

## **EBU Seminar / Morning Television**

**Maribor, Slovenia March 14th and 15th 2003**

### **Programme**

Arrival: Thursday March 13<sup>th</sup>

18h00 Welcome drink

#### **Friday, March 14<sup>th</sup>**

**09h00 - 10h00 Registration and badges**

10h00 - 10h10 Welcome - Mr Boris Bergant, RTVSLO

10h15 - 11h15 An overview of Morning Television in Slovenia

Current programming

Who is the audience

**Mr Rick Thompson, T-Media, Mr Zoran Medved RTVSLO**

11h00 - 11h30 Morning television in Croatia since 1992

Programme growth and development

Changes in production and audience

Entertainment programmes on Morning Television

**Ms Tanja Simic HRT**

coffee break

11h45 - 13h00 The German experience

**Ms Vivienne Radermacher ARD, Morning Magazine Cologne**

Integrating news, international politics and live elements

SNG Satellite News generator

13h00 Lunch

14h30- 15h30 The Morning television audience

How to address a constantly changing morning audience

News, culture, talk shows, children programmes

**Ms Tanja Simic HRT, Mr Rick Thompson, T-Media, Mr Zoran Medved RTVSLO, Mr Guido Barlozetti RAI**

15h30-16h00 Coffee break

16h00-17h30 Possibilities of co-productions and collaborations on a European scale

**Ms Tanja Simic HRT, Mr Rick Thompson, T-Media, Mr Zoran Medved RTVSLO, Mr Guido Barlozetti RAI**

20h00 Supper at the invitation of RTVSLO

**Saturday, March 15<sup>th</sup>**

09h30 - 11h30      **A look at News in Morning Television**

From a European point of view

**David Lowen, Director General, EURONEWS**

**Vivienne Radermacher ARD, Morning Magazine Cologne**

**Guido Barlozetti RAI,**

**(speaker from NOS/Holland to be confirmed)**

11h00-11h30              Coffee break

11h30 - 12h30      **Overview and conclusions**