel- u. Osteuroparedaktion Deutsche Welle.

The organizers and the Chairman of the EUROPEAN TELEVISION DIALOGUE, **Reinhard Klimmt** (former Federal Minister, former State Minister) cordially invite to this conference with further highly actual themes like „**Music- and TV-Business**“, and „**The Caucasus-conflict in the mirror of the media**“

**on 20. November 2008
in the Federal Foreign Office
Werderscher Markt 1
10117 Berlin**

The State Secretary of Foreign Affairs, **Dr. Peter Ammon**, will open the conference.

The entire conference is open to the press.

With the friendly support of: Association of Commercial Television, Federal Foreign Office, Blickpunkt Film, Bundeszentrale für politische Bildung, Deutsche Welle, Discop, eap, Investitionsbank Berlin, Polnisches Institut Berlin, PriceWaterhouseCoopers, ProRom Media

Trade, RTL Group, Saxonia Media, SES-Astra, The Hollywood Reporter and Vattenfall Europe.

Please find the conference program including information about the panel guests and a detailed summary of the previous EUROPEAN TELEVISION DIALOGUE in Berlin at www.european-tv-dialogue.com .

Please inform me until 10. November 2008, if you will participate in the conference.

Dr. Gerrit Schrader
Pressesprecher

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