



targi telewizyjne

## **POZNAŃ MEDIA EXPO**

19-21 February 2009

*There is just one month to go until the first edition of the POZNAŃ MEDIA EXPO television fair. The final and decisive stage of preparations has begun. The organisers are doing everything to make POZNAŃ MEDIA EXPO the most important event of the TV industry in Poland. What all exhibitors, guests and visitors can expect in Poznań are three interesting days which will certainly not be a disappointment for anyone – neither in terms of the exhibition nor the level of expertise.*

### **from the GENERAL ...**

POZNAŃ MEDIA EXPO is to be held on MTP grounds in pavilion 3 situated in the immediate vicinity of the Eastern Hall which is the main entrance from Głogowska Street. Pavilion 3 will be divided into two zones. There will be an OPEN ZONE available to the general public and a BUSINESS ZONE for business clients. Exhibitors will showcase their products and solutions at specially arranged stands in each zone.

### **... to the SPECIFIC**

#### **EXHIBITORS**

Exhibitors from **Italy, Germany, Lithuania, Sweden and Poland** are to show their latest equipment and a number of new technological and programme solutions for the TV industry during the fair. The 600 sq m exhibition by Media Group PEGAZ, partner of POZNAŃ MEDIA EXPO, will certainly be interesting. Representatives of nearly all major broadcasters on the Polish market have declared to take part in our event as panellists, and to participate in commercial presentations and additional programmes.

The following companies have so far confirmed that they will be present at the fair:

ADB	PIRC
CYFROWY POLSAT	PROFAN
DIOMAR	PROFESSIONAL MARKET
ELPIO	RAJSAT
ETNATEL CONSORZIO EXPORT	STUDIO PANIKA
EUROBOX	TECHNISAT
EUTELSAT	TESAT
FERGUSON	BEIKS
INEA	TVC
JBD	WACHOWIAK & SYN
KIPA	WAMM
KLONEX	WISAT
MEDIKON	WORLDIXI
MG PEGAZ	WP
NEOPTA	WTK
NET INSIGHT	YANTAI SANSHUN INDUSTRY &
OSTROWSKI	TRADING
PIKE	HP

### **Interesting PROGRAMME of events**

The organisers have prepared an interesting programme of accompanying events for all participants of the fair. On each of the three days the focus will be on different topics. The panellists are authorities in their fields which will ensure high level of expertise reflected in their comments.

The topic for the first day of POZNAŃ MEDIA EXPO will be NEW TECHNOLOGIES, and media DIGITISATION in particular. This will be a very important day for the whole society. The discussion is to focus mainly on *“Digital TV material recording and editing technologies of today and the future”* and on *“Directions in the development of digital broadcasting technologies. Equipment, opportunities, threats”*.

The second day will be devoted to TV MARKET PROBLEMS. The main topic to be discussed will be the *“New order in the market of Polish electronic media and new roles of market regulators”*. The second day will culminate in the TELEVISION, WHAT NEXT? debate on digitisation. The debate is to be broadcast by TV Biznes and the panellists will include: Anna Streżyńska, UKE; Witold Kołodziejcki, KRRiTv; Jerzy Straszewski, PIKE; and Maciej Strzembosz, KIPA.

The topic for the last day of POZNAŃ MEDIA EXPO will be PROGRAMMING. The main focus of the discussion panels will be on “*Advertising – where is the boundary between factual information and advertising message?*” and “*Polish cinemas – opportunities for development related to carrier digitisation?*”, a panel moderated by the Polish Chamber of Audiovisual Producers (KIPA).

It is not only the organisers, but also the exhibitors who prepared something special for visitors in addition to individual presentations at their stands.

KIPA is to provide a unique attraction for the general public in the open zone next to its stand. There will be a 100 sq m CINEMA where the latest Polish productions will be shown which are to include feature films, cartoons, short films and TV programmes. They will be screened from 10 am to 5 pm on each day of the fair. Visitors to POZNAŃ MEDIA EXPO will be informed about the detailed plan and film titles at a later date.

## **EVENINGS**

The organisers also tried to add variety to exhibitors’ stay in Poznań.

There will be a TV INDUSTRY EVENING for all POZNAŃ MEDIA EXPO’s exhibitors on Thursday, the first day of the fair. This will be the time to relax and chat in a cosy atmosphere. The meeting will offer a great opportunity to establish interesting new business contacts.

On Friday, the second day of the fair, the organisers will invite all exhibitors and special guests to Poznań Mayor Gala. There will be a presentation of the Mayor’s award to the most active local TV station during the Gala and awards of the TV SAT Magazyn monthly will also be presented.