

WEST LOOKING EAST FOR CONFAB

By **ED MEZA**

BERLIN The state of Eastern Europe's TV industry will be the focus of the upcoming European Television Dialogue, taking place in Munich on the eve of the Medientage Muenchen media confab next month.

"This East-West dialogue helps industry professionals avoid common pitfalls and provides impetus to take new

paths," says Reinhard Klimmt, former state premier of Saarland and a partner in Berlin-based A Company Consulting & Licensing, which is organizing the event with Bavarian state marketing agency Goto-Bavaria.

Tackling topics such as successful TV programming, legal conditions for media operators and "TV, Media and Democracy," panelists at the Oct. 25

event will include Ross Biggam, director of the Assn. of Commercial TV Europe; Petr Dvorak, CEO of Czech web TV Nova; Lorand Poich, program director of Hungary's TV2; Vladimir Repeik, CEO of Slovakia's Markiza TV; Alexander Rodnyanski, general director of Russia's CTC Network; and Sergei Sozanovsky, board member of Ukraine's Inter TV Channel.