



**International Media Conference 2006
Press Release**

**EUROPEAN TELEVISION DIALOGUE
June 21st, 2006 at the Gerbeaud Ház in Budapest**

Budapest/Berlin/Munich, June 14th, 2006

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 offers the unique possibility to discuss cultural experiences, professional business models and media-policy visions with high-ranking personalities from TV industry and the world of media politics from all over Europe. The one-day conference is THE opportunity to talk about chances and risks in the TV business after the EU opening.

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, Interaktiv Ltd, Hungary, **Ottó Bence**, Director Chief Editor Cultural Program, MTV, Hungary, **László Cselényi**, President Duna TV, Hungary, **Werner Dieste**, Director Broadcasting Center Thuringia, MDR, Germany, **Tamás Frei**, Journalist and Anchorman, TV 2, Hungary, **Péter Kolosi**, Program Director RTL Klub, Hungary, **Katalin Lázár**, Vice-Chairwoman Audiovisual Researchers EBU/Duna TV, Belgium/Hungary, **Szabolcs Macher**, Managing Director OMD Hungary, **Jens Richter**, Managing Director of SevenOne International, Germany, **János Sediánsky**, Writer and Journalist, Hungary, **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, **Pavel Stanchev**, Managing Director TV Nova, Bulgaria

Keynotes:

Dr. István Hiller, Minister of Culture, Hungary, or **Dr. Viktor Orbán**, former Prime Minister, Hungary,

Reinhard Klimmt, former Prime Minister of Saarland and former Federal Minister, Germany,

Dr. Janós Schiffer, Vice Mayor of the City of Budapest

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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