

Eurovision TV info

www.eurovisiontv.com



Song Contest's most famous commentator and Obama's new media campaign director at the 2009 Eurovision TV Summit

Sir Terry Wogan and Joe Rospars are among this year's special guests

Geneva, 7 April 2009 – Today the organizers* of the Eurovision TV Summit – the largest European gathering of movers and shakers in public service TV- announced that **Sir Terry Wogan** will be one of the event's keynote speakers. The summit will bring together 600 decision-makers in European public service TV to exchange ideas on common topics in public service broadcasting.

"It is an honour to welcome Sir Terry Wogan to our summit. After 35 tremendous years as the UK's Eurovision Song Contest commentator, we look forward to hearing about his experiences, and to a lively debate." said Bjørn Erichsen, Director of Eurovision TV.

The highlight of the summit is the **Common Focus Day on Wednesday 6 May** with the theme **"The Boundaries of Laughter"**. Europe is diverse and rich in its many traditions and differences in humour. But can humour travel? The session will discuss how to encourage and develop funny TV programmes that can travel Europe. This day is open to the media and features Europe's most distinguished personalities in the audiovisual business. Sir Terry will provide the opening keynote address at this event.

The **Proud to Present** session will show a selection of the most brilliant programmes in television of 2008, across different television genres. There will be a host of speakers introducing the best programmes including **Sir David Attenborough**, a world pioneer in natural history programme making who will introduce "Charles Darwin and the Tree of Life".

The Common Focus Day will end with a live performance of the successful West End musical: *Eurobeat*, a hilarious parody of the Eurovision Song Contest. An all-embracing multicultural experience hailed as the world's first interactive musical theatre production. During the show you will also be able to vote for your favourite act.

Joe Rospars, New Media Director for the Presidential campaign of Barack Obama, will make a presentation at the **CrossMedia²** meeting on **Tuesday 5 May** where he will explain his strategy on the grassroots mobilization effort for the Obama campaign. This meeting will explore the impact of internet on TV and how cross-media content is challenging the way we watch and even think about television.

The Summit also includes a series of specialized meetings on a wide range of topics, from mobile content and formats to children's drama & documentary and science & education. For more information, please consult the Eurovision TV web site: <http://www.eurovisiontvsummit.com/en/index.php>

Please note that **ONLY** the following events are open to the press:

Eurovision CrossMedia², Tuesday 5 May (only morning open to press)

Online programme: http://www.eurovisiontvsummit.com/pdf/crossmedia_va.pdf

Common Focus Day, Wednesday 6 May (all day)

Online programme: http://www.eurovisiontvsummit.com/pdf/commonfocus_va.pdf

EBUconnect, Thursday 7 and Friday 8 May (all day)

Online programme: http://www.eurovisiontvsummit.com/pdf/ebuconnect_va.pdf

For **press registration** please contact Karen Mazzoli: mazzoli@ebu.ch or register directly on the Eurovision TV Summit website: www.eurovisiontvsummit.com (in the comments box on the form please write "PRESS".)

Note to editors:

** Eurovision TV is a brand of the EBU – the European Broadcasting Union The Geneva-based EBU is the largest professional association of national broadcasters in the world. It serves 75 active Members in 56 countries in Europe, North Africa and the Middle East together with 43 associate Members around the world. The organisation operates the Eurovision and Euroradio networks. The EBU offers its Members technical, operational and legal services, and coordinates a growing supply of quality content for radio, television and new platforms. It works to secure recognition of the crucial role of public service broadcasters in the digital audiovisual landscape. More information on: www.ebu.ch*

Eurovision TV collaboration provides networking within all genres of television production. Some **75** coproductions are constantly in development or production, providing **1,900** hours of programming to Members annually, including animation, fiction, documentary series, competitions for young dancers and musicians, and, of course, the annual mega-show, the Eurovision Song Contest. More information on: www.eurovisiontv.com

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