

Tuesday, 26 May 2009

10.00-10.20	Do we really need Mohács? Opening Presented by: Hankiss Elemér	Re-arrangement! How did the media redefine itself in the past decades? How was the role of the media (re)defined by politicians? How did (the lack of) media politics fail to create a sensible media environment? Are the politicians' expectations realistic with respect to media? And what are the expectations of the media towards politics? Do the consumers have expectations? Do the stakeholders understand the expectations from each other?
10.20-10.40	Will our victory be sweet or sour?! Shell we speculate for survival or profit? The movement clearance of the National Bank and the interaction of the media Presented by: Simor András (MNB)	Attention! Hyde Park Corner in the special hall We are providing the possibility in the special hall next to the entrance to present new business solutions, revenue models and new-media solutions with a Hyde Park Corner feature. The price of the presentation is one entry ticket bought by the speaker for himself/herself. It is possible to apply for making this presentation on the following e-mail address: palyazat@mediahungaria.hu.
10.40-10.50	Break	
10.50-11.20	Think Global, act local Presentation Changing revenues. Communities reforming. Convergence media. Presented by: Andreas Rudas (RTL Group)	
11.20-11.40	Who is wiggling whom? One of the biggest activator of economic processes is the trends of expectations. The media has a huge role in this. Can you blame the media for the deepening of the recession, and what can the media do to decrease the effects of the recession? The effect of the market economy's expectations and the media. Presented by: Heim Péter	
11.40-12.00	You cannot turn your back against development Presentation Presented by: Jean-Francois Fenech (Antenna Hungária)	
12.00-12.10	Break	
12.10-12.35	When the power comes upon us Presentation Presented by: Tölgycsey Péter	
12.35-13.45	What did and what did not the media for society? There is no debate Hungary is in a complex crisis. There might be a debate about why and who the responsible persons are. Where is the media's place and what are the tasks of the media in this debate? What is the capacity of the media here? Covered or exaggerated? Does the media have the crisis viewed and explained realistically, or does it increase the crisis intentionally or unintentionally? What did and what did not the Hungarian media to inform voter citizens? What shall and what can it do for social discussion? And what can it do to have realistic visions compete for voters? Participants: Baráth Péter (MeH), Bárdos András (TV2), Borókai Gábor (Heti Válasz), Braun Róbert , Rózsa István (ATV), Simó György , Szabó László (MTV Közalapítvány), Wermer András Discussion led by: Baló György and Heltai Péter	
13.15-14.30	Lunch break System reform in the media	
14.30-14.50	Regulated irregularities The presentation attempts to provide arguments for a more successful media supervisory regulation than today's, with the special idea of thinking with the minds of political players (too) and by leaving behind the usual idealistic and romantic concepts often appearing in the publications („why are politicians so ugly people?“). It collects arguments for and against the current system, not forgetting political logic and the principle of predation. Presented by: Török Gábor (Vision Consulting)	
14.50-15.10	Do we need this? Presentation Presented by: Pataki Dániel (NHH)	
15.10-15.20	The renovation of media financing (normativity and development support) Presented by: Szekeres László (Duna Televízió)	
15.20-15.30	In the name of common sense How much is earned from what sources? What should be spent on? Where and what amount is the financing requirement? Presented by: Medveczy Balázs (MTV)	
15.30-16.10	Who is served by the 3+2+2 public service channels? International comparison. From financing to the freedom of speech Discussion: Cselényi László (Duna TV), Hammer Ferenc (ELTE), Medveczy Balázs (MTV), Such György (MR) Debate leader: Heltai Péter	
16.05-16.15	Break	
16.15-16.30	Better off in the bad state. Successful company management during the crisis. Presented by: Várdy Zoltán (TV2)	
16.30-17.10	Do not leave the known road...? Presented by: Kaszó Klára (RTL Klub) Presented by: László Géza Presented by: Heal Edina (Sláger Rádió)	
17.10-17.20	Media economy matters - The free market and the state's role We are in the heart of Europe. Let's be the media center of Europe! Presented by: Málnay B. Levente (MTV Network)	
17.20-18.00	Who will own the market? Vertically integrated infocommunication empires - the shoemaker and the boot-stretcher. The program distributor produces, the producer distributes, and everybody is trying to get hold of the two ends of the value chain: the content and the consumer... Participants: Drajkó László (Microsoft), Jean-Francois Fenech (AH), Lakits Péter (Chello Média), Christopher Mattheisen (Magyar Telekom), Málnay B. Levente (MTV Network), Peresztegi Zoltán (Google) Discussion led by: Krecz Tibor (Figyelő)	
18.00-18.05	Break	
18.05-18.50	Are we selecting media? Or does the media select? The relationship between media and politics is only apparently symbiotic. In reality, the media operates in the icy surrounding of politics - but more and more media are trying to free themselves from this hug. How will politics be able to communicate with society? Participants: Cser-Palkovics András (Fidesz), Kubátov Gábor (Fidesz), Mesterházy Attila (MSZP), Ujhelyi István (MSZP), Discussion led by: Kálmán Olga (ATV)	
18.50-18.55	Break	
18.55-20.00	The reformation possibilities of the Hungarian media system - 2009 Forum Media operation (inoperability) in the heart of Europe. (<i>The exact content of the forum might be influenced by the current media and political situation</i>) Current matters of the media law, financing and digital switchover (e.g. implementation, education etc.). Further fate of local, regional and national frequencies. Concession fee ratios: Do we need to take into account the current market (crisis) circumstances when determining transmission fees and concession fees? Participants: Bánkúti Erzsébet (Antenna Hungária), Jánosi György (MSZP), Módos Márton (InfoRádió), Róbert Ákos (RTL Klub), Rozgonyi Krisztina (NHH), Simon Zsolt (MAKSZ), Szalai Annamária (ORTT), Várdy Zoltán (TV2) Discussion led by: Baló György - Heltai Péter	
19.10-20.00	Look for the Woman! Forum Debate starter: Nagy Andrea (TV2) In this forum, (not) only women participate and tell from a woman's viewpoint what they think about the market. Women manage 70% of all households. What do they sense from the changes of the media trends? Do they still watch the Maggi soup grandma? According to some research, with the "fallout" of the fashion and well-earning professions, many places are taken over by women from men. What could be the background of this? Participants: Hámori Barbara (Origo), Krizsó Szilvia (MTV), Pócsik Ica , Óhidi Zsuzsanna (Marquard Média), Domokos Szilárd (Sanoma) Discussion led by: Bánó András (ATV) és Kálmán Olga (ATV)	
12.00-12.15	What message would you send and in what way? Presentation Presented by: Halász Katalin (CocaCola)	
12.15-12.30	New convergence: Coat for the content Presentation Presented by: Weisz Attila (OMD)	
12.30-12.45	Everybody's hungry for change... why do we only talk about it then? Presentation Presented by: Kovács Krisztián (TV2)	
12.45-13.00	Is the impulse moving us or is it the brain now? Presentation Change of advertisement habits in recent times Presented by: Gábor Iván (Cafe Csoport)	
13.05-13.25	... and Zsolt is not bored any more! The new media and its advertisement forms often require completely new considerations from agencies, advertisers and content creators. We need complete, project-based thinking, that is hard to apply using the percentage fee used earlier. How long do usual business compensation models work in the media industry? Presented by: Somló Zsolt (Mindshare)	
13.25-13.45	Advertisement consumption in Middle-Europe last year and perhaps next year? Presentation Presented by: Jovanovics Zorán (Mindshare Central & Eastern Europe)	
14.30-14.45	A bit of dreaming The research of Mediaedge:cia about how they think the media industry will look like by 2019. Presented by: Jobbágy Tamás (Mediaedge:cia)	
14.45-15.40	...and our current days. Media industry overview in the short run 5 experts tell in 5 slides each what they expect in the following years (2010-2013). The five minute presentations are followed by a forum discussion. Participants: Balázs Csaba (Econet), Macher Szabolcs (Mattai), Németh Béla (Initiative), Szabó György (Sanoma), Vaszily Miklós (CEMP) Discussion led by: Mong Attila (InfóRádió)	
15.40-15.50	Are the Legends living among us?! We are introducing for the second time the 50 persons having the greatest influence on Hungarian media. The latest list of Marketing & Média.	
16.00-16.10	Média God, the feeder of us all! The number of people and weight of an industry, how much of us live from the media? Presented by: Máth András (Ringier)	
16.10-16.20	The changes of the television market due to the crisis Presented by: Hámori Barbara (Origo)	
16.25-17.20	Triangle as a spiral?! How many agencies can serve how many media? How many media can serve how many agencies? What do advertisers think about the changed media world? How much more can the advert cake be split up? The finances for programs are tighter in lack of revenues. Where are the grandiosos programs for which advertisers like to spend their money on? The excellent media designers move over from agencies to advertisers, to their new workplace. And the spiral starts: smaller programs, less and less adverts... let's hope that the process can be stopped! Good for thematics (still): they receive the subscriber fee... How much more can this be split and is this supply side fragmentation effective for the market? Participants: Enyedi András (IKO), Fischer András (Origo), Földes Ádám (Danubius), Kürti István (Sanoma), Mező László (OMD), Szabó Andrea (Tchibo) Led by: Baló György (MTV)	
17.20-17.40	Why do we want billboards operating with electricity instead of paper? Forum Participants: Lórinccs Kálmán (GyógyTV), Kálmán Tamás (Infriro) Discussion led by: Vicsek Ferenc (ATV- Klubrádió)	
17.45-18.10	Difference of views. The media that increase their value while the Forint is falling. Dual presentation: Gulyás János (Szonda Ipsos) - Simon Zsolt	
18.10-19.10	The death of the formal advertisement and the victory of the contentual advert! Does the advertisement market really reform and shall we advertise in a different way? Will the task of the agencies really be different? Are PR and product placement really effective? Participants: Hargitai Lilla (Brande Avenue), Halász Kata (Coca-Cola), Horváth Magyary Nóra (K&H), Grósz Judit (UPC), Liptay Gabriella (T-Home), Vidus Gabriella (RTL Klub), Somlyai Dóra (Mol) Discussion led by: Krecz Tibor (Figyelő)	
20.15- 03.00	A hard day's night: Reception - and then Balaton beach party (Agencies, radio, television, and advertisers) Party: Litkai Gergely and the Comedy Central, and then Megaparty with Megastars and Gönczi Gábor's Smile band, and then Havazin Rock & Roll disco and karaoke until dawn... At midnight: Fish soup	

Minefields, or the new roads to development?! (Balaton hall)		In a crisis, it is even better to have (Special hall)	
<p>The crisis forces media to apply increased cost effectiveness. This brings into a special advantageous situation the most cost-effective industry, the internet media. Can the internet media use this competitive advantage? It would be naive to believe that the "big old ones" (TV, radio, printed press and program distribution) would not react or would not want to react to challenges of the internet. Why is it clear that a television company with an online portfolio and an internet portal with a video/online TV channel represent the fight between the new and the old-fashioned? They head to the same direction, the form together the new, convergent market, the new market theories and frameworks, and only their roots, the speed of the road, the steps and the forms of making profit differ. For the time being. The internet is a challenge, but a teacher, too, at the same time. The most important thing is not the thought of how the internet wins over classic media, but what it teaches to the classic media and how much the classic media is happy to sit on the school bench. It is a competition, where everybody has chances, and where giving up old models does not mean straight defeat...</p>		<p>Workshop I. The Support: Market research-Vinterrogators, surveyors, strategists. They might help a lot!</p>	
<p>9.00-9.20 How does a media consumption day look like? Presentation How much do we consume from what? Affinity ratios - consumer types Presented by: Horváth Réka (Origó)</p>		<p>Workshop II. You are NOWhere?! Google changes everything: how could it change media</p>	
<p>9.20-9.35 The Trojan horse is being built. In a few years, program distribution might be completely different. The frequency fees providing secure revenues for nations will provide profit for Brussels. Presented by: Kis Gergely (GKIeNET)</p>		<p>Support - Market research (Special hall)</p>	
<p>9.35-9.55 Consumer speak telecommunication? Does everybody understand that cable, satellite and IPTV are nothing else but a mixture of media and telecommunication? Presented by: Sztahura Ida (T-Home)</p>		<p>9.00-9.35 Researches about the crisis: What is worth to research at these times and what results do we have? Presented by: GFK, Szonda, NRC repr. 3x 10 min. Presented by: Fekete Attila (TV2), Németh Marika (RTL Klub), Vörös Csilla (AGB), Soós S. Zoltán, Bognár Tamás (Panmedia), Gábos Zsuzsa (Szonda Ipsos) Led by: Máth András (Ringier) Details on the</p>	
<p>9.55-10.05 Break</p>		<p>Workshop II. You are NOWhere?! (Special hall)</p>	
<p>10.05-10.25 Content provision on modern television market with the help of the media - Optimal content-forwarding solutions Presented by: Thomas Bremond, director of SmartJog</p>		<p>11.00-13.00 IN GOOGLE WE TRUST: This workshop would like to convince its audience to rely on Google due to its content with higher quality than the web average. Do not only rely on your brand; integrate into the keyword search, so-called organic Google-world, too." Would it remove emphasis from branding of the content on the content itself? How could Google be used for distributing multimedia content? Why will the old experts of the media be in advantage on this new track?</p>	
<p>10.25-10.40 What dangers are there for television from the direction of the Internet? Monitoring of video sharing portals from the viewpoint of market share and revenues etc. No question these are the first versions of the future television.(?) Webcast is starting too, the question is resolution at the moment. But we will have that soon, too. What does the consumer sense from the digital switchover? Sitting more at the monitor than in front of the TV. Presented by: Lőrincz Vilmos (GKIeNET)</p>		<p>(of course, even better that we...) Let's do radio!!! (Tihany hall)</p>	
<p>10.40-11.35 With or without you?! Common market development of content providers and distributors. Who do I let in? What do I give to whom? The distributor cannot ask any more from the subscriber: competition is large, so they should decrease subscription fees instead. What should they use for development then? What are new things we can provide? 5 sport channels, 8 film channels etc. All thematic are covered. Saving and the decrease of the number of channels. How can new business be created and new business models created? Are the solutions the video on demand, recordability and interaction? Why do we the internet for these? How long do we need the edited program flow? What is IPTV worth? Does internet really endanger cable television? Participants: Enyedi András (IKO), Fenyves Tamás, Gerényi Gábor (Index), Rajkai László (MKHSZ), Tarr János (Tarr kft), Szűcs László (UPC), Rajki Annamária (T-Kábel) Discussion led by: Exterde Tibor (InfóRádió)</p>		<p>The radios need to move towards a wider content provision, the entertainment channels read news from the internet. At the radios making news, content is created due to the reports. How many radios might be able to survive this market? What will happen after the start of the digital terrestrial broadcasting? Is it possible that the trend turns and their adverts on the internet will provide the revenue for audio-based services?</p>	
<p>11.35-1.45 Break</p>		<p>9.00-9.20 Is it only music playing? What radio format did they listen to less and more? Where do they listen to radio more today: bathtub, car, kitchen, other? Is it only music playing? Or is radio good for something else, too? Presented by: Gábos Zsuzsanna (Szonda Ipsos)</p>	
<p>11.35-11.50 Back with the greyhounds! The television's answer to the Internet's limits. What are the reactions of the television industry to the real dangers of the Internet? Presented by: RTL Klub repr.</p>		<p>9.20-9.40 What could be the value of a national analogue radio frequency on the market? In the normal case, whatever they pay for it. The methodology of scientific calculations. Presented by: Sere Péter (PWC)</p>	
<p>11.50-12.05 The subject of the 360 degree content (tv-web-mobile) Presented by: Fischer András (Origo)</p>		<p>9.40-10.25 How much is the national radio frequency worth and to whom? Participants: Ladvánszky György (ORTT), Ludányi Edgár (NHH), Tisztartó Titusz (Danubius), Kádár Tamás (Est Média), Inczte Kinga (Mrs. White), Tímár János (ORTT) Led by: Baló György (MTV)</p>	
<p>12.10-13.00 The legend of the multimedia content provider company "Press the red button, and order the watch you saw on Bond!". - Sell your content! - Sell your plus content! - Sell info! - Make business (Buy Tilda's make-up set!) - Make your service pay-service! - Build a community! - Use a condom! That is, have an alternative route all the time...</p>		<p>10.25-11.15 "Video kills the radio star" - The final days of traditional radio? The television digital platform started blank. Are the radios afraid of the same failure? What can we do so that the same does not happen again? We still have time. Image, MR2, measurement. What did the participants of the "Single wavelength" association or the market players achieve in one year? Participants: Földes Ádám (Danubius), Gyuricza Péter (ORTT), Heal Edina (Sláger), Kárpáti Rudolf (AHR), Radetzky András (HEROE), Rozgonyi Krisztina (NHH), Mészáros László (MR) Debate leader: Krizsó Szilvia (MTV)</p>	
<p>The presentation are 8 minutes long</p>		<p>Dead or just before reformation?</p>	
<p>13.00-13.05 Break</p>		<p>11.25-12.05 What do we think about the press? View from the viewpoint of the economy's players Participants: Lőrincze Péter (Trigránit), Takács János (Electrolux), Danks Emese (Erste Bank) Discussion led by: Krecz Tibor (Figyelő)</p>	
<p>13.05-13.10 What is Google News good for? Presented by: Perezstegi Zoltán (Google)</p>		<p>12.05-13.00 What does the Hungarian media think about its own role and future? What effect does it have on public life and what do the press workers think? Participants: Csermely Péter (Magyar Nemzet), Kotroczó Róbert (RTL Klub), Stumpf András (Heti Válasz), Vince Mátyás (MTI) Weyer Balázs (Origo), Debate leader: Kálmán Olga (ATV)</p>	
<p>13.10-14.00 Let's try somebody else's! Convergence tests for survival. Fight for the media consumer. The press and the media are trying on the web, the web pages start video portals, digital radio may broadcast picture and text, the iron tests itself as a spin extractor... Technical, pricing matters of new sales possibilities. Participants: Mihók Attila (Ringier), Megyeri András (Viasat), Fekete Attila (TV2), Muci Csaba (MTV), HírTV repr, Debate leader: Vicsek Ferenc (Klubrádió)</p>		<p>13.05-14.00 Does printed press die? State roles, competition law and sales market issues. Does the printed press have a future? Do only free papers survive or will there be always readers who give money for favourite papers? Do pay online versions provide an alternative route? Do we need new business models or new faces? Participants: Kázmér Judit (MLE), Kovács Tibor (Népszabadság), Lengyel András (Axiel Springer), Liszkey Gábor (Magyar Nemzet), Pallagi Ferenc (Bors), Uj Péter (Index) Discussion led by: Baló György (MTV)</p>	
<p>13.45-14.30 Lunch break</p>		<p>The Support: the Law</p>	
<p>14.40-15.30 Small crisis marks on the internet. The international press is increasingly skeptic against large current subjects on the web. YouTube does not have full protection any more, and advertisers often question the effectiveness of the advertisements on community portals (MySpace, Facebook, iWiW). Do online community spaces save the world, or do they suffer from problems? Participants: Ablonczy Ákos (Origó), Berényi Konrád (onlinemarketing.hu), Pécsi Ferenc (Dotkommentár), Szabó Erik (Carnation), Nagy Zoltán Péter (PLT). Discussion led by: Kőszegi András (Brandtrend)</p>		<p>14.45-15.00 Why is the analogue hole filled? -- About some copyright consequences of DTV Presented by: Homoki Péter (Réti, Antall and Madl lawyer's office)</p>	
<p>15.30-16.30 Oops! I may have my own community! Blogs and microblogs, internet chats, live discussion and telephone programs. Forms, dangers and challenges of talking to and activating listeners and readers. New type of community spaces for media, not only on the internet. Ashton Kutcher defeated CNN, having 1 million followers on Twitter, and more and more politicians and stars jump on the hype generated by social media. Where does all this lead to? We reach the point where a person can reach millions from his mobile phone by a click and not only a possibility, but he gets to the everyday life of everyday people with friends with his messages. Twitter, Facebook and the other social services bring the promise of this and we do not see the negative side yet of this power. Participants: Bodoky Tamás (Index), Doransky (Blogter vez.), Kóczyán Péter. Discussion led by: Exterde Tibor (InfóRádió)</p>		<p>15.00-15.20 New ways to collect and pay fair copyright fees Presented by: Tóth Péter Benjámín (Artijus)</p>	
<p>15.20-16.20 Product placement on TV and on the internet. Sponsorship and product placement in focus. Might be better strategically and much longer term. We do not buy place here but support content and format. How do you prepare for this from professional, implementation and commercial viewpoints? Participants: Kaszó Klára (RTL Klub), Péntek Zoltán (TV2), ORTT repr., Petrányi Dóra Led by: Pikó András (KlubRádió)</p>		<p>The organisers reserve the right to change the program!</p>	