

# PROGRAMME OF EVENTS

## PME 2009

**19.02.2009, Thursday**      **NEW TECHNOLOGIES DAY – DIGITISATION**

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10:30 am – 12:30 pm **Digital TV material recording and editing technologies of today and the future.**

Organiser: Międzynarodowe Targi Poznańskie

Venue: Eastern Hall, Green Room

1 pm – 3 pm      **Directions in the development of digital broadcasting technologies. Equipment, opportunities, threats.**

Organiser: Międzynarodowe Targi Poznańskie

Venue: Eastern Hall, Green Room

3:30 pm – 4:30 pm      **Digitisation in the eyes of various market participants – panel discussion**

Organiser: Advanced Digital Broadcast; Moderator: Janusz Sulisz

(SatKurier)

Panellists: Jerzy Zieliński – Multimedia Polska, Wojciech Białek – platforma N, Artemiusz Dunko – Osmosys, Andrzej Ładysz – ADB

Venue: Eastern Hall, Green Room

**20.02.2009, Friday**      **TV MARKET PROBLEMS DAY**

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10.30 am – 2 pm      **New order in the market of Polish electronic media and new roles of market regulators**

Organiser: Międzynarodowe Targi Poznańskie

Venue: Eastern Hall, Green Room

12 noon – 1 pm      **New solution for intelligent media monitoring – presentation of the Insight Platform system from Actus**

Organiser: TK -3 Sp. z o.o.

Venue: Eastern Hall, Blue Room

2 pm – 2:30 pm      **Television on the Internet**

Moderator: Rafał Agnieszczak, creator of fotka.pl

Organiser: InternetInvestor.pl  
Venue: Eastern Hall, Green Room

2 pm – 3 pm **TV Expo – new Internet television on the Polish market. Multimedia platform for fair and conference organizers**

Organiser: Footage  
Venue: Eastern Hall, Blue Room

3 pm **“Television, what next?”  
Debate on the future of the TV market in Poland.**

*The main topics of the debate will include digitisation problems and bills proposed to regulate the Polish electronic media market*

Broadcast: TV Biznes

Panellists: Anna Streżyńska - UKE, Witold Kołodziejcki - KRRiTv, Jerzy Straszewski - PIKE, Maciej Strzembosz - KIPA. Maciej Janas – INEA S.A., Krystyna Roslan Kuhn PIRC

Moderator: Piotr Barełkowski - TV EXPO.

Organiser: Międzynarodowe Targi Poznańskie

Venue: Eastern Hall, Green Room

## **21.02.2009, Saturday PROGRAMMING DAY**

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10:30 am – 12:30 pm **Advertising – where is the boundary between factual information and advertising message?**

Organiser: Międzynarodowe Targi Poznańskie

Venue: Eastern Hall, Green Room

1 pm – 3 pm **KIPA: Polish cinemas – opportunities for development related to carrier digitisation?**

Organiser: Międzynarodowe Targi Poznańskie

Venue: Eastern Hall, Green Room

3 pm – 4 pm **Multimedia technology of the future**

Moderator: Marian Pokorski

Organiser: Multimedia-Academy

Venue: Eastern Hall, Green Room

(Last update 12.02.2009)