

## TIC'S ACTIVITY IN FACTS AND FIGURES (2016-2013)

### 2016

TIC representatives participated in public councils at the Verkhovna Rada Committee on Freedom of Speech and Information Policy, Culture and Spirituality; at the State Committee for Television and Radio Broadcasting; at the State Intellectual Property Service; at the National Council of Television and Radio Broadcasting Ukraine; at the State Film Agency; at the Ministry of Information Policy of Ukraine.

In May, representatives of the TIC with the report "Satellite and Pay TV Market Potential in Ukraine" were delegated to the IV International Conference "Satellite TV: Strategies and Risks of the Ukrainian Market".

On September 22, the "Television as a Business" Conference was held at KIEW MEDIA WEEK. More than 200 Ukrainian and foreign media representatives - top executives of TV channels and advertising agencies, leading experts, analysts and media experts - participated in the conference. This year, 30 speakers from home and abroad became speakers of Television as a Business.

On October 22, TIC provided information support (event information partner) to Juscutum Law Firm in conducting a legal seminar for journalists, editors, media representatives and staff members of the Word Game press: how not to get trapped in the search for an exclusive.

On October 25, the "Media Law" Conference was held. The Industrial Television Committee held a conference for lawyers to share experiences and make practical recommendations on the most pressing issues of media law. Ukrainian practitioners have considered the issues of regulation of broadcasting, advertising, cinema and television production in the current legislation of Ukraine.

On October 26, TIC representatives took part in a roundtable entitled "Freedom of Speech in a Modern Information Space" organized by Google Ukraine and the Telecommunications Chamber of Ukraine.

On November 28, the organizers of the National Television Prize 2016 - The Television Industry Committee, StarLight Entertainment, the Ukrainian Television Academy and the general partner of the award, the independent auditing and consulting company PwC held a press conference announcing the 2016 nominees. The press conference was held in the creative space of HUB Happiness.

December 8 - TIC together with StarLightEntertainment held a ceremony of awarding the winners of the National Television Award-Contest of Ukraine - "Teletriumph 2016". This award exists to support and encourage the country's television and film industries to develop it.

On December 26, a roundtable on the relations of television broadcasters and cable operators was organized at the press center of the UNIAN news agency, TIC in connection with the entry into force on January 1, 2017 due to amendments to the Law of Ukraine "On Television and Radio Broadcasting" regarding the formation of the universal program services and the transition of national broadcasters and program service providers to market relations

## 2015

TIC representatives participate in public councils at the Verkhovna Rada Committee on: Freedom of Speech and Information Policy, Culture and Spirituality; at the State Committee for Television and Radio Broadcasting; at the State Intellectual Property Service; at the National Council of Television and Radio Broadcasting Ukraine; at the State Film Agency; at the Ministry of Information Policy of Ukraine.

January 29 - TIC, together with the Ukrainian Association of Periodical Press Publishers, held a roundtable on "The concept of responsible self-care and healthcare reform".

On April 22, a Research for Non Research training was held at TALENTari, a corporate university of AGAMA, attended by TIC representatives.

On May 22, TIC representatives were invited as members of the jury to the Best Marketing Innovations competition in marketing communications for advertisers and advertising agencies, to evaluate the innovative approach to marketing an advertising company. The competition was organized by the All-Ukrainian Advertising Coalition with the support of the Dentsu Aegis Network Ukraine communication group.

On June 6-9, the representatives of the TIC were delegates to the conference of the European Media Research Association EMRO.

September 10 - TIC holds a conference on Television as a Business. The event was part of a large-scale media forum KIEV MEDIA WEEK. More than 200 Ukrainian and foreign media representatives - top executives of TV channels and advertising agencies, leading experts, analysts and media experts - participated.

For the sixth consecutive year, Television as a Business conference has helped market employees understand relevant industry issues, learn new useful information about television and advertising, and be the first to learn about new industry trends that are indispensable in the competitive world of the media industry.

In October, TIC conducted an Advanced Media Measurement Course within the Ukrainian Media School, which is aimed at TV panel users, media analysts, marketers, as well as employees of strategic planning, research and advertising agencies. Purpose of the course: to gain in-depth knowledge in the field of television research, to improve the work with media measurement data.

On October 16, the Media Law Conference was held. The Industrial Television Committee held a conference for lawyers to share experiences and make practical recommendations on the most pressing issues of media law. Ukrainian practitioners of the industry considered the issues of regulation of broadcasting, advertising, cinema and television production in the current legislation of Ukraine.

November 12 - TIC holds a press conference announcing three or four nominees of the National Television Prize-Contest "Teletriumph 2014-2015".

December 2 - TIC together with StarLightMedia held a ceremony of awarding the winners of the National Television Award-Contest of Ukraine "Teletriumph 2014-2015" at the Taras Shevchenko National Opera House. This award exists to support and encourage the country's television and film industries to develop it.

On December 9, TIC representatives were delegated to the international I-JIC conference held in Frankfurt.

## 2014

February - Television Industry Committee supported the International Television Festival IMPACT Awards and successfully organized the Ukrainian judging in the new category "Lifestyle".

February 13 - Online broadcasting winners of "Teletriumph" TV award. Winners list at the site of the [award](#).

March 19 - the leading Ukrainian TV channels and media groups appealed to the Prosecutor General, members of the "Svoboda", the Parliament and the Committee on Freedom of Access to Information and Freedom of Expression, considering unacceptable action in "Svoboda" on the head of the National Television Company.

April - Ukrainian TV professionals voted for participants of Rockie Awards 2014.

April 24 - The leaders of Ukrainian TV channels turned to acting President of Ukraine to stop the persecution of journalists and establish television broadcasting in some cities in eastern of Ukraine.

May 20 - All Ukrainian Advertising Coalition and TIC held a meeting with advertisers' placement on the "pirate" resources: problems and solution".

June 26 - Ukrainian Bar Association and Television Industry Committee held an expert discussion about analysis and development of common approaches to the interpretation and application of the Law of Ukraine, which was adopted by Verkhovna Rada of Ukraine on the 5<sup>th</sup> of June, 2014 "On Amendments to The Law of Ukraine on Advertising".

August 7 - TIC and a law firm "Lavrynovych & Partners" held a seminar on the topic: "Tax evasion - judicial review. Tax experience exchange".

September - October - TIC held media measurements course in the framework of "Ukrainian Media School", which was designed for users of TV panel data, media analysts, marketers and advertising agencies employees, which are involved in strategic planning, research and advertising placement.

September 18 - TIC held a "Television as Business" Conference. The event was held as a part of KIEV MEDIA WEEK - a large-scale forum in the field of media. More than 200 Ukrainian and foreign representatives of the media industry participated the event. There were leading experts of TV channels, researching companies, advertising and media agencies present.

On the 10<sup>th</sup> of October the conference "Media Law" was held. Television Industry Committee held a conference for lawyers to exchange experience and to develop practical recommendations on the most actual issues of media law.

October 30 - TIC and PwC Ukraine held a seminar "Innovations in taxation. Tax audits".

November 11 - TIC held the TAM issues working meeting.

November 21 - TIC with UAPP held a press conference on the topic: "A ban on medicines advertising".

## 2013

June-December. Industrial Television Committee and "Media Group Ukraine" held 5 Workshops of ["Media for media. How to use it?"](#) of leading media experts from Ukraine and Russia.

August. Television Industry Committee took part in the selection of works on "TEFI-Sodruzhestvo". Kateryna Kotenko, executive director of TIC joined the Expert Council.

October 17. Conference ["Media Law"](#) was successfully conducted. Television Industry Committee and [Ukrainian Bar Association](#) held a conference for lawyers to share experiences and develop practical recommendations on the most topical issues of media law in the Internet, television and film production.

September 12. TIC held a conference ["Television as Business"](#). The event was held as part of KIEV MEDIA WEEK, the large-scale forum in media. "Television as Business" conference gathered more than 200 representatives of Ukrainian and foreign representatives of the media industry - leading experts of TV channels, research companies, advertising and media agencies.

October 17, 2013 – TIC has organized a conference "Television Measurement". The conference focused on new research by the television audience (TV panel), which is prepared by research companies Nielsen and Communications Alliance to order TIC.

May. TIC's Executive Director Katerina Kotenko, joined the jury of the International Television Festival Banff -2013. Television Industry Committee actively supported the award and helped to organize the judging. Whereby Ukrainian experts had the opportunity to evaluate the world's best work presented in two categories: «Reality Programs» (programs are based on real life, such as dating, make-up, hidden camera, reality shows, games, skits, talent search and competition); «Lifestyle and Information Programs» (educational programs, lifestyle, including cooking, gardening, DIY, health and travel).

May 25, TIC became a member of Public Council under the State Committee for television and radio broadcasting of Ukraine.

October 22, 2013. TIC has organized a "MediaCareer" job fair in Kyiv Sports Palace. The largest media group in Ukraine such as Inter Media Group, StarLightMedia and 1+1 media presented current vacancies at the exhibition.

November 26. TIC announced nominees of 13th National Television Award ["Teletriumf"](#).

December – TIC entry into the Federation of employers in tv and radio, publishing, advertising and information sectors.

December 2, 2013. Ukrainian Advertising Coalition and Television Industry Committee launched a website about advertising [aboutadvertising.com.ua](#). The site tells about the value of advertising and about the importance of advertising for society.

In 2013 employees of the TIC represented the association and its members at:

- Round Table "New Circle fight censorship"
- Meeting of the Verkhovna Rada Committee on Freedom of Expression and Information
- Meeting of the Interagency Working Group on the labels for marking harmful telecontent
- Constituent Assembly for reelection of the Public Council of the Antimonopoly Committee of Ukraine
- Meeting of the Public Council under the State Service of Intellectual Property
- Business Breakfast "Protect your business from inspections and external risks"
- Round table " National Television of Ukraine: state, problems and prospects"
- Meeting of the Public Council under the State Committee of Ukraine

- Conference on "New Media - New Opportunities in 2013" profitable online radio, online advertising measurement, the ideal web – page
- The working group on the new edition of memory "About trademark Exchange Market"
- Press conference of State Committee for Cinematography strategy of development of Ukrainian cinema
- State Committee meeting regarding the prohibition of tobacco and alcohol advertising
- Roundtable: How to overcome legal nihilism and commercial piracy on the audiovisual market in Ukraine
- Public Council of the Antimonopoly Committee of Ukraine
- "For sure TV marathon" of MMR
- Hearings on the "Implementation of digital broadcasting standards in Ukraine"
- Seminar on "Reform of Ukrainian legislation on broadcasting"
- Opening a joint project of the Council of Europe and the Government of Canada "Implementation of European standards in the Ukrainian media environment"
- All-Ukrainian action "Make Ukraine pure"
- Kyiv International TV and Radio Fair
- Constituent Assembly for the formation of a new public council under the State Committee for Television and Radio Broadcasting of Ukraine
- CrimeaMediaCom
- LvivMediaForum
- Meeting of the European Organization for media research
- Interagency working group to develop and implement a system of notation for the protection of children from information that may harm their health and development
- International Forum "Real business against counterfeiting and piracy"
- Press conference four largest media groups to protect their rights on the Internet
- Working Group: Memorandum of Cooperation for the Protection of television content (antipiracy memorandum) between state regulators and public associations of telecommunications and media sphere
- International Summer School of Media Law
- Roundtable to address the problems of old media with a digital broadcasting
- KIEV MEDIA WEEK
- Conference of the Committee of freedom of speech transfrontier broadcasting
- Meeting of the Legal Committee of the Public Council under the Antimonopoly Committee of Ukraine Round table "How to overcome the negative effects on the pay TV market"
- TV Forum StarLightMedia
- Lecture by David Brennan StarLightMedia
- Conference PRO Media & Production
- Kyiv Employer Branding & Engagement Forum 2013
- NAB Show, organized by the National Association of Broadcasters (NAB), the National Association of Broadcasters, USA
- The event which organized by European Media Research Organisations (EMRO), the European Association for Media Research, Germany
- European TV Symposium, Italy.