



International Media Conference 2005

Press Release

Excellent Response to the 2ND EUROPEAN TELEVISION DIALOGUE

The EUROPEAN TV DIALOGUE has become established as an international forum for the exchange of information between Eastern and Western European TV industries

Berlin/Munich, 01 November 2005

On 25 October 2005, more than 120 high-level personalities from the television industry and media policy from Eastern and Western Europe attended the 2nd EUROPEAN TELEVISION DIALOGUE in Munich.

In the run-up to the Munich Media Conference, top managers from TV broadcasters, producers, top representatives from broadcasting institutions, financial and sales people, as well as politicians and media experts from 15 Eastern and Western European Countries discussed the problems and proposed solutions surrounding the topics "Successful With Channels", "Statutory Conditions: How Much and How (EU) Standardised?", "Ratings: The Currency of TV Broadcasters", and "TV, Media and Democracy":

In the debate about **Channel Organisation** by the (Eastern) European television broadcasters, it is clear that the market is still in upheaval. International formats are now rarely taken over on a 1:1 basis, but instead are given country-specific variations. The basic idea is taken over and fitted to the respective cultural and social characteristics – which also differ within Eastern Europe. Panel members gave concrete examples of different channel trends in Eastern Europe.

In the debate about the sense and nonsense of the **EU general legal conditions**, the dichotomy between private and public broadcasters again became obvious. While representatives of the private broadcasters found most of the regulations for the television industry to be unsuitable and a hindrance, the champions of a dual system of private and public broadcasters advocated thorough protection of minors and consumers (e.g. advertising restrictions) and regulations to restrict representations which injure human dignity. The head of the Rhineland Palatinate State Chancellery, Martin Stadelmaier, also complained about the national responsibility for radio as a "cultural quality". There was a general consensus whenever the discussion considered protecting freedom of the press and of opinion.

The "**Ratings: The Currency of TV Broadcasters**" panel of industry experts illuminated, in particular, the challenges facing the advertising industry and television market in the future. New technological developments are forcing advertisers to come up with new ideas in order to remain close to the public. The hottest topic, from a German perspective – intensified by the current debate in Germany – was "Product Placement", which largely astounded representatives from Eastern Europe because such strict regulations do not exist there.

Using the Ukraine and Italy as examples, **TV, Media and Democracy**, along with maintaining the variety of opinions, was a lively and controversial topic. While the Ukraine is still fighting with the democratic rejection of a transformation process, Italy, a founding member of the EU, is finding the power of the media becoming ever more focussed in the hands of Prime Minister Berlusconi. Italy is moving farther away from the principles of the EU which are demanded from the accession countries and applicants as minimum standards.



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The series of keynote speeches began by Prof. Peter Glotz last year concerning the topic "Visions of the New European Television" was continued by Prof. Dr. Christoph Stölzl. In his impressive speech he stressed that the variety and diversity of Europe must be groundbreaking and that this very variety is necessary for Europe's position in the globalised world.

The 2nd EUROPEAN TELEVISION DIALOGUE was organised by A Company Consulting & Licensing AG and gotoBavaria, a department of FilmFernsehFonds Bayern GmbH.

The 3rd EUROPEAN TELEVISION DIALOGUE takes place on 17 October 2006, one day before the Munich Media Conference, in the Literaturhaus, Munich.

Partners to this year's international media conference were PricewaterhouseCoopers, Deutsche Welle, eeap Eastern Europe Acquisition Pool, HILTON Munich, Bundeszentrale für politische Bildung, DISCOP, ACT (Association of Commercial Television Europe) and MEDIENTAGE MÜNCHEN.

www.european-tv-dialogue.com

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