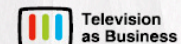




KIEV, UKRAINE



KIEV MEDIA WEEK

11-14 SEPTEMBER 2012
KIEV, UKRAINE



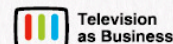
kievmediaweek.com

ORGANIZER:





KIEV, UKRAINE



KIEV MEDIA WEEK is a unique project for media market, one of a kind in the CIS and Central and Eastern Europe. It is a unique range of events for top players of TV, movie, new media and other media businesses that gives opportunity to meet colleagues and network in formal and informal atmosphere (the organizers are planning a number of special entertaining events), to tie up beneficial contracts and to learn about current trends of the international media business.

KIEV MEDIA WEEK is a result of high-level consolidation of five industrial events in order to achieve synergy and create unified communication platform for media professionals from around the world.

General media partner

STB TV Channel



ORGANIZER:





KIEV, UKRAINE

KIEV MEDIA WEEK 2012 VENUE

Radisson Blu Hotel, Yaroslaviv Val str., 22*

Situated in the historical heart of Kiev

The infrastructure is well-developed to host all KIEV MEDIA WEEK events

All events of KIEV MEDIA WEEK take place on the same premises

Participants of KIEV MEDIA WEEK are entited to special discount on accommodation at the hotel

* KMW venue is a subject for change, but the participation terms are final



ORGANIZER:





KIEV MEDIA WEEK 2012 IS PLANNED TO BE HELD ON SEPTEMBER 11-14

KIEV MEDIA WEEK IS A ONE STOP DESTINATION FOR A UNIQUE RANGE OF FIVE MAJOR INTERNATIONAL MEDIA EVENTS.

IN THE COURSE OF KIEV MEDIA WEEK 2012 THE FOLLOWING EVENTS WILL BE HELD*:



INTERNATIONAL AUDIOVISUAL CONTENT MARKET
UKRAINIAN CONTENT MARKET -
12-14 September 2012



INTERNATIONAL CONFERENCE AND SCREENING OF TV-FORMATS
FORMAT SHOW - 11 September 2012



INTERNATIONAL CONFERENCE
FILM BUSINESS IN UKRAINE - 12 September 2012



INTERNATIONAL CONFERENCE
TELEVISION AS BUSINESS - 13 September 2012



INTERNATIONAL FORUM **DIGITAL BROADCASTING IN UKRAINE -**
14 September 2012

* The list and schedule of events is subject to possible change



KIEV, UKRAINE

UKRAINIAN CONTENT MARKET 12 - 14 of September, 2012

Ukrainian Content Market:

- perfect networking platform for buyers and sellers of audiovisual content from the CIS countries, Baltic States, Georgia and other former Soviet Union territories, Eastern Europe and other regions;
- unique combination of convenient location, exemplary market organization and awesome season guarantee efficient participation
- opportunity to visit core international professional events that facilitate business and informal communication in the autumn Kiev atmosphere.

Exhibitors of the Ukrainian Content Market

- major audiovisual content production and distribution companies from Russia; - major audiovisual content production and distribution companies from Ukraine;
- exhibitors from other CIS countries, Baltic States and Eastern Europe;
- international distributors and right holders

Buyers (participants) of the Ukrainian Content Market

- broadcasters and distributors (including new media) from Russia, Ukraine (including local regional companies);
- broadcasters and distributors (including new media) from other CIS countries (Kazakhstan, Uzbekistan, Moldova and the others), Baltic States, Georgia and other Former Soviet Union territories;
- broadcasters and distributors from Eastern Europe and other regions of the world

ORGANIZER:





KIEV, UKRAINE



UKRAINIAN
CONTENT
MARKET

UKRAINIAN CONTENT MARKET FORMAT



Comfortable suits of the Radisson Blu Hotel are transformed into negotiation rooms and offered to Sellers (exhibitors) according to their needs

For the convenience of the Ukrainian Content Market participants Organizers will provide **Participants club** where you can hold a meeting with your partners

There will be also provided special events for unformal communication of Ukrainian Content Market participants

Participants of KIEV MEDIA WEEK are entiteled to special discount on accommodation at the hotel

ORGANIZER:





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PRICE-LIST FOR EXHIBITORS AT UKRAINIAN CONTENT MARKET

All prices are set in Euro for three days of the Market, for payments in national currency 1 Euro = 11 UAH

In case of inflation more than 5 %, organizers reserve the right to index prices according to inflation rate

	One company in a suite	Sharing suite for two companies	Sharing suite for three companies	
	Early bird*, <u>paid before the 1st of March, 2012</u>	After the 1st of March, 2012		
Fully equipped exhibitor office Standart 23 m ²	1500	1730	1100	–
Fully equipped exhibitor office Extended 30 m ²	1800	2100	1400	1100
Fully equipped exhibitor office Business 50 m ² **	2500	2900	1900	1400

* SPECIAL OFFER for exhibitors, valid in case of payment before the 1st of March 2012

**only three suites on the floor

ORGANIZER:





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**UKRAINIAN
CONTENT
MARKET**

STANDARD EQUIPPED OFFICE OF UKRAINIAN CONTENT MARKET EXHIBITOR

- 3 delegate passes to Ukrainian Content Market
- company name sign, with company logo, near the suite door
- table (one) and chairs (four)
- TV (no less then 40') + DVD player
- mini-bar, espresso machine, 10 bottles of water
- Wi - Fi
- 3 sets of sockets
- waste basket
- Market Bag and KIEV MEDIA WEEK Market Guide

SPECIAL OFFER

UCM exhibitors may buy delegate passes for KIEV MEDIA WEEK events with a discount

For the detailed information please contact Ludmila Churilova

- by the phone +380 (44) 459 46 10
- by mail ludmila@mrmm.ua

ORGANIZER:





KIEV, UKRAINE



PARTICIPATION FEES FOR THE UKRAINIAN CONTENT MARKET BUYERS AND SELLERS WITHOUT SUITE*

All prices are set in Euro for three days of the Market, for payments in national currency 1 Euro = 11 UAH

In case of inflation more than 5 %, organizers reserve the right to index the cost of participation according to inflation rate

	Early bird, <u>paid before</u> the 1st of April, 2012	Before the 1st of June, 2012	Before the 1st of September, 2012	Before the 14th of September, 2012
UKRAINIAN CONTENT MARKET - SELLER WITHOUT SUITE	150	200	250	300
UKRAINIAN CONTENT MARKET - BUYER	80	100	100	100

* Includes Conference Bag and invitation for special events of KIEV MEDIA WEEK

ORGANIZER:





KIEV, UKRAINE

UKRAINIAN CONTENT MARKET



Basic equipment of Standard and Extended offices

Additional equipment is available upon request

ORGANIZER:





KIEV, UKRAINE

UKRAINIAN CONTENT MARKET



Basic equipment of Business offices

Additional equipment is available upon request

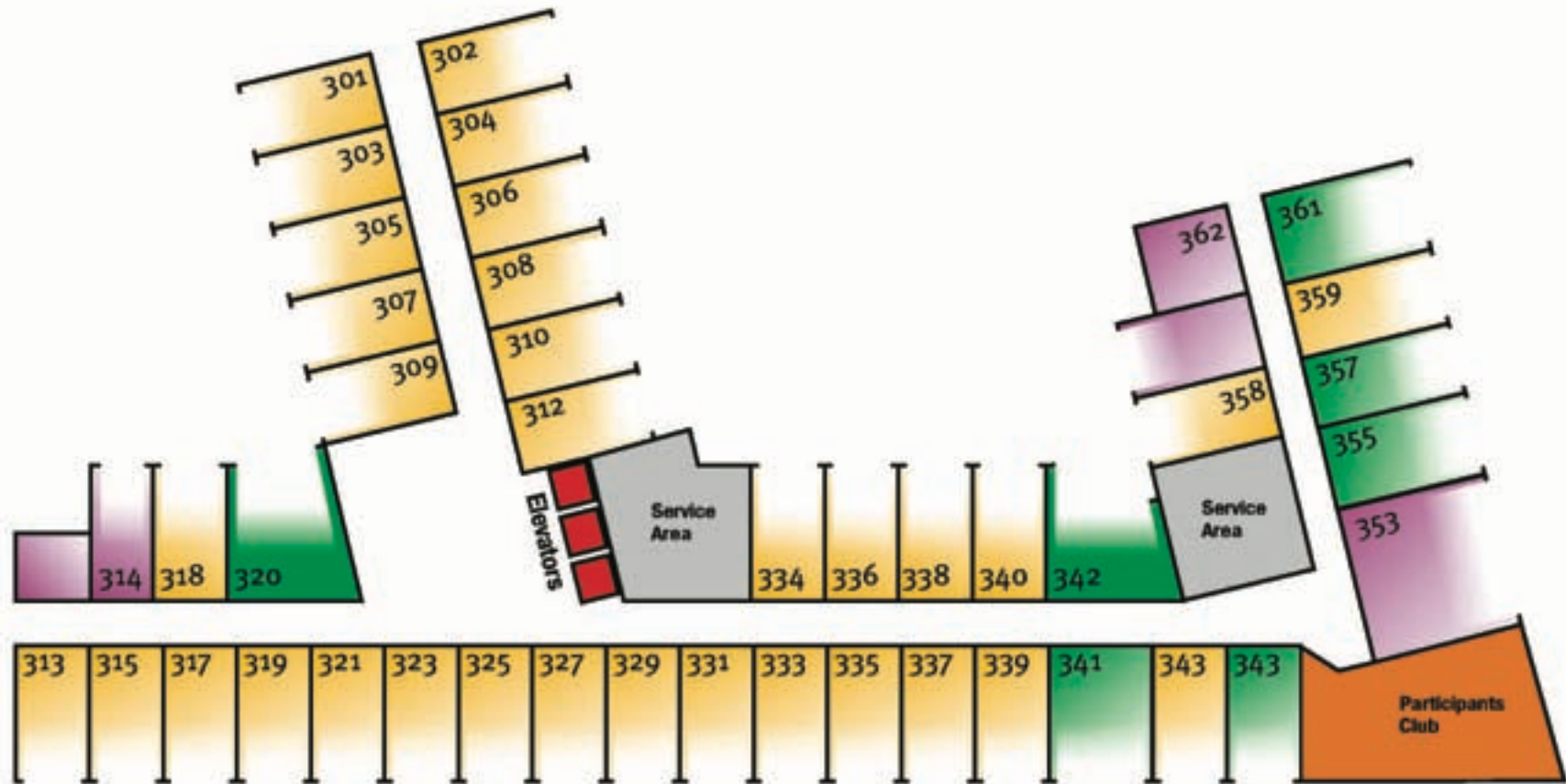
ORGANIZER:





11-14 SEPTEMBER 2012
KIEV, UKRAINE
www.kievmediaweek.com

Suites location plan 3 - rd floor



- Standard Suite
- Extended Suite
- Business Suite





KIEV, UKRAINE



THE NEWEST AND THE MOST POPULAR TV FORMATS

THIRD INTERNATIONAL CONFERENCE AND SCREENING OF THE NEW TV FORMATS

FORMAT SHOW – SEPTEMBER 11, 2012

Format Show is a one day conference dedicated to the TV formats (held since 2010), their screening and presentation of the newest and the most popular formats by core international prodcos and distributors.

Primary audience of the event: TV-Channels, production companies, advertising agencies.

In the course of Format Show 2011 there was held a screening of the newest and most popular non scripted and scripted formats from all around the world, and reports were presented on hot topics of the modern format market. Absolutely fresh new formats were presented by such companies as BBC, ITV Studios, FremantleMedia, Banijay, Armoza, SevenOne International and others.

Format Show is a unique event for our region's market - for the first time all major format producers and distributors came to Kiev to present their newest product to the CIS audience prior to the other industry events of Autumn 2011.

In 2011 the conference was attended by around 200 people.

[See List of participants](#) and [Photos](#) from the Second international conference Format Show.

ORGANIZER:





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FORMAT SHOW 2011



ORGANIZER:





KIEV, UKRAINE



FIFTH INTERNATIONAL CONFERENCE FILM BUSINESS IN UKRAINE

September 12, 2011

www.filmbusiness.in.ua

Format:

One-day filmmaking conference based on reports and panel discussions.

Speakers:

Outstanding film industry professionals from Europe, USA, Russia and Ukraine.

Audience:

More than 150 delegates from Ukraine, Russia, CIS and other countries.

[See List of Participants](#) and [Photos](#) from the Fourth International Conference “Film Business in Ukraine”.



ORGANIZER:





KIEV, UKRAINE



Television
as Business

INTERNATIONAL CONFERENCE TELEVISION AS A BUSINESS

September 13, 2011

Organizer - Television Industry Committee.

Format:

One-day conference, meeting place for legends of Ukrainian television industry. Leading TV-brands, media experts and investors are talking about current content, finances, management and newest media technologies.

Speakers:

Top television industry experts from Ukraine, Russia and Europe.

Audience:

In 2011 Conference was attended by over 200 people from Ukraine, Russia, CIS, and other countries.

Famous Polish Film director Krzysztof Zanussi was a keynote speaker at the Conference.



ORGANIZER:





KIEV, UKRAINE



DIGITAL BROADCASTING
IN UKRAINE INTERNATIONAL FORUM

INTERNATIONAL FORUM DIGITAL BROADCASTING IN UKRAINE

September 14, 2011

Organizers: Independent Association of Broadcasters and Television Industry Committee

Forum is the key place of discussion for professionals interested in Ukrainian DSO.

Among the participants of the Forum: representatives of government bodies, leading TV-companies, equipment and software manufacturers, media experts.

Audience:

More than 120 attendees from Ukraine, Russia, CIS, and other countries.



ORGANIZER:





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PARTICIPATION FEES FOR THE CONFERENCIES IN COURSE OF KIEV MEDIA WEEK*

All prices are set in Euro, for payments in national currency 1 Euro = 11 UAH

In case of inflation more than 5 %, organizers reserve the right to index the cost of participation according to inflation rate

	Early bird <u>paid before</u> the 1st of April, 2012	Before 1.06.12.	Before 1.09.12.	Before 14.09.12.
FILM BUSINESS IN UKRAINE	120	150	170	200
FORMAT SHOW	120	150	170	200
TELEVISION AS BUSINESS	140	180	200	240
DIGITAL BROADCASTING IN UKRAINE	120	150	170	200
ALL CONFERENCIES OF KIEV MEDIA WEEK DISCOUNT 10-15 %	430	540	600	760

* Includes Conference Bag and invitation for special events of KIEV MEDIA WEEK

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KIEV, UKRAINE

ADDITIONAL PAID SERVICES FOR KIEV MEDIA WEEK PARTICIPANTS:

- color ad page in the KIEV MEDIA WEEK Guide;
- rental of additional equipment on request;
- ad materials in KIEV MEDIA WEEK participants bags;
- placing of advertizing banner at KIEV MEDIA WEEK site;
- rent of advertising time at plasma screen at the Hotel lobby;
- placing of roll-up constructions with information about the company in the area of participants activity;
- printing logo of the company at participants badge or/and badge strip;
- organization of special events in course of KIEV MEDIA WEEK and other

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KIEV, UKRAINE



KIEV MEDIA WEEK 2011

EVENT OVERVIEW

KIEV MEDIA WEEK 2011 has surpassed all expectations of its organizers and gathered close to one thousand professionals from 26 countries. This certainly points to the fact that this is was a timeous and high-demand event



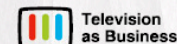
kievmediaweek.com

ORGANIZER:





KIEV, UKRAINE



PARTICIPANTS OF KIEV MEDIA WEEK 2011

More than 700 top managers of the leading TV channels, production and distribution companies, other media organizations, mass media from Ukraine, Russia, Kazakhstan, Belarus, Moldova, and other CSI countries, Georgia, Baltic countries, Eastern and Western Europe and other parts of the world.

Within the framework of KIEV MEDIA WEEK 2011 two parties were held: KIEV MEDIA WEEK Opening Party и Pre Cannes Party.

See [photo-report](#) from the official and unofficial events of KIEV MEDIA WEEK 2011

See [testimonials](#) from media-experts

See [list](#) of participants



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Among the participants of KIEV MEDIA WEEK – leading experts of the international media-market



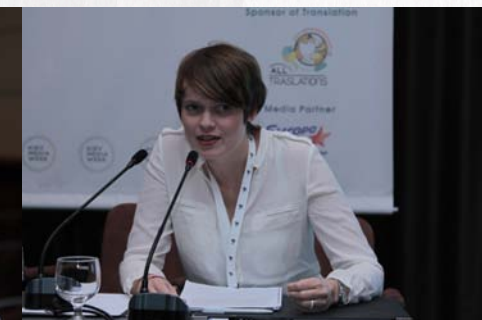
Vladimir Borodyansky
Director General of STB TV-Channel
Ukraine



Avi Armoza
CEO at Armoza Formats
Israel



Marina Williams
CEO, Central and Eastern Europe at
Endemol Group
United Kingdom



Naomi Koh
Vice President of Sales at Zodiak Rights,
Great Britain



Nicola Söderlund
President of Sparks Network
Sweden



Timur Weinstein
General Producer of «WeIT Media»
company
Russia



Krzysztof Zanussi
Film, TV & theatre director,
scriptwriter
Poland



Ross Biggam
Director General, Association of
Commercial Television in Europe
Belgium



KIEV, UKRAINE

TWO PARTIES WERE ORGANIZED IN COURSE OF KIEV MEDIA WEEK 2011

KIEV MEDIA WEEK Opening Party and Pre Cannes Party

See [photo-report](#) from the parties



ORGANIZER:





KIEV, UKRAINE

ORGANIZER OF KIEV MEDIA WEEK - COMPANY «MEDIA RESOURCES MANAGEMENT» («MRM»)

Media Resources Management offers a wide range of services in the sphere of media and entertainment. The company's services include consulting and practical support of projects in all the main fields of the media market (television, theatrical, press, new media, radio etc.) starting from the development of the concept, conducting all the relevant market researches and up to the full completion of the project. Some examples of such services may include: development of the distribution network, working out the broadcasting schedules, content acquisitions, integration of the company into the international market etc.

The company's services may be divided into 5 main directions:

- consulting and media projects implementation;
- market researches;
- informational and analytical periodicals and online resources;
- printed special projects;
- event-management.

ORGANIZER:



Contact information of **KIEV MEDIA WEEK** organizers



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