**NEW EUROPE MARKET**

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

[New Europe Market (NEM)](http://neweumarket.com/) is the most important four-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 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 focuses on the CEE region, but the event’s attendees come from all over the world. With representatives from more than 2000 companies, NEM stands out as an important platform for media, telecommunications and marketing professionals.

The first New Europe Market 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 included screenings and production workshops for the first time.

The third edition of New Europe Market hosted screenings once again, as well as a production panel with guests such as Tom Fontana and Nigel McCrery. For the first time NEM 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.

According to guests and journalists, the 5th edition of NEM was said to be arguably the best in the event's history to date. 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, 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 evening event series with a superb party at the Lazareti Club.

One of the most interesting presentations of the sixth edition of NEM 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 2018 focused on locally produced content with a view of the future and the new era in the television industry.

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 five 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.