

Nordicity participates in the debate over The Future of Television, in celebration of 50 years of television in Spain. The debate's conclusion? Television will continue to 'mutate', but will keep its position as the main screen.

Toronto, November 2006, In November, Nordicity Manager Terri Wills was invited to participate as a guest speaker in a discussion of the future of television at FORO 50, a conference celebrating 50 years of television in Spain. FORO 50 was hosted by RTVE (Radio Television Espanola) and FIA-UIMP (the Foundation for AudioVisual Research) in Madrid, Spain.

FORO50 concluded that television will keep its position as the main screen despite the intense 'mutation' driven by technological, social and cultural factors. However, the conference concluded that building brands, concepts, and value on other screens will also continue to increase in importance.

The conference focused on three areas:

- Television programs and new formats of the future
- The struggle for audiences in the future;
- The future of content provided by public service broadcasters (PSB).

Building on her experience with the BBC, Ms. Wills was invited to speak regarding the future of public broadcasting. Ms Wills offered a comparative perspective on existing PSB programming strategies adopted by CBC in Canada and the BBC in the UK, and the future possibilities for PSB in an on-demand world (click here to view the presentation).

Other key speakers included:

- Bettina Brinkmann, Head of Formats Unit, European Broadcasting Union, Switzerland
- Markus Sterky, Head of Programme Development, SVT Sweden
- Ingolf Gabold, Head of Television Programming, Danish Broadcasting Corporation;
- Roek Lips Director, NED1 TV, Netherlands
- Karl-Heinz Angsten, Program Development, WDR Germany

More information on the outcome of FORO50 is available at www.foro50tve.es

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