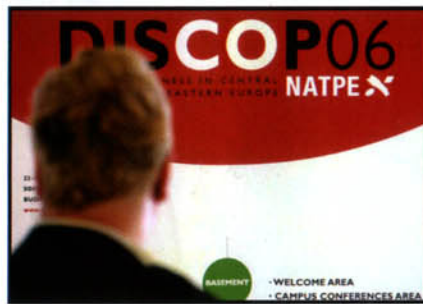


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(Clockwise from top left) The first panel session at the European Television Dialogue conference gets under way, chaired by András Simon of Sowietyksy Communication, with guests Gábor Banyai of Interaktiv Fiction, RTL Klub's Péter Kolosi, Endemol Poland's Ryszard Sibiliski and SevenOne International's Jens Richter; Duna TV's Lázló Cselényi addresses the European TV Dialogue audience; DISCOP staff get busy with preparations for the opening day of the market; European TV Dialogue chairman Reinhard Klimmit welcomes delegates to the conference; DISCOP attendees arrive, noting the addition of the NATPE name, and peruse the schedule of events that will run over the next three days.

Fremantle to seize DISCOP opportunity



The speedy growth of the Eastern European market is creating more and more opportunities for well-established players like Fremantle International Distribution.

The company's VP of sales for German-speaking Europe and Eastern Europe, Veronika Gracher, says the proliferation of channels gives FID high hopes for business at DISCOP.

"They're very hungry and they all need filling," says Gracher. "There's fragmentation of the market in Eastern Europe and countries like Serbia, Ukraine and Russia are all developing and getting much stronger."

FID's flagship programmes for the market, or "real jewels", as Gracher prefers to describe them, are *Falcon Beach* (26x60') and *Prehistoric Park* (6x60').

The first is a sexy teen drama from Canada's Insight Productions and Original Pictures, about young people spending a long summer in a lakeside town.

Having debuted on ABC Family last summer, the series has already been picked up by a string of broadcasters, including TV Kultura in Russia and STB in Ukraine, both of which have also acquired *Prehistoric Park*.

This CGI-rich series from the makers of *Walking With Dinosaurs*, Impossible Pictures, sees natural history expert Nigel Marvin step back in time to try to save creatures such as the mammoth from extinction.

Gracher aims to conclude more deals for Central and Eastern Europe at DISCOP. "We're very positive and optimistic about doing business here."

FID is also presenting *Bianca - Road to Happiness* (22x60'), which Gracher describes as the "first original German telenovela." Nova TV in the Czech Republic and LNT of Latvia acquired the series ahead of DISCOP.

Comedy also features on the FID slate in the form of sketch show *Comedy Inc* (47x60'/22x30'), from Crackerjack for Australia's Network 10.

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