

TUESDAY
4. DEC 2007



INVITATION TO BUSINESS AFTER HOURS IN MUNICH THE TV-ACTIVITIES OF THE US-MAJORS IN GERMANY

PROGRAM	19.00 hrs	Registration
	19.10 hrs	Christian von Sydow , AmCham Dr. Klaus Schaefer , FilmFernsehFonds Bayern / Cluster audiovisuelle Medien (Welcome and Introduction)
	19.20 hrs	Dr. Robert Niemann , (Keynote) Sony Pictures Television International
	19.30 hrs	Michael Westhofen , National Geographics Dr. Patrick Hörl , Discovery Networks Dr. Robert Niemann , Sony Pictures Television Int. (Panel discussion, hosted by Richard Tigges , journalist Followed by questions and answers)
	20.15 hrs	Networking Reception and visitor groups to the APS ASTRA Digital Playout Center

US-Majors have been linked to the Bavarian media for a long time. There merely is no public and no private Television station in Germany that gets along without content from the leading studios in the US. Hollywood Blockbusters, daily soaps, premium action and adventure series and great non-fiction programs like documentations are well-known to the Germany viewers. The US-Majors do not only sell their productions to German TV stations and directly to the viewer via DVD, but they also have set up their own TV stations. With Digital Television a new era begins for the US-Majors who will talk about their plans in Germany.

LOCATION MACE - PARK VILLAGE UNTERFÖHRING
Betastraße 10 e, Unterföhring (5 Min to S-Bahn)

REGISTRATION **PLEASE REGISTER BY NOVEMBER 30, 2007**

COST AmCham Members 10 Euro
(cash at entrance) Non-Members 20 Euro

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www.amcham.de

The service range of APS ASTRA Platform Services includes uplinking radio and TV broadcasts as well as data services to satellites for transmission across Europe.

APS is based in Unterfoehring, near Munich. Its playout centre offers a complete robot controlled broadcast service: from inserting beta master tapes with archived programme material to recording server-controlled materials onto hard drives (especially for pay-per-view services), from station encryption to controlling and uplinking to the ASTRA satellite group – all of these services are run by this technical department. Our guests will have the opportunity to join a guided tour through this state of the art digital playout centre for more than 160 TV-channels.

PLEASE FAX TO 089/12712-111 OR SEND TO MCDERMOTT WILL & EMERY, NYMPHENBURGERSTR. 3, 80335 MÜNCHEN

PLEASE REGISTER ME FOR BAH ON DEC 4TH, 07

Name	_____	Member	yes <input type="checkbox"/>	no <input type="checkbox"/>
Company	_____	Tel	_____	
Email	_____	Fax	_____	
Guest Name	_____	Member	yes <input type="checkbox"/>	no <input type="checkbox"/>
Company	_____	Tel	_____	
Email	_____	Fax	_____	