

## Eurovision TV Summit officially presented

The Eurovision TV Summit, 2-5 May 2007, Lucerne, Switzerland.

At a press conference in Lucerne, Bjoern Erichsen, TV Director, unveiled the plans for the first "Eurovision TV Summit", which will take place in Lucerne from 2 till 5 May 2007.



The aim of the summit is to bring the 500 top decisions makers in Public Service TV in Europe together for the first time ever. On 3 May all delegates at the Eurovision TV Summit will share a full day on world-class programming, showcasing the best of the last season and the best to come over the next 12 months. There will be presentations by Europe's most distinguished keynote personalities.



The day before the shared day, TV and program directors will decide on the future cooperation in the EBU TV Assembly on 2 May. On 4 and 5 May, heads of the Fiction & Drama, Children & Youth, Entertainment, Music & Dance, Science & Education, Marketing & Branding and Format Development will meet to decide on upcoming co-productions, exchange knowledge and build networks in their respective genres.



*Urs W. Studer, Mayor of Lucerne and Bjoern Erichsen, TV Director, discuss the TV Summit*

The TV Summit will be organised with the support of the City of Lucerne. Mayor Urs W. Studer expressed his gratitude that EBU chose his city to organise the TV Summit.

Also the Swiss Television holding SRG welcomes the TV Summit in Switzerland. Ms Ingrid Deltenre, SF TV director and M. Alexander Krombholz, Director TPC, are looking forward to welcome all television colleagues in Lucerne and assist to the meeting.

### For more information

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