**NEM DUBROVNIK 2024 DAY 2:**

**KEYNOTES FROM WARNER BROS. DISCOVERY AND BBC STUDIOS, SCREENINGS AND SHOWCASES BY MAJOR US STUDIOS**

* *Keynote sessions from Warner Bros. Discovery and BBC Studios filled up the Panel Room*
* *The Walt Disney Company and Amazon MGM Studios present new content*
* *Networking events by Paramount Global Content Distribution, Wurl and Eutelsat Group*

**Dubrovnik, June 12th, 2024** – During the second day of **NEM Dubrovnik 2024,** around 1000participants enjoyeda day filled with panels, keynote sessions, presentations, screenings, showcases and networking events.

Sanja Božić-Ljubičić talked to Bartosz Witak, newly appointed General Manager, Central and Eastern Europe (CEE) Region, **BBC Studios** who shared his vision for the company in the region. The Q&A session **Insights into BBC Studio’s CEE Journey** provided diving into a new era and growth of BBC Studios in the CEE market.

“*We believe that we deserve a seat at the table in the media landscape in this part of the world and generally. We can be a game changer going forward. I am absolutely humbled to be at the forefront of that opportunity”,* said Mr. Witak and added: *“The expected number of pay-tv households by 2028, 2029, and 2030 is going to be 40 to 45 million tops. So, we still have some time to address the changing environment. One might say, okay, this is just a statistic showing pay-tv households versus streaming households. We're going to surpass them by 2030.”*

The highly anticipated keynote session was the one by **Jamie Cooke, Group SVP and GM CEE, Middle East, Northern Africa and Turkey**, **Warner Bros. Discovery**. Under the name “The Streaming War Isn’t Over…”, Mr. Cooke revealed WBD’s plans for Max to become one of the top three streaming services in the next 3-5 years: “*We've just launched in Europe, we have Asia to come, and then we have, potentially, a second wave of launches over the next year or so in other markets where we're not launched already. We've done a very good job over the last couple of years of making the business profitable, and the scale has helped us achieve that. The third thing is content, ultimately. At the end of the day, it's the stories; it's the content. And I feel very positive about what we have coming up over the next couple of years.”*

**Major US studios present new content, panel sessions take on trending topics**

Disneyintroduced a slate of US and European TV Series spanning a variety of sub-genres, which are all available for second window after a period of exclusivity on Disney+. **Amazon MGM Studios Distribution** showcased its upcoming programming slate.

Izzet Pinto, Founder and CEO, Global Agency presented his **360 Degrees Marketing in Entertainment Business** presentation and explained through a case study how the company realizes its activities by using creative methods.

During the presentation by Eutelsat Group, **Rising Above: Insights on the Resilience of the DTH Market in Central Europe,** information was shared about innovative new content and services which create valuable opportunities for broadcasters and media groups.

After some coffee and networking provided by **SES,** the company sponsored the panel discussion about the imperative for broadcasters to easily access a global pool of content called **Tailored Sports Content Distribution: Strategies for Capitalizing on Opportunities Through the Orchestration of Live Content.**

During the panel with the topic of **Linear TV Still Matters in CEE** sponsored by **Moonbug,** panelists from companies ACT, Warner Bros. Discovery, Paramount Global Content Distribution, ATV and CEO’s from Telemach Croatia and Croatian Radiotelevision (HRT), discusseda vital role that linear TV continues to play in CEE countries.

The panel sponsored by **Wurl** called **How FAST Can Complement Existing TV Business,** focused on learnings about initiatives enhancing engagement, broaden reach, and drive revenue growth while propelling the TV business forward in today's dynamic media landscape. Companies who gave their insights on the topic were Wurl, MEGA MAX MEDIA, All3Media International, Rakuten TV and Davies, Stoychev & Partners.

During the discussion **End of an Era? The Rise of Streaming Partnerships,** paneliststalked about a big shift in the industry with streamers leaning towards collaboration to ensure cost-effective business, quality content and viewership. Speakers were from companies Omdia, CME, AMC Networks International, Viaplay Group and Maria Valenzuela, independent senior media executive.

Networking was provided by several companies: **Happy Hour by Paramount Global Content Distribution** gathered attendees at the Pool Terrace, and it continued during an Evening Reception by **Wurl** at the famous NEM Dubrovnik location Vala Beach, followed by a Party by **Eutelsat Group**.

More information can be found on the official website [NEM Dubrovnik 2024](https://neweumarket.com/dubrovnik/).

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**This B2B event is a must for the CEE region**

NEM Dubrovnik is an annual B2B event focusing on the growth of the TV industry in CEE countries. Every year, the participants include representatives from important FTA and pay-tv channels, tech companies, streaming services, telecom and other operators that offer TV-viewing options, as well as famous actors, producers, film directors, writers and other important audio-visual professionals.

Over the years, more than 180 leading global and local companies have had their representatives at NEM Dubrovnik, including Eutelsat Group, Deutsche Telecom, A1 Group, United Group, Irdeto, Global Agency and Warner Bros. Discovery, as well as AMC Networks International, BBC Studios, Paramount Global Content Distribution, The Walt Disney Company, NBCUniversal, Fremantle International, Pickbox, CME, Amazon MGM Studios Distribution, ITV Studios, Viasat World, Telecom Serbia, Prva TV, Beta Film, Croatian Radiotelevision (HRT), Nova TV, RTL Croatia, RTL Hungary and many other companies.

**New Europe Market**

New Europe Market (NEM) is a common denominator for a series of media events organized by [Mediavision](https://mediavision.hr/), a Croatian marketing and TV industry agency. NEM has been traditionally organized in Dubrovnik, and since 2019, a special NEM Zagreb event focusing on creating for television has been organized in Zagreb. This special three-day event at the Esplanade Hotel Zagreb includes a number of workshops focusing on creating content for television and cinema, as well as NEM Awards.