



**Second youth: Romanian Television**

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Romanian Television*

# Secondo

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Before technology or infrastructure, people come first.

At the age of 48, Romanian Television decided to change its look. It asked the British agency English & Pockett to help revamp its image and the results have been visible on screen since 11 June 2004.

Romanian Television is not afraid to reveal its age. Without ignoring its past, it is a television station that is innovative, in step with the times, combining tradition with modernity.

## History

The first programmes were broadcast in 1956. Since then its history has been one of many accomplishments, changes and challenges.

Romanian Television has launched a number of new channels in its constant quest to satisfy viewers' changing needs.

**TVR2:** a modern and innovative channel that looks at every-day life and targets a young and dynamic audience.

# Play youth:

## Romanian TV

**TVR International:** promotes the image of Romania to expatriates in Europe, North America, the Middle East and North Africa. It has started broadcasting experimentally in Australia and New Zealand.

**TVR Cultural:** Romania's only cultural channel.

This has been followed by the launch of local channels such as Cluj (1990), Iasi (1991), Timisoara (1994), Craiova (1998), and, coming soon, TVR Targu Mures.

Behind these steady developments is Romanian Television's determination to move forward no matter what.

So many different moments of a country in transition have been broadcast as faithfully to the truth as possible by Romanian Television. People have been brought closer; they have shared their stories and feelings.

### Success

"Go, Romania!" are words that make the heart pound, whether it is for a musical festival or a sports competition . . . whether in victory or in loss. So many events broadcast by TVR have stirred Romanian viewers.

The likes of the Scorpions, The Kelly Family, MC Hammer, Kylie Minogue, James Brown, Sheril Crow, Status Quo, Tom Jones, Ray Charles, Kenny Rogers, Jerry Lee Lewis, Coolio, Cyndi Lauper and Boyz 11 have appeared at the international and prestigious music festival, the Golden Stag.

George Enescu, the international festival under the aegis of Romanian Television, has not only delighted music lovers but has become an important reference point in both Romanian and European cultural life.

Romanian Television is also involved in the pre-selections for the Eurovision Song Contest. In 2003 Romania's representative had a place in the top 10, and this year the whole country followed Romania's candidate with great enthusiasm.

### News

Romanian Television has the responsibility to inform viewers and allow them access to important news events such as Romania's integration into NATO, the referendum on Romania's new constitution, National Day, the World Gymnastics Championship and the European table-tennis championships.



**TVR2**



**TV**

## Lessons

We have learnt from past mistakes and we now look ahead with hope and trust, confidence and enthusiasm, certain that we will fulfil our mission. Some of our effort has already been rewarded with national and international prizes.

In 1993 Romanian Television was admitted as an active Member of the EBU as well as CIRCUM Regional, the European association of regional TVs.

As a partner of many international media and European public tele-

visions, Romanian Television is determined to actively participate in the development of the Romanian audiovisual environment.

Agreements of cooperation have been signed by Romanian Television with ARD/MDR, ARTE France, CFI, TVP, RAI and Georgian public television are a sign of TVR's keenness to promote new ideas and trends.

Macedonian Orchid, Bronze Olive, Carmona Film Fest, the Silver Olive Prize, Mass Media Award, The Best Show, Prize of Excellency, The Best Broadcast, In Memoriam Prize: these are only a few examples of numerous

national and international awards that acknowledge the value of Romanian audiovisual creations. This goes to show that anything is possible if you truly believe in it.

## The future

Romanian Television has to evolve while at the same time acknowledge those individuals who established, nearly half a century ago, the real 'school of television'.

Since then, Television Romania has made a name for itself through hard work and perseverance without forgetting professionalism – these are



TVRi



TVR  
CULTURAL

the qualities of Romanian Television.

What should be the image of a 48-year-old TV broadcaster? This question can only be answered by the millions of Romanian viewers. But nobody can doubt that Romanian Television must continue to reflect all the different parts of Romanian life.