



EU Pavilion

June 18-20, 2006

International Film and TV Market of the 12th Shanghai TV Festival



CMM-I EXTENDS EUROPEAN PRESENCE AT SHANGHAI TV FESTIVAL

Beijing, 25th April 2006

CMM Intelligence (CMM-I), the leading independent trade consultancy for China's media industries, has announced an extended three year deal with the Shanghai TV Festival (STVF) that will see CMM-I further consolidating European presence at one of China's biggest international TV festival (June 17 – 21).

Under the new agreement, CMM-I will offer a one stop service for European media companies attending STVF's International Film & TV Market (June 18-20) through the CMM-I European (EU) Pavilion. In addition to management of the central exhibition space, the new agreement allows CMM-I to extend its delivery of value added services, including meeting facilitation, networking functions and trade publications.

Welcoming the agreement, STVF's Market Director Zhang Ming noted that, 'CMM-I is not only one of STVF's longest standing partners, it continues to be one of the most innovative. This new agreement strengthens Europe's presence on the trading floor and creates new opportunities for companies to build sustainable trade relationships'.

According to CMM-I Managing Director Anke Redl, STVF continues to be Europe's preferred trade destination and the new agreement will have a significant impact on how EU companies engage with Chinese media. 'Europe still faces massive knowledge gaps and this deal means we can now provide clients with full before, during and post market services. You will see Europe becoming far more prominent in the market'.

First established in 2004, the CMM-I EU Pavilion is the largest international group exhibition at the Shanghai event and brings together broadcasters, production houses and distributors from across the EU. Previous exhibitors have included Granada Media, Channel 4, RTVE, Deutsche Welle, Belgium TV etc. EU Pavilion participants will also benefit from exposure in CMM-I functions and publications, including the European Programming Guide and CMM-I's proprietary intelligence products.

About STVF:

STVF was launched in 1986, it is the earliest TV festival in China and the biggest one in Asia so far. The 2006 STVF will be held on June 17 -21, 2006 in Shanghai. The STVF attracts over 5,000 professional delegates from all over the world and China. The major events include Magnolia Award, Magnolia International Forum, The International Film & TV Market as well as The International Radio, Film and TV Equipment Exhibition.

About CMM-I:

CMM-I is a Hong Kong-based media consulting company that specializes in PRC media trade services and events. CMM-I publishes the China Media Monitor, China Media Yearbook and World TV Guide and co-organizes conferences and events at several international and PRC professional media events.

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