



**International Media Conference 2006
Press Release**

**Top Panelists and exciting Topics:
EUROPEAN TELEVISION DIALOGUE
June 21st, 2006 at Gerbeaud Ház in Budapest**

Budapest/Berlin/Munich, May 17th, 2006

Five weeks to go: On June 21st, 2006, the day before DISCOP, the international TV forum EUROPEAN TELEVISION DIALOGUE will take place at Budapest's famous Gerbeaud Ház. It is not for nothing that the EUROPEAN TELEVISION DIALOGUE, which was already held successfully twice in Munich, was established as the forum for the media branch in East and West. The new variety in the European TV market holds opportunities and dangers – reason enough for this exchange of views between professionals from all over Europe. TV executives and political personalities will once again assure lively discussions and trendsetting contents.

Topics of the EUROPEAN TELEVISION DIALOGUE in Budapest are:

"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"

Panel guests include **Gábor Bányai**, Producer, Larella Productions, Hungary, **Ottó Bence**, Editor-in-Chief cultural program, MTV, Hungary, **Oleksandr Bohutsky**, Director General ICTV, Ukraine, **Dr. Gábor Demszky**, Mayor of the City of Budapest, **Tamas Frei**, Journalist and Anchorman, TV 2, Hungary, **Reinhard Klimmt**, former Prime Minister of Saarland and Federal Minister, Germany, **Peter Kolosi**, Program Director RTL Klub, Hungary, **Szabolcs Macher**, Managing Director OMD Hungary, **Dr. Viktor Orbán**, former Prime Minister, Hungary, **Jens Richter**, Managing Director of SevenOne International, Germany **Ryszard Sibilski**, Managing Director of Endemol Polska, Poland, **Dr. Jaroslav Sonka**, Media Expert Eastern Europe, Prague and Berlin, **Miodrag Soric**, Chief Editor of DW-Radio, Germany

For registration documents and the complete program with a listing of all the panelists, please visit: www.european-tv-dialogue.com.

The EUROPEAN TELEVISION DIALOGUE is organized by A Company Consulting & Licensing AG and gotoBavaria, a department of FilmFernsehFonds Bayern GmbH (Film and Television Media Fund, Bavaria).

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