

	Thursday 27 JUNE	Friday 28 JUNE	Saturday 29 JUNE
8:00 AM	REGISTRATION PROCEDURES	REGISTRATION PROCEDURES	REGISTRATION PROCEDURES
8:30 AM		BREAKFAST THINK TANK with C21 / 8:30 AM OK	BREAKFAST THINK TANK with C21
TOPIC / TITLE	LAST UPDATE : 15 June 2002	New Frontiers of TV Air-Time Bartering	The Power of Interactive Audience Ratings and Viewer Profiling
SPONSOR		PROGRAMS 4 MEDIA	OPEN TV
PRIME SPEAKER	CONFERENCE MANAGER :	Michael SCHLAGMAN / GENERAL MANAGER	Alex GEKHT / SALES MANAGER - CENTRAL & EASTERN EUROPE
CONTACT DETAILS	Monique VAN DUSSELDORP	Tel.: +44 20 8371 9929 / mike@programs4media.com	Tel.: +33 1 58 58 22 18 / agekht@opentv.com
MODERATOR	Tel.: + 33 1 46 39 55 77 / info@discop.com	ANDREW PRINCZ / Ontheglobe.com	ANDREW PRINCZ / Ontheglobe.com
LOCATION	www.discop.com	WRIGHT ROOM #1	WRIGHT ROOM #1
LANGUAGE / LENGTH		ENGLISH / 90 MINUTES	ENGLISH / 90 MINUTES
9:00 AM	OPENING OF DISCOP Program Showcase 2002 (3 days)	OPENING OF DISCOP New Tech TV 2002 (2 days)	LAST DAY- DISCOP Program Showcase 2002 / DISCOP New Tech TV 2002
10:00 AM	KEYNOTE OPENING CONFERENCE / 10 AM	KEYNOTE OPENING CONFERENCE / 10 AM	KEYNOTE CONFERENCE / 10 AM
TOPIC / TITLE	New Ways to Make Money With TV!	Interactive TV Applications That Make TV Content Stronger	The Underlying Value of TV Archives
SPONSOR	The DISCOP Organization & VAN DUSSELDORP PARTNERS	OPEN TV	PRESTO / BBC Finance, Property & Business Affairs
PRIME SPEAKER	Patrick JUCAUD / GENERAL MANAGER - The DISCOP Organization	Alex GEKHT / SALES MANAGER - CENTRAL & EASTERN EUROPE	Richard WRIGHT / TECHNOLOGY MANAGER - INFORMATION & ARCHIVES
CONTACT DETAILS	Tel.: +33 1 46 39 55 77 / info@discop.com	Tel.: +33 1 58 58 22 18 / agekht@opentv.com	Tel.: +44 208 576 1341 / richard.wright@bbc.co.uk
MODERATOR	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP
LOCATION	WRIGHT ROOM # 2	WRIGHT ROOM #2	WRIGHT ROOM # 2
LANGUAGE / LENGTH	ENGLISH / 30 MINUTES	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES
10:30 AM / 11:00 AM	KEYNOTE CONFERENCE / 10:30 AM	COMPANY PRESENTATION / 11 AM	KEYNOTE CONFERENCE / 11 AM
TOPIC / TITLE	Review Of the World's Best TV Brands!	Liberate: IDTV - Delivering the Revenues	Exploring Multi-Platform Interactive Formats: The Vault-Showcase
SPONSOR	C21 & PROMAX	LIBERATE	KESHET INTERACTIVE
PRIME SPEAKER	David JENKINSON / GENERAL MANAGER - C21 Media	Phil CLAYSON / BUSINESS DEVELOPMENT DIRECTOR	Illi EDRY / HEAD OF MARKETING AND BUSINESS DEVELOPMENT
CONTACT DETAILS	Tel.: + 44 171 729 7460 / david@c21media.net	Tel.: +44 7779 24 1616 / pclayson@liberate.com	Tel.: +972 3767 6283 / illi@keshet-i.com
MODERATOR	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP	No moderator	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP
LOCATION	WRIGHT ROOM #2	WRIGHT ROOM #2	WRIGHT ROOM #2
LANGUAGE / LENGTH	ENGLISH / 90 MINUTES	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES
12:00 PM	COMPANY PRESENTATION / 12PM	KEYNOTE CONFERENCE / 12 PM	KEYNOTE CONFERENCE / 12 PM
TOPIC / TITLE	Create Your Own High Octane Comedy & Entertainment Program!	How to make TV Money with SMS Applications ?	How To Make Money with Digital TV in Central Europe ?
SPONSOR	AFL PRODUCTIONS	DIALTONE OY	NDS
PRIME SPEAKER	Yuri VOLODARSKY / HEAD OF PRODUCTION & DISTRIBUTION	Tero SALONEN / MANAGING DIRECTOR	Jeremy MADDOCKS / BUSINESS DEVELOPMENT DIRECTOR
CONTACT DETAILS	Tel.: + 1 415 661 6146 / volax@netwards.net	Tel.: +358 9 2200 2868 / tero.salonen@dialtone.fi	Tel.: +44 7881 91 8132 / jmaddock@ndsuk.com
MODERATOR	No moderator	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP
LOCATION	WRIGHT ROOM # 1	WRIGHT ROOM #2	WRIGHT ROOM #2
LANGUAGE / LENGTH	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES
1:00 PM	VIDEO COMPANY PRESENTATION / 1 PM	KEYNOTE CONFERENCE / 1PM (SUSHI Cocktail by Invitation Only)	
TOPIC / TITLE	Brand or Die: Building a Successful Station Strategy	Welcome To C-Recipe : A New Dimension in Interactive TV content	
SPONSOR	MOCEAN	MATSUCHITA / DENTSU / BRAIN CORPORATION	
PRIME SPEAKER	Kevin ARATARI / MANAGING DIRECTOR - Barry SMITH / DIR. OF GLOBAL BUSINESS DEV.	Kazuaki HIRAGA / E-net business MATSUSHITA - Hiroki MAEDA / DENTSU CO.	
CONTACT DETAILS	Tel.: + 1 310 396 8833 / barry@moceanvenice.com	M. HIRAGA / Tel.: +81 3 3538 3531 - M. MAEDA / Tel.: +81 3 5775 3251	
MODERATOR	David JENKINSON / GENERAL MANAGER - C21 Media	Toshi MAEDA / BRAIN CO. - CRECIPE SUPPORT DESK	
LOCATION	WRIGHT ROOM # 1	WRIGHT ROOM #2	
LANGUAGE / LENGTH	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES	
2:00 PM	KEYNOTE CONFERENCE / 2 PM	COMPANY PRESENTATION / 2 PM	COMPANY PRESENTATION / 2 PM
TOPIC / TITLE	The Impact of Personal Video Recorders on Interactive Advertising	Performing Multimedia	Marketing Myopia of Digital Broadcasting
SPONSOR	TIVO	SATVCARD SRO	H3L / CZECH DIGITAL GROUP
PRIME SPEAKER	Davina KENT / DIRECTOR OF MARKETING	Wouter PEETSOLD Jr. / GENERAL MANAGER	Zdenek PICEK / CHIEF MARKETING OFFICER - H3L
CONTACT DETAILS	Tel.: +44 78 11 11 44 63 / davina@tivo.com	Tel.: +421 2 48 258 301 / peetsold@satvcard.com	T +420 69 665 8218 / zdenek.picek@h3l.cz
MODERATOR	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP
LOCATION	WRIGHT ROOM # 2	WRIGHT ROOM # 2	WRIGHT ROOM #2
LANGUAGE / LENGTH	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES
3:00 PM	KEYNOTE CONFERENCE / 3 PM	COMPANY PRESENTATION / 3 PM	KEYNOTE CONFERENCE / 3 PM
TOPIC / TITLE	The World's Most Successful TV Formats for Advertisers!	Content Copy Protection : A Revenue Earner not a Cost !	Portrait of a Digital Platform Tailored for Emerging Markets !
SPONSOR	THE WIT	MACROVISION	ND SATCOM
PRIME SPEAKER	Virginia MOUSELER / GENERAL MANAGER	Patrick FLEMING / SALES MANAGER	Marc STENFERT-KROESE / SR. MGR. MARKETING & PRODUCT MGT
CONTACT DETAILS	Tel.: +33 1 45 00 61 11 / thewit@thewit.com	Tel.: +44 208 839 0400 / patrick.fleming@macrovision.co.uk	Tel.: +49 75 45 939 7265
MODERATOR	No moderator	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP
LOCATION	WRIGHT ROOM # 2	WRIGHT ROOM # 2	WRIGHT ROOM #2
LANGUAGE / LENGTH	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES
4:00 PM	COMPANY PRESENTATION / 4 PM	COMPANY PRESENTATION / 4 PM	KEYNOTE CONFERENCE / 4 PM
TOPIC / TITLE	Ratings Revenues Image: How to Gain 3rd Party Revenues Through Interactive	The Power of Virtual Advertising	The Changing Media Experience: The Advent of In-Home Interactive TV
SPONSOR	3-D event Television? - TELCAST MEDIA GROUP	ORAD HI-TEC SYSTEMS	CANAL + Technologies
PRIME SPEAKER	Robyn SPRINGER-MILLS / EXECUTIVE VICE PRESIDENT - Katrin DOEKEL / INTL SALES MANAGER	Baruch GOLAN / SALES MANAGER	Hervé CREFF / GENERAL MANAGER - PRODUCT MARKETING
CONTACT DETAILS	Tel.: +49 89 3607 9100 / katrin.doekel@telcast.de	Tel.: +972 9 7676862 ext.524 / baruchg@orad.tv	Tel.: +33 1 71 71 51 84 / tcarpent@canal-plus.fr
MODERATOR	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP	Monique VAN DUSSELDORP / GENERAL MANAGER - VAN DUSSELDORP
LOCATION	WRIGHT ROOM # 2	WRIGHT ROOM # 2	WRIGHT ROOM #2
LANGUAGE / LENGTH	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES
5:00 PM	COMPANY PRESENTATION / 5 PM	KEYNOTE CONFERENCE / 5 PM	CLOSING OF PROGRAM
TOPIC / TITLE	A New Light an A Cost-Effective Solution for Live Satellite Broadcasting	The Future of T-Commerce in Central & Eastern Europe	DISCOP Program Showcase 2002 / DISCOP New Tech TV 2002
SPONSOR	GEOLINK	STUDIO MODERNA / Electronic Retailing Association	
PRIME SPEAKER	Françoise LAZARD / MARKETING DIRECTOR	Branimir BRKLJAC / GENERAL MANAGER (Studio Moderna) - Monique VAN DUSSELDORP	
CONTACT DETAILS	Tel.: +33 1 45 61 61 99 / flazard@geolink.fr	Branimir BRKLJAC / Tel.: +36 1 288 8023 / bb@stud-moderna.si	
LOCATION	WRIGHT ROOM # 2	WRIGHT ROOM #2	
LANGUAGE / LENGTH	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES	
6:00 PM	COMPANY PRESENTATION / 6 PM	COMPANY PRESENTATION / 6 PM	
TOPIC / TITLE	TV over IP-based Media as Alternative and Future to Traditional TV	Discover & Take Part in The First Quiz Show You Can Win Knowing Nothing!	
SPONSOR	ARTVOICE GRUPPE	MTV INTERNATIONAL / The GUILLOTINE Showcase	
PRIME SPEAKER	Claudia PACHECO SERRANO / BUSINESS DEVELOPMENT	Karoline BRIAND SPODSBERG / SALES EXECUTIVE	
CONTACT DETAILS	Tel.: +49 89 744 88 88 19 / cpacheco@artvoice.de	Tel.: +45 39 16 99 40 / kbs@mtv.dk	
LOCATION	WRIGHT ROOM #1	WRIGHT ROOM #2	
LANGUAGE / LENGTH	ENGLISH / 60 MINUTES	ENGLISH / 60 MINUTES	
6:00 PM	END OF BUSINESS DAY	END OF BUSINESS DAY	
8:00 PM / 9:00 PM	ENTERTAINMENT PROGRAM with MONDO TV / 8 PM	ENTERTAINMENT PROGRAM with HBO / 9 PM	
	10th Anniversary DISCOP Party - GERBEAUD CAFE	HBO / DISCOP Boat Party - VOGUE BOAT ON THE DANUBE	

LAST UPDATE : 15 June 2002

CONFERENCE MANAGER :
Monique VAN DUSSELDORP
 Tel.: + 33 1 46 39 55 77 / info@discop.com
 www.discop.com

www.discop.com