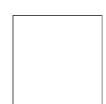
ISSUE #2 August 2013

Top story

Did you know that

Analogue terrestrial switch-off in Croatia was completed by the beginning of 2011.



On the 1 July 2013, Croatia became the 28th member of the EU. Croatia will now share not only the benefits of EU membership, but the responsibilities too, also in the media regulation that come with it.

Therefore, in this ACT Mediabrief we focus on the current regulatory media situation and the recent TV market trends in Croatia.

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Media talk with...

About ACT

The Association of Commercial Television in Europe (ACT) is a trade body for the commercial broadcasting sector in Europe. Formed in 1989, the ACT has 27 member companies active in 37 European countries, operating and distributing several thousand free-to-air and pay-tv channels and new media services.

Contact us:

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Iva Gačić, Head of Television, Nova TV Croatia

TV in Croatia, the 28th EU Member State



CEETV's Yako Molhov met with Iva Gačić, Head of Television at Nova TV Croatia during the first edition of New Europe Market in Dubrovnik, Croatia. Gačić talked about the broadcaster's success stories in the tough 2012 and early 2013.

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Kaspar Pflueger, Programme Director, RTL Televizija in Croatia



MAGNIFICENT CENTURY was the break-out show this last season, the entire country has been talking about it. Fortunately, there are more seasons and Suleyman will be back in the fall. Turkish series continue to do well. However, unlike others we don't have a permanent slot for Turkish series. We are focussing only on series that are really unique and different, like EZEL and MAGNIFICENT CENTURY...

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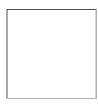
Television 2.0: Sustaining success in a converged world



How do television professionals embrace the new opportunities of the converged environment? What is the impact of convergence on the advertising sector? ACT and egta, the association of television and radio sales houses, invited prominent experts on new TV platforms and media professionals representing channels and sales houses to answer these questions to key EU institutional policy-making partners.

Read more

High-Level Group on Media Freedom and Pluralism report by Mrs Vike-Freiberga



Recent weeks have once again seen a lot of activity around the issues of media pluralism and media freedom. In Brussels, the ACT responded to the stakeholder consultation following the High-Level Group report by Mrs Vike-Freiberga.

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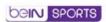
















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