**NEM DUBROVNIK**

*An annual TV industry conference, market and screenings event*

[New Europe Market (NEM) Dubrovnik](http://neweumarket.com/dubrovnik) is the most important three-day event in the CEE region where TV industry professionals gather to learn about the newest business trends and share their most precious formulas for success. It is organized by Croatian company [Mediavision Ltd](http://mediavision.hr/).

NEM Dubrovnik is annually held in Dubrovnik and is addressed to FTAs, Pay-TV channels, cable and satellite operators, IPTV, production, distribution and technology companies, media and marketing agencies and other specialists connected with the TV industry. NEM Dubrovnik focuses on the CEE region, but the event’s attendees come from all over the world. With representatives from more than 2000 companies, NEM Dubrovnik stands out as an important platform for media, telecommunications and marketing professionals.

From the beginning New Europe Market’s goal has been to connect people from all over the world with professionals from the CEE region in order to emphasize its huge potential. Undoubtedly the biggest success of all years are the new business deals made at NEM market and numerous networking events, the new acquaintances that were formed, and the expansion of NEM’s circle of attendees, who will definitely return in increasing numbers after many successful editions.

**NEM DUBROVNIK 2019**

**The 7th edition of NEM** **Dubrovnik 2019** welcomed three Hollywood stars, Alan Cumming from CBS Studios International and Gabrielle Union and Jessica Alba that were brought to Dubrovnik for a Q&A and a screening of the TV series L.A.’s Finest by Sony Pictures Television. This year’s edition was the most visited breaking all the records that were set by now.

NEM Dubrovnik 2019 has once again gathered the strongest companies from the TV industry, and some of the more notable names definitely are Sony Pictures Entertainment, Eutelsat, JW Player, Viacom International Media Networks, AMC Networks International, Global Agency, Bitmovin, NBC Universal, Viasat World, all3media international, Warner Bros. and many others.

It is important to mention that NEM Dubrovnik this year had great case studies and presentations. All3media international talked about the successful trend of scripted formats. ITV Studios Global Entertainment Exclusive, an advanced look at three of the distributor’s most hotly anticipated late summer/early autumn launches. The international media company Viasat World has defied the headwinds of the transformative media landscape and launched Epic Drama – one of Europe’s fastest growing channels and a standout success.

Some of the main subjects discussed during panel sessions and presentations were dedicated to the future of OTT platforms and new generations of TV content consumers. Future of soap operas was also discussed, as well as the connection between on demand platforms and TV channels.

Pavel Stanchev introduced us with TV2, the largest Hungarian TV group and shared the most valuable lesions from his experience in the media industry.

The final day of NEM Dubrovnik 2019 was closed with Cristopher Peter Marcich, CEO at Croatian Audiovisual Centre. The role of the Croatian Audiovisual Centre goes beyond supporting the culture, relying on the government funding, the Centre has an important public role, as well. In the conversation with Nebojša Taraba, Marcich said that promotion of the audiovisual art in the public is another purpose of Centre’s existence.

**PREVIOUS EDITIONS**

The 1st New Europe Market Dubrovnik was a four-day event held in May 2013 in Dubrovnik and gathered representatives from 250 companies who participated at NEM market and 14 panel sessions, while in 2014, New Europe Market Dubrovnik included screenings and production workshops for the first time.

The 3rd edition of New Europe Market Dubrovnik hosted screenings once again, as well as a production panel with guests such as Tom Fontana and Nigel McCrery. For the first time NEM Dubrovnik also hosted a session featuring a TV star; Tim Daly of Madam Secretary took the stage for a Q&A session.

The 4th edition of NEM was marked by the global premiere of the series The Paper, a keynote speech held by Christoph Mainusch, co-CEO of Central European Media Enterprises and executive director and CEO of Nova Group, VICE`s announcement of its expansion throughout the region, as well as the announcement that Ginx has finalized a new partnership with Sky and ITV involving the launch of the first UK 24-hour eSport Channel.

Apart from seven extremely interesting panels on future industry trends, NEM 2017 was proud to present the special guest of the conference – Hollywood actor Michael Weatherly. The audience was also happy to hear special presentations on innovative solutions within the industry by Nielsen, Akamai, Eutelsat, Julius film and Aspera, and was delighted to hear an unusual success story of Global agency's founder and CEO Izzet Pinto. Eutelsat, long-time sponsor of NEM Dubrovnik, used their networking night to celebrate the 20th anniversary of cooperation with Fashion TV with a very special fashion show for their invited guests. FOX Networks Group closed the NEM Dubrovnik evening event series with a superb party at the Lazareti Club.

One of the most interesting presentations of the 6th edition of NEM Dubrovnik was certainly Arash Pendari’s about the application of AI in the TV industry. There were also discussions concerning piracy in the region as two panels dedicated to local production showed that the public responded the best to the topic of the FTA channels local content. NEM Dubrovnik 2018 focused on locally produced content with a view of the future and the new era in the television industry.