

POZNAŃ MEDIA EXPO 2009

Summary



television fairs

Time: 19-21 February 2009

Venue: Poznań International Fair – Pavilion 3

The first meeting of TV industry in Poznań is over!

The long-awaited first edition of POZNAŃ MEDIA EXPO is now over. During the three days, guests could count on exhibitors showing an interesting range of products and solutions, and an opportunity was also provided to meet media people and market regulators at numerous panels and debates. The fair attracted nearly 2,500 visitors. The programme of events offered by organisers was very popular with the visitors, and so were the 4K cinema zone and the productions screened by the Polish Chamber of Audiovisual Producers.

✚ Presentations by EXHIBITORS

More than 40 exhibitors from Italy, Germany, Lithuania, Sweden and Poland showcased their offer at Poznań Media Expo. They presented a lot of new technological and programme solutions on the space of nearly 5,000 square meters.

Clearly, one of the exposition highlights was the HD Outside Broadcast Van, the most modern in Europe and presented by the MEDIA GROUP PEGAZ holding, a Poznań Media Expo partner. This exposition, covering a total of over 300 square meters, made quite an impression. The fair also featured the first ever presentation of a cinema in 4K technology in Poland. It was the result of collaboration of the fair organisers, the Poznań Supercomputing and Networking Centre and the Tk3 company from Poznań. In a specially arranged, tightly covered cinema all guests had a chance to see for themselves what quality this new technology offers and how it compares with High Definition (HD) technology popular today. It should be mentioned that interesting expositions were also presented by Hewlet-Packard, Panasonic, Technisat, Fergusson, Studio Panika Diomar, BEIKS and the Polish Chamber of Audiovisual Producers (KIPA) that conducted presentations of digital cinema over the three fair days, during which all guests could see free of charge such productions as „Edi” or the “Journey to the Centre of the Earth” in 3D technology, and the latter enjoyed incredible popularity.



✚ Interesting PROGRAMME of events

The Poznań Media Expo 2009 fair offered not only the exhibitors' stands, but also numerous other attractions and an interesting programme of side events.



Professionally prepared and chaired panel meetings held throughout the fair attracted a large audience and a large number of listeners too. Each day the focus was on different topics. The panellists included representatives of Polish electronic media institutions, which ensured a high level of expertise at meetings.

The topic for the first day was NEW TECHNOLOGIES, and digitisation in particular. Panellists could listen to presentations on the directions in the development of digital broadcasting technologies, and

POZNAŃ MEDIA EXPO 2009

Summary



on digital TV material recording and editing technologies which are used today as well as those expected to be used in the future. television fairs



However, the most popular event was the debate on digitisation which is an important issue on the Polish TV market. The title of the debate was **TELEVISION, WHAT NEXT?**, and it was held on the second day of the fair. It was attended by representatives of all electronic media institutions: Anna Streżyńska, President of the Office of Electronic Communications (UKE); Witold Kołodziejcki, Head of the National Broadcasting Council (KRRiT); Jerzy Straszewski, President of the Polish Chamber for Electronic Communication (PIKE); and Maciej Strzembosz, President of the Polish Chamber of Audiovisual Producers (KIPA).

The theme of the last day at the fair was PROGRAMMING, and the main focus of the discussion panels were such topics as Advertising and the boundary between factual information and advertising message, and also the opportunities for Polish cinemas in the era of digitisation.

AWARDS

Many interesting awards were presented at the first edition of Poznań Media Expo. Poznań Mayor GALA was held on the second day of the fair. Prestigious industry awards were presented in Teatr Polski and the venue was crowded with POZNAŃ MEDIA EXPO guests. The ceremony included an excellent recital of Justyna Szafran who charmed the audience as she usually does.

The editorial team of TV-Sat-Magazyn monthly also decided to present a special **SATELLITE PATENT** award at the GALA to celebrate the monthly's twentieth anniversary. The award went to those who have made the greatest contribution to the development of Polish satellite and cable landscape. Andrzej Mikołajczyk, the publisher's president, presented the awards to:



Jerzy Straszewski - President of the Polish Chamber for Electronic Communication;

Henryk Biały - for 15 years President of CORAB, a manufacturer of satellite dishes and dish installation accessories;

Krystyna Roslan-Kuhn - Managing Director of the Polish Chamber of Digital Radiodiffusion, a distinguished digital television expert;

Wojciech Sosiński - President of DIOMAR, a company which has constructed, commissioned and has been servicing several hundred satellite earth stations, among others for Cyfrowy Polsat and Cyfra +.

The main award of the evening, i.e. the **GOLDEN SCREEN** awarded by the Poznań Mayor, went to TVN Warszawa. Marek Kalemba, Director of the Poznań Mayor Office, presented the award to Maciej Maciejowski, head of TVN Warszawa, in recognition of what has been done to promote local independence and initiative by showing local community life.



POZNAŃ MEDIA EXPO 2009

Summary



television fairs

Międzynarodowe Targi Poznańskie presented its awards too. The Poznań Media Expo 2009 **SUPER PARTNER** statuette went to:

DIOMAR - for satellite servicing of the event and a significant contribution to the organisers' efforts;

HEWLETT-PACKARD POLSKA - for technical support and a major role the company played in holding the event;

POLISH CHAMBER OF AUDIOVISUAL PRODUCERS - for the digital cinema project and for strong efforts it made to promote the event among its members;

MEDIA GROUP PEGAZ - for a huge support on the project and a major contribution to its creation.



**We would like to thank everyone for taking part in the fair!
We invite you to join us next year!**



Piotr Kamiński
Poznań Media Expo Project Manager
Poznań International Fair
piotr.kaminski@mtp.pl
phone 603 410 225

WWW.PME.MTP.PL

Poznań International Fair Ltd.

PME Project Team, Glogowska street 14, 60-734 Poznań, Poland, Phone +48 61 869 2198, +48 61 869 2000
paulina.pietrzak@mtp.pl, piotr.kaminski@mtp.pl

Cooperation - FOOTAGE Agency

Dorota Barelkowska, footage@footage.nazwa.pl; tel. +48 61 652 37 82

