



**Duna TV**

*Patrick Jaquin, Head of Communications Service, EBU*



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## Duna TV: new Approved Participant

The idea for a satellite television channel that would serve all Hungarians was formulated at the III World Meeting of Hungarians in the summer of 1992 in Budapest.

From then, things moved pretty quickly: the Hungária Television Foundation, which controls the station's ownership rights, was created via government resolution dated 7 October 1992. Duna began its regular broadcasting on 24 December 1992 on the Eutelsat II F3 satellite. Sándor Csoóri was the first president of the board.

The media law of 21 December 1995 made Duna Television a public service channel, and the Hungária Television Foundation a public foundation.

The Duna Television Friendship Circles began forming in 1994 (today there are more than hundred circles in nineteen countries), and the Duna Television Foundation was created in 1995, the documentary filmmaking Dunatáj Foundation was created in

1994, and the Duna Workshop in 1995.

Duna Television has been broadcasting its programme on two different Hot Bird satellites, in both analogue and digital formats. The most significant of the many prestigious awards the station has received include: the Hungarian Heritage Award, and the 1999 award for the world's best cultural television station from the Camera Society, which operates within the framework of UNESCO.

### Restructuring

From 1 January 2001, the reorganization of Duna Television's programming structure commenced with a general image-change. Apart from preserving cultural values, the aims of the new President, Istvan Pekar, included making Duna Television a determinative news station in the Carpathian Basin. New news and magazine programmes were introduced, and the Nightly News programme was revamped.

From 4 December 2002, Duna Television's Hungarian language programmes became available in the USA, and, from 15 March 2003, in Australia and New Zealand as well. With the introduction of these services, Duna Television, a public service station, was fulfilling its mission in five continents.

From October 2000 to 21 September 2004, Istvan Pekar was president of Duna Television. Until a new president is elected, the Presidency of the Advisory Board of the Hungarian Television Foundation, which oversees all public service media in Hungary, entrusted Deputy Finance Manager Laszlo Szekeres with Duna Television's administratorship.

### Programmes

*Agricultural news* is about agriculture, farming, technical and technological advancements, and the Produce Exchange. It is a platform for information about crop growing, animal husbandry, vegetable and fruit growing, food processing, agricultural trading, and forestry. movements of produce, thereby helping farmers in the timing of purchases or sales.

*The day begins* is a political and public interest magazine that speaks to all Hungarians around the world

## Laszlo Szekeres



Today Laszlo Szekeres heads Duna Television. He has been working in the field of culture since 1980. He initially was deputy director of the Department of Film at the Ministry of Culture, and later was general manager of MAFILM.

He then went on to spend five years as financial adviser at the Berlin and Bonn Embassies.

In 1992, he was appointed managing director of Duna Television Rt., where he established both its technical and financial base.

From 1996, he participated in the establishment of today's TV2, and then worked as investment manager and later production manager at Hungarian Television.

In 2001, he returned to Duna Television where he has since held the post of Deputy Finance Manager.

Today, he is Acting Vice-President of Duna Television. Laszlo Szekeres has a doctorate in economics.

according to a European value system. Duna Television's overseas viewers get the opportunity to watch this two and half hour programme live. In between the morning news magazine, the press review and the news, the programme also deals in detail with two or three current topics, and includes political debates, interviews and music. Regular guests in the various segments of the programme include: members of the Hungarian government, parliamentary representatives, politicians from Hungary and beyond its borders, and well-known public, artistic and cultural personalities.

*Eureka! I found it!* strives to provide a quality insight into new developments in the many areas of science, technology, innovation, research-and-development, and education, thereby providing a

platform for eminent scientists, educators, and new pioneers of Hungarian science and education to introduce themselves and their work to the public.

**Regions:** Duna Television is setting up six studios in smaller regions.

- Reporters from Nagyvárad, Arad and Temesvár contribute to programmes made by the Kolozsvár Studio. They cover important events in neighbouring scattered regions including Gyulafehérvár, Nagyenyed, Déva, Vajdahunyad, Máramarossziget and Nagybanya.
- The Marosvásárhely Studio also covers the city of Bucharest; correspondents regularly report on the work of government organizations there.
- The Székelyudvarhely Studio is

helped by colleagues from Gyergyószentmiklós, Sepsiszentgyörgy and Brassó. News from Csángóföld is transmitted from here.

- The Pozsony Studio is responsible for the entire Felvidek region, including the Kassa, Fülek, Rimaszombat, Szepsi, Révkomárom, Rozsnyó and Dunaszerdahely news centres.
- Every other week, news from Kárátalja is covered by the Ungvár Studio.
- Finally, the Szabadka Studio reports on the Vajdaság region, and attempts to provide news on Hungarians living in Croatia and Slovenia.

*News* is broadcast several times a day. It encompasses the latest news in the Carpathian region in addition to world news.

*Living church* is broadcast half an hour every Sunday; it is a 'good news provider', with an analysis of religious news.

*Turning point* is a programme that deals with employment policies, the job market, labour issues, and adult education. It provides tips, factual information and details of courses from the most prominent professionals associated with this field. Psychologists help find ways to overcome our helpless attitudes with respect to change. The programme speaks to both young and old, those just starting out, those undergoing retraining, and the unemployed as well.

*Carpathian news* is broadcast several times a day. It gives news about the Carpathian region and as well as world news.

*Our century* uses old newsreel footage and film documentaries along with the help of historians and analysts to look back at events that happened over fifty years ago.

## The latest technology

Since March 2003, Duna Television programmes can be viewed on cellular phone. Once RealMedia software installed on your phone, it enables you to play-back RealMedia format video stream. Because of the WAP based system this service is available both for Hungarian viewers and for viewers abroad.

<http://wap.t-ones.hu/wml/c/musor/elo/tv/index.wml#id>

RealOne Mobile Player software can be downloaded from RealNetworks site free of charge. The address is:

<http://www.realnetworks.com/mobile/index.html>

## USA

Duna Television's Hungarian Language Programme has been available in the United States of America via DTH (Direct to Home) subscription since December 24 2002. The signal is broadcast by the Intelsat America 5 satellite (orbital position 97° West) and is available in the whole of North America.  
[info@dunatv-america.com](mailto:info@dunatv-america.com)  
[www.dunatv-america.com/Satellite](http://www.dunatv-america.com/Satellite)

### Details

Satellite: Intelsat America 5

Orbital position: 97° West

Down-Link Frequency: 11,867 GHz

Polarization: V

Symbol rate: 22 MS/s

FEC: 2/3

Standard: MPEG2/DVB fully compliant, encrypted

