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Schroeder toplines conference

Dialogue switches to Berlin

By ED HEZA

BERLIN – Former German chancellor Gerhard Schroeder will be toplining this year's European Television Dialogue media confab, taking place for the first time in Berlin on Nov. 22.

Schroeder will deliver the keynote speech at the event, which focuses on the media industries of Central and Eastern Europe and their ties to Western Europe.

Among the topics of this year's conference are media investments between Russia and Western Europe, European film and TV productions, IPTV in Central and Eastern Europe and the implications of the EU enlargement for the broadcasting systems in Bulgaria and Romania.

Organized by Berlin-based licensing and consulting group A Company, the one-day event will, as of this year, take place annually in Berlin rather than in Munich, where it has taken place on the eve of the larger Medientage Muenchen media conference since launching in 2004.

"As the gateway between Western and Eastern Europe, Berlin is a more appropriate location for the European Television Dialogue," said A Company topper Alexander van Duermen, describing the German capital as a more international city and more easily accessible to industry people in Central and Eastern Europe.

The event is organized in cooperation with the state of Berlin, the state media regulator Medienanstalt Berlin Brandenburg and co-financed by the European Union and local sponsors.

A Company shareholder Reinhard Klimmt, who served as a federal minister under chancellor Schroeder, is again chairing the confab.