

2nd European Television Dialogue in Munich



2nd EUROPEAN TELEVISION DIALOGUE, a forum for the exchange of ideas between the television industries in Eastern and Western Europe, will be held on **October 25, 2005** in **Munich, Germany**.

The EUROPEAN TELEVISION DIALOGUE is the only international television industry forum designed to promote dialogue between the East and the West. In a variety of discussions, leading figures from the television industry and from the world of media politics in Eastern and Western Europe will share their experiences and visions. "Europe is continuing to grow closer together. With the new EU countries, it is becoming more culturally diverse. This East-West dialogue helps industrial professionals avoid common pitfalls and provides impetus to take new paths. Europe must seek unity in diversity and not in a cultural uniformity that keeps serving up the same recipes," says Reinhard Klimmt, emphasizing the importance of the international media conference. The former premier of Saarland and retired federal minister is now a partner of "A Company."

The themes of the event are: "Programming as the Basis for Success", "Legal Conditions: How, How Many and How (EU) Consistent?", "Ratings as the Currency of TV Broadcasters", "TV, Media and Democracy: Ukraine and the EU". The forum is organized by A Company Consulting & Licensing AG and gotoBavaria, a

department of FilmFernsehFonds Bayern GmbH. It will take place in the Literaturhaus in Munich on October 25, 2005, one day before the Munich Media Days.

The partners of this year's international media conference are PricewaterhouseCoopers, Deutsche Welle, HILTON Munich, and the German Federal Agency for Political Education, DISCOP, ACT (Association of Commercial Television Europe), as well as the Munich Media Days.