



**International Media Conference 2006
Press Release**

**2006 in its Third Year and with Double Impact:
EUROPEAN TELEVISION DIALOGUE**

Berlin/Munich/Budapest, March 8th, 2006

As Europe continues to grow, the questions and challenges linked to the television business increase. A Company Consulting & Licensing AG and gotoBavaria, a department of the FilmFernsehFonds Bayern GmbH, (Film and Television Media Fund, Bavaria), the organizers of the EUROPEAN TELEVISION DIALOGUE, have recognized the growing demand for an East-West dialogue within the European television industry. After the vast success of the years 2004 and 2005, this year's EUROPEAN TELEVISION DIALOGUE will present its platform twice:

**in Budapest, Hungary on June 21st, 2006 (the day before DISCOP) and
in Munich, Germany on October 17th, 2006 (the day before Medientage München).**

The EUROPEAN TELEVISION DIALOGUE in **Budapest**, organized in co-operation with the DISCOP, picks up the key topics of the last Munich conference:

"Programming as the Basis of Success"

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

"TV, Media and Democracy"

The EUROPEAN TELEVISION DIALOGUE 2006 in **Munich** on October 17th, 2006 will take place in co-operation with the MEDIA DAYS. Topics are among others:

"Sports – From Ambush-Marketing to the Zenith of Rating"

"Export and Import of Cultural Values through Television – e.g. Turkey"

"Digitalization in Central- and Eastern Europe – the Price of Diversity?"

"Public Television – Catch 22 with the Authorities"

Reinhard Klimmt, former President Minister of Saarland and Federal Minister (and the long-time Head of the Media Commission at SPD), in his function as Chairman of the EUROPEAN TELEVISION DIALOGUE: "By setting up the EUROPEAN TELEVISION DIALOGUE, we have created an event the TV world was waiting for. This year again, participants can look forward to controversial discussions, new ideas and helpful conclusions."

In the third year after its debut, the EUROPEAN TELEVISION DIALOGUE has become the MUST for international media professionals. In 2005 already, the EUROPEAN TELEVISION DIALOGUE saw its number of participants double, compared to the previous year, with 120 high-level executives from the film and television industry, media policy and science.

We thank our partners for their support: Association of Commercial TV Europe | Blickpunkt Film | Bundeszentrale für politische Bildung | Deutsche Welle | DISCOP | eap | Hilton Munich City | Medientage München | PriceWaterhouseCoopers | Schwarz Kelwing Wicke Westphal | Variety

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