



**THE INSTITUTE FOR BROADCASTING ECONOMICS,
COLOGNE UNIVERSITY, GERMANY,
KINDLY ANNOUNCES:**

TV Programme Exchange between Germany and China

AN INTERNATIONAL SYMPOSIUM AND WORKSHOP

**HOSTED BY
WESTDEUTSCHER RUNDfunk AND
DEUTSCH-CHINESISCHE WIRTSCHAFTSVEREINIGUNG**

APRIL, 28TH AND 29TH 2005

SUPPORTED BY

WDR

DEUTSCH-CHINESISCHE WIRTSCHAFTSVEREINIGUNG E. V.

德 中 经 济 联 合 会



**a s i a
communications**



**DEUTSCHE WELLE
DW**

Linklaters Oppenhoff & Rädler

CONFERENCE – APRIL 28TH - 29TH 2005: TV PROGRAMME EXCHANGE BETWEEN GERMANY AND CHINA

The huge markets of China are most attractive for foreign suppliers – also for the suppliers of TV programmes. Foreign programme producers and broadcasters consequently have intensified their attempts to (re-)sell TV programmes to China, and with the gradual opening of the Chinese society and with the liberalisation of the Chinese political system their opportunities will increase, especially since China has joined the World Trade Organisation, whose regime promotes the free trade of goods and services.

Also the producers and broadcasters in China gradually have realized that there are chances to (re-)sell the TV programmes they have produced for their domestic markets. In the long run the sale of TV programmes thus – like for other goods – will not be a one-sided business, but it could become an exchange to the benefit of producers and broadcasters both in China and abroad.

The international conference announced here attempts to clarify these chances, but also possible difficulties, with regard to the TV-programme exchange between China and Germany.

The Symposium on April 28th provides in a first session the empirical and theoretical background for the possible exchange of TV programmes between these countries, and in a second and third session the experiences with and the expectations on such programme exchanges are described by selected German and Chinese producers and broadcasters.

Whereas the symposium primarily intends to academically structure the problems of TV programme exchanges and to elaborate strategies and instruments to solve the involved administrative, legislative, cultural and financial problems, the Workshop on April 29th supports a practical exchange of experiences and it attempts to pave the way for concrete programme sales.

In conjunction with the conference an intensive side programme is offered for interested participants, including a Dinner Cruise on the Rhine River on the evening of the Symposium (April 28th) and an attractive sightseeing programme, e.g. with visits to different German TV broadcasters and programme producers.

SYMPOSIUM – APRIL 28TH 2005

The Symposium on April 28th will take place at Westdeutscher Rundfunk (WDR) in Cologne, just in the center of the city. The Symposium will be held in English, but slides of the presentations will be translated into Chinese.

Representatives of important broadcasters, producers and scholars provide the theoretical and empirical background for the possible exchange of TV programmes between Germany and China.

A Dinner Cruise on the Rhine River in the evening gives the chance for an informal exchange between the delegates to lay grounds for intensive business negotiations during the next day (Workshop).

10.00 h	WELCOME NOTE Ulrich Deppendorf, <i>Director Television, WDR</i>
10.10 h	WELCOME NOTE Fritz Schramma, <i>Lord Mayor, City of Cologne</i>
PART A 10.20 h - 12.10 h	THE CHANGING MEDIA REGIME OF THE PEOPLES REPUBLIC OF CHINA. A NEW MARKET FOR BROADCASTERS?
Dr. Wang Feng <i>Secretary General, China Television Artists Association:</i>	The Chinese Media Regime under Reform
Prof. Hu Zhengrong <i>Director RIRT; Dean, Communication University of China:</i>	The Demand for Foreign TV Programmes after Chinas' WTO Entry
Dr. Manfred Kops <i>Institute for Broadcasting Economics:</i>	German TV Programmes for China? A Political Economy Perspective
Stefan Ollig <i>Institute for Broadcasting Economics:</i>	Chinese TV Programmes for Germany? A Consumer Theory Perspective
11.40 h	DISCUSSION
12.10 h	LUNCH

PART B 13.10 h - 14.50 h	TV-PROGRAMME EXCHANGE BETWEEN GERMANY AND CHINA – EXPERIENCES AND EXPECTATIONS FROM A GERMAN PERSPECTIVE
Anne Hufnagel, <i>Manager, International Sales, German United Distributors:</i> TV Programme Exchange with China. The Experiences and Expectations of the ARD	
Alexander Coridaß, <i>Director, ZDF.enterprises:</i> TV Programme Exchange with China. The Experiences and Expectations of ZDF.enterprises (with a Focus on Co-Productions)	
Heinz Pianka, <i>Director Intl. Relations China & Southeast Asia, Deutsche Welle:</i> TV Programme Exchange with China. The Experiences and Expectations of the Deutsche Welle	
Peter Hille, <i>Head of International Sales, RTL:</i> TV Programme Exchange with China. The Experiences and Expectations of RTL	
14.20 h	DISCUSSION
14.50 h	BREAK
PART C 15.10 h - 17.00 h	TV-PROGRAMME EXCHANGE BETWEEN CHINA AND GERMANY – EXPERIENCES AND EXPECTATIONS FROM A CHINESE PERSPECTIVE
Dr. Wen-Guang Shao, <i>Director, Phoenix CNE Ltd:</i> Chinese TV Programmes for Europe? Opportunities and Challenges	
Wang Jianping, <i>President, Guanhua Century:</i> Digital TV: Opportunities and Challenges for the Chinese Media Market	
Thomas Luzar, <i>Managing Director, Spin TV:</i> TV Programme Production for China. A Programme Producers' Experiences and Expectations	
16.10 h	DISCUSSION
16.40 h	CONCLUDING NOTE Prof. Dr. Horst M. Schellhaaß, <i>Vice-Rector, Cologne University, Director, Institute for Broadcasting Economics</i>
17:30 h	Dinner Cruise on the Rhine River Ship: "Jan von Werth"

**WORKSHOP – APRIL 29TH 2005:
TV PROGRAMME EXCHANGE BETWEEN GERMANY AND CHINA**

Cologne is the media capital in Germany (i. e. WDR, RTL, DeutschlandRadio and Deutsche Welle have their head quarters in Cologne and the close hinterland). Due to Cologne's friendship partnership with the Chinese Capital Beijing, the city also has close relations to China. Therefore Cologne had been chosen as the place for our German-Chinese conference.

The Workshop on April 29th offers a platform for those Chinese and German broadcasters, producers, and intermediates that are interested in TV programme exchange and that try to implement or intensify contacts with possible trade partners. In order to fulfil this target, the workshop offers interested individuals, corporations and institutions the opportunity to present its achievements and expectations by means of short oral presentations (of about 20 minutes), by video clips, or by brochures and other informative documents that can be distributed there. In addition there will be sufficient time and opportunities to contact possible trade partners and to bilaterally exchange experiences.

Besides the broadcasting institutions and companies that give a speech at the Symposium, a number of organizations, broadcasters and producers from Germany and China will present themselves on this Workshop. From the Chinese side, CCTV, Guangxi TV, Hubei TV, Canton TV, Nanjing Broadcasting Pictures, Inner Mongolia TV and the Beijing All Media and Culture Group will present themselves as broadcasters.

If your company or organisation plans to attend the workshop and exchange forum as an exhibitor, please do not hesitate to contact Roland Klein, managing director, Deutsch-Chinesische Wirtschaftsvereinigung (DCW): +49-221-120370.

As both German and Chinese broadcasters will report about the workshop with moving pictures and written documents this event could be well suited for sponsoring. Companies interested to sponsor are kindly asked to contact the Institute for Broadcasting Economics.

**WORKSHOP – APRIL 29TH 2005
PROGRAMME**

The registration for the Workshop on April 29th will start at 9:00 am.

9.30 h	Welcome Note Roland Klein, German-Chinese Business Association
9.40 h	Representative of Chinese Embassy
10.00 h	Ms. Zhang Dongxia, Vice Chief Editor State Council of the Peoples' Republic of China
10.15 - 12.10 h	Presentation and Co-Operation Wishes of Chinese and German TV Broadcasters (I)
	Wang Jianping Guanhua Century , PR China
	Huang Lingping TV Station of Guangxi Province , PR China
	Chen Qirong TV Station of Hubei Province , PR China
	Anne Hufnagel German United Distributers (ARD) , Germany
	Zhou Lei Canton TV Station , PR China
12.10 h	Buffet-Lunch and Bilateral Negotiations
(continued on next page)	

**WORKSHOP – APRIL 29TH 2005
PROGRAMME**

14.00 h	„Legal Aspects of Co-Operation with China in the TV Sector“ Dr. Viola Bensinger, Linklaters, Oppenhoff & Rädler
14.20 h	„The European Satellite Communication Provider Eutelsat“ Volker Steiner, General Manager, Eutelsat Services und Beteiligungen GmbH
14.40 - 16.00 h	Presentation and Co-Operation Wishes of Chinese and German TV Broadcasters (II)
	Mr. Chagdar TV Station of Inner Mongolia , PR China
	Thomas Luzar, Managing Director Spin TV , Germany
	Heinz Pianka, Head of Programme Distribution Asia Deutsche Welle , Germany
16.00	Concluding Note Dr. Manfred Kops, Institute for Broadcasting Economics
16:45 – 18.00 h	Guided Tour: “4711, Cologne Water” The most typical perfume manufacturer in Cologne

Almost all Chinese participants take part at the side programme (see next page). All German representatives are welcome to take part in the side programme as well, which will be a good opportunity to deepen the contacts to the Chinese side.

Further details about the fee, the conference place as well as the contact details you will find on page 16 of this programme brochure.

SIDE PROGRAMME – APRIL 30TH - MAY 3RD / 6TH 2005

According to the demands of the Chinese participants an optional tour and study programme is organized by our partner Ordos Handel & Reise GmbH. The tour programme starts on April 30th and ends on May 6th. The fee for the complete tour is EUR 800. If you would like to attend until May 3rd only, the fee is EUR 300. This includes accommodation, lodging and additional costs for sightseeing.

Day	Date	Programme	Hotel
1	April 30 th	Cologne – Den Haag – Amsterdam	***
2	May 1 st	Amsterdam – Brussels	****
3	May 2 nd	Brussels – Paris	***
4	May 3 rd	Paris	***
5	May 4 th	Paris – Luxembourg – Trier	***
6	May 5 th	Trier – Cologne	***
7	May 6 th	Köln – Frankfurt – Beijing	***

If you are interested in taking part in this optional side programme, or in case you are looking for an accommodation during the conference in Cologne, please contact:

ORDOS Handel & Reise GmbH
Am Bollwerk 9-11
50667 Cologne, Germany

Tel.: +49-221-2580684
Fax: +49-221-2580685
Email: Solonggod@gmx.de

德中电视节目交易论坛
科隆 2005年4月28 - 4月29日

近年来，中国巨大的市场吸引着越来越多的外国商家，其中也包括外国的电视节目提供商。随着中国社会逐步开放，以及政治改革的逐渐深入，特别是中国加入以自由贸易和服务为宗旨的WTO之后，市场机会逐步显现，外国的制片商和广播电视机构都希望借此契机将自己的产品卖到中国。

同时，中国制片商和广播电视机构也逐渐认识到这是一个推销自己产品的好机会。在很长的时间内，中国电视产品的销售，就象其他产品一样，一直是单向的。电视产品的双向交易将为中国和外国的制片商和广播电视机构提供双赢的机会。

首届在德国科隆举办的德中电视节目交易论坛，正是以此为契机，为两国电视节目制作人员提供一个理论探讨、交流经验、促进合作的平台。本会还力图面对在合作过程的较为突出的行政、立法、文化和经济方面的实际问题，探讨其中解决的途径与策略，为双方创造一个更广阔的发展前景。

本届论坛历时2天，将分成两大部分，分别是4月28日举行的理论研讨和4月29日召开的电视节目交易洽谈会。

I. 在理论研讨部分，将从以下三个方面进行讨论（详见当日日程安排）：

- 从理论和实践的角度来研讨两国电视节目交流的发展空间
- 德中同行介绍彼此合作经验
- 对未来合作的展望

II. 在电视节目交易洽谈部分，我们将为您提供一个集中的交易洽谈以及介绍贵台及精彩节目的机会，并就电视节目交易和经验进行切磋和沟通。

当然，在繁忙的会议和洽谈之外，大会还将为您安排丰富的助兴活动，包括4月28日特意在莱茵河游船上进行的晚餐，以及其他的游览活动，另外还将邀请您参观几大德国电视台和节目制作中心，与德国同行进行交流，增进了解（详见附加部分）。

理论研讨会
4月28日日程安排

电视论坛的第一部分——理论研讨将在位于科隆市中心的西德意志电视台总部举行。研讨部分将用英文进行，同时大会配有中文翻译。

两国的从事研究电视媒体行业多年的资深专家和电视节目制片人将分别从理论和实践的角度分析电视节目交流、交易的可能性。

当晚设在莱茵河游船上的招待晚宴将给您提供一个较为轻松的与德国同行沟通的机会，为您在第二天开展电视节目的商务洽谈奠定基础。

10.00 h	开幕致词 Ulrich Deppendorf, 德国西德意志电视台 广播电视总监
10.10 h	开幕致词 Fritz Schramma, 德国科隆市首席市长
10.20 h - 12.10 h	转变中的中国媒体市场及政策框架
	王锋博士, 中国电视艺术家协会秘书长 处于改革发展新浪潮中的中国电视
	胡正荣教授, 中国传媒大学广播电视研究中心主任： 入世后的中国市场对外国电视节目的需求
	Dr. Manfred Kops, 科隆大学媒体经济研究所： 德国电视节目进入中国市场的发展空间
	Stefan Ollig, 科隆大学媒体经济研究所： 中国电视节目进入德国市场的发展空间
11.40 h	讨论
12.10 h	午餐

4月28日日程安排

13.10 h - 14.50 h	中德电视节目交易的实践经验和对未来的展望——由德国同行介绍
Anne Hufnagel, 德国联合发行公司, 国际销售经理 与中国展开电视节目交易的经验及展望	
Alexander Coridaß, 德国电视二台台长: 与中国展开电视节目交易的经验及展望	
Heinz Pianka, 德国之声电台亚洲节目部总监: 与中国展开节目交易的经验及展望	
Peter Hille, 德国电视台 RTL, 国际销售总监: 与中国展开电视节目交易的经验及展望	
14.20 h	讨论
14.50 h	休息
15.10 h - 17.00 h	中德电视节目交易的实践经验和对未来的展望——由中国同行介绍
王坚平, 总经理, 北京冠华世纪文化传播有限公司: 对中德电视节目交流的展望	
邵文光博士, 香港凤凰卫视欧洲台台长: 面向欧洲的中国电视节目: 机遇与挑战	
Thomas Luzar, 总经理, Spin TV: 一个德国电视节目制片人的经验和希望	
16.10 h	讨论
16.40 h	闭幕致辞 Prof. Dr. Horst M. Schellhaaß, 科隆大学经济系主任
17:30 h	在莱茵河上举行晚宴

电视节目交易洽谈会

4月29日

科隆是德国的媒体中心城市，德国最大的广播电视公司——德国西德意志电视台、最大的私人电视台 RTL、德国广播电台、德国之声电台的总部都设在这里，加之科隆和中国的首都北京之间已建立了友好城市的关系，使我们选择了科隆市，作为我们首届电视论坛的举办地。

在4月29日举行的交易洽谈会上，大会将给德中双方的广播电视媒体从业人员提供一个相互认识、加深印象的大平台。因此，大会将给每个电视台或制作公司各20分钟的演讲时间，您也可以趁此机会播放录像片、散发广告宣传产品等形式来介绍贵台或推销您制作的精彩节目。并且，您将会有充裕的时间与未来合作伙伴进行单独会谈。

除了在理论研讨部分提到的各家电视台、广播电台和制作单位，我们还陆续受到来自德国和中国的媒体界多方的询问，积极要求参加论坛第二部分的洽谈活动。中国中央电视台、北广传媒集团，广西电视台，湖北电视台，广州电视台，南京广播影视集团，内蒙古电视台和 国务院新闻办公室 都将参加洽谈会。

如果您有意参加这次电视节目交易论坛，请您尽快与主办单位——德中经济联合会罗兰德秘书长联系。联系电话：0049-221-120370。

电视节目交易洽谈会 4 月 29 日
日程安排

四月二十九号的交易洽谈会早上九点半开始。请各位参会者在九点钟到科隆市工商会报名。

9.30 h	开幕致词 Roland Klein, 德中经济联合会
9.40 h	中国大使馆 代表
10.00 h	张冬霞, 副总编辑 中华人民共和国国务院新闻办公室
10.15 - 12.10 h	德中方电视广播台的自我介绍与合作愿望 (I)
	杨继虹博士 中央电视台
	黄灵平 广西电视台
	陈启荣 湖北电视台
	Anne Hufnagel 德国公共广播电视联盟联合发行公司
	周蕾 广州市电视台
12.10 h	午餐于双方洽谈

电视节目交易洽谈会 4 月 29 日
日程安排

14.00 h	„在电视节目领域上与中国合作的若干法律因素“ Dr. Viola Bensinger 律师, Linklaters, Oppenhoff & Rädler
14.20 h	„欧洲的卫星通信公司 Eutelsat “ Volker Steiner, 总经理, Eutelsat Services und Beteiligungen GmbH
14.40 - 16.00 h	德中方电视广播台的自我介绍与合作愿望 (II)
	Chagdar 先生 内蒙古电视台
	Thomas Luzar Spin TV , Germany
	Heinz Pianka Deutsche Welle , Germany
16.00	闭幕致辞 Dr. Manfred Kops, 科隆大学媒体经济研究所

洽谈论坛结束之后, 我们邀请各位参会者参加拜访科隆香水 „4711“ 总部的活动。

游览项目 – 2005 年 4 月 30-2005 年 5 月 3 日/ 6 日

德国鄂尔多斯旅游贸易有限公司可给中方参会者组织安排住宿。参会时 (4 月 27 日- 4 月 30 日) 的住宿费每人每天为 50 欧元 (双人房) 或 70 欧元 (单人房)。(全部费用 800 欧元/人,如果您只想参加前三天的活动,从布鲁塞尔返回,费用为 300 欧)

天	日期	行程	酒店
1	04 月 30 日	科隆-海牙国际法庭-阿姆斯特丹: <u>住宿阿姆斯特丹</u> 。座船游览“北方威尼斯”-荷兰首都阿姆斯特丹, 参观著名砖石加工厂, 皇宫, 丹广场, 阿姆斯特丹夜景, 风车村, 木鞋厂。	三星级
2	05 月 01 日	阿姆斯特丹-布鲁塞尔: <u>住宿布鲁塞尔</u> 。游览“欧共体国家”首府--比利时王国首都布鲁塞尔: 王宫, 独旋门, 世界原子球纪念宫, 国家教堂, 市政厅广场, 尿童和上城司法官等。	四星级
3	05 月 02 日	布鲁塞尔--巴黎: <u>住宿巴黎</u> 。参观辉煌一世的凡尔赛宫, 欣赏巴黎圣母院, 巴黎市政大厅和协和广场。晚上自费观赏精美绝伦的巴黎华丽艳舞-红磨坊或拉丁天堂 (门票 110,-€)。	三星级
4	05 月 03 日	巴黎: <u>住宿巴黎</u> 。参观世界上最大的艺术殿堂卢浮宫, 巴黎的象征埃菲尔铁塔 (二层), 凯旋门等等之后下午在巴黎最大的购物中心老佛爷百货公司购物。 <u>住宿巴黎</u> 。	三星级
5	05 月 04 日	巴黎-卢森堡-特利尔: <u>住特利尔</u> 。卢森堡大峡谷, 在特里尔参观马克思故居, 古罗马城门等。	三星级
6	05 月 05 日	参观德国独一无二的 BERRES-RIESLING 皇室白葡萄酒窖, 品尝摩泽尔河 (Mosel) BERRES-RIESLING 白葡萄酒。 <u>住宿特里尔/科隆</u> 。	三星级
7	05 月 06 日	德国(科隆)-法兰克福-北京:	三星级

联系人: 苏龙格德 胡日查巴特尔 博士/德国鄂尔多斯旅游贸易有限公司 OR-DOS Handel & Reise GmbH, Am Bollwerk 9-11, 50667 Köln, Germany 电话: 0049-221-2580684/传真: 0049-221-2580685/手机: 0049-173-5123268, Email: Solonggod@gmx.de

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The *Symposium* takes place at WDR, Westdeutscher Rundfunk, Funkhaus Wallrafplatz, Room 6230, Wallrafplatz 5, 50667 Cologne. The WDR Funkhaus (No. 1 on the map) is located next to the cathedral (Dom) and to the main railway station (Hbf).



The *Workshop* takes place at the Industrie- und Handelskammer zu Köln (IHK), Kamphausen-Saal, Unter Sachsenhausen 10-26, 50667 Cologne (No. 2 on the map).

The conference fee, which includes extensive information material, the drinks and snacks at the Symposium, the Dinner Cruise on the Rhine River and the Workshop, will be 90 €. Please confirm your participation until April 20th via fax, post-card or email. We will send out the invoice after the conference.

If you need any assistance please feel free to contact the Institute for Broadcasting Economics or use the following email-address: stefan.ollig@uni-koeln.de.