

TIC history of 2011-2012

2012

November 30, 2012 at the National Palace of Arts "Ukraine" solemn awarding major television awards country "Teletriumf 2012". Television viewers saw a version of the ceremony on the same day in the online channel "Ukraine".

November 14 Organizing Committee Award "Teletriumf" at a press conference at the National Council of Ukraine on Television and Radio announced the shortlist of nominees.

October 16, 2012 at the "MediaCareer" which TIC organizes the exhibition "Career Day" were displayed channels: Ukraine, Inter, 1 +1 and STB. In addition to traditional stands vacancies and useful information about working in television, the staff prepared a television appearances, during which talked about work on TV.

October 5, 2012 TIC gathered top media lawyers in Ukraine to discuss elections and regulate drug advertising to the conference "Media Law".

September 13, 2012 in Kiev held a conference "Television as Business", organized by the Television Industry Committee as part of large-scale events in television, film and other media KIEV MEDIA WEEK. Annual Conference "Television as Business" gathered more than 200 representatives of TV stations, advertising agencies, advertisers, investors and state bodies of Ukraine.

August 29, 2012 at a press conference at the National Council of Ukraine on Television and Radio announced the beginning of the reception of art works in 49 categories for a National Television Award "Teletriumf 2012".

August 2, 2012 to the Television Industry Committee joined 5th Channel.

In August, the Chairman of the Technical Committee of TIC for 6 months appointed marketing specialist New Channel Alina Nikiforova.

In June, GfK Ukraine initiated unscheduled external audit measuring TV audiences in Ukraine with participation of international experts.

In May TIC became partner of Ukrainian designers Ukrainian Design: The Very Best Of. The exhibition and workshops held at the Center for Contemporary Art M17 in Kiev in September 2012.

May 27, 2012 in the Ukrainian Media School of the master-class operator, director and filmmaker Igor Ryabchuk entitled: «Color Correction, Grading & Video Enhancement».

From 21 May to 18 June 2012 TIC in the Ukrainian Media School held a "Certified course in media measurement" for data users television panel mediaanalitikiv, marketers, advertising agencies employees involved in strategic planning, research and advertising.

In April 2012 with the participation of TIC was established Industrial Gender Committee advertisement (IHKR), which deals with complaints from citizens and Disciplinary Committee, which produces measures to curb advertising campaigns that disrespectful or discriminates based on gender.

In March 2012 TIC the organizer and coordinator of the judges of the International Television Festival in Banff category «Made-for-TV movies» (TV movie) genre "Drama." Judging trusted local professionals in TV. In Ukraine, this category was judged two countries.

On March 16, 2012 ITC gathered the users of the television panel in Radisson Blu Hotel for the annual conference "TV measurements". The conference gathered 75 participants, who summarized the work of the television panel for the previous year, having considered the experience of other countries and discussed areas of activities related to improvement of work of All-Ukrainian panel test.

On February 27, 2012 ITC and Association of Employees of Ukraine held annual specialized conference "Media Law". The conference gathered 90 participants – they are lawyers of TV channels, production studios, media companies and companies of advertisers, representatives of distribution and legal companies.

On February 5, 2012 within the framework of Ukrainian Media School Ihor Riabchuk conducted a master-class "Guerrilla approach to cinema production", a two-hour overview of methods, practices and approaches, used for improvement of perceived movie value and quality.

In January 2012 beer producers signed an "Agreement on the system of self-supervision of commercial communications of brewing industry enterprises of Ukraine" and created an independent supervisory authority – Committee for Aesthetics. Main task of the established authority is emergency control over violation of additional limits for beer advertising, voluntarily undertaken by the companies. ITC became one of the experts that shall provide conclusions.

Since January 2012 the Industrial Television Committee has been represented in the Public Council of the State Agency of Ukraine for movie.

Since January 2012 the Industrial Television Committee has been represented in the Public Council under the Ministry of Culture of Ukraine.

In 2012 employees of the TIC represented the company and members of the TIC at:

- Expert discussion "Media and Elections: Lessons from the campaign and prospects for improvement laws" 21/12/2012
- Festival Kinomedia 05/12/2012
- Round table "Problems of censorship and free flow of information in the Internet media" 05/12/2012
- Roundtable "New Technology (new media) and their use in television and radio broadcasting" 22/11/2012
- Report and election meeting Ukrainian Advertising Coalition 09/11/2012
- Consultation Workshop "foreign experience in regulating new (convergent) audiovisual media" 31/10/2012
- Expert discussion "media guidelines to protect the right to privacy" 01/10/2012 Congress pay TV industry of Ukraine 30/08/2012
- Expert discussion on "Ukraine's transition to digital broadcasting: Challenges and Prospects" 21/06/2012
- Days of cable television in Ukraine May 29 - June 3, 2012 Roundtable on "Protecting Children in the media environment" 29/05/2012
- III Professional Conference "Actual problems of intellectual property rights protection and fair competition principles in the alcohol, food and tobacco products" 11/05/2012
- Seminar on "The Future of Public Broadcasting in Ukraine" 25/04/2012
- Expert seminar "Legislation on broadcasting: European standards and Ukrainian Reality" 24/04/2012
- Panel Discussion on "How to deal with personal data: Recommendations for the Media" 10/04/2012
- Expert seminar "Responsibility for distribution of information in the Internet: modern challenges" 01/03/2012

- Joint meeting of the Mass Media Committee and Committee on Intellectual Property and Advertising Law “Examinations of the Antimonopoly Committee of Ukraine: reasons, ways of response and possible consequences” 29/02/2012
- VIII Annual legal forum “Development of legal services market in Ukraine-2012” 24/02/2012
- Panel discussion “Self-supervision of advertising market and ways of cooperation with the executive authorities aimed at equal opportunity and treatment of men and women” 23/02/2012
- Seminar “Personal data protection” 15/02/2012
- Breakfast meeting dedicated to “Tax inspections: all necessary information for taxpayers to protect their interests” 14/02/2012
- Press-conference “Results of inspection over following licence provisions and establishment of digital terrestrial television network in Ukraine by ZEONBUD company” 31/01/2012
- Meeting of the board of the State Committee for Television and Radio on conclusions of the previous year and plans for 2012, 31/01/2012

2011

In December 2011 ITC had assembled the mass media representatives at the round table with purpose to develop common tactics as for protection of their information from illegal distribution through Internet. According to the roundtable results there was created a working group which has to develop a system for TV content protection.

In November 2011 the new course "Television business" has been implemented at the Ukrainian Media School.

In November 2011 ITC together with the National Television and Radio Broadcasting Council of Ukraine held the 11th Award Ceremony for the winners of the main country's television award "Teletriumf". The television broadcasting of the ceremony has been provided by "Inter" TV channel.

In November 2011 ITC held the press-conference "The Media and the Morality" attended by the heads of leading Ukrainian Media Groups.

On November 11th, 2011 a well known media-trainer Annet Iris came in Kyiv at the ITC's instigation to make a master class on the occasion of Ukrainian Media School (UMS) inauguration.

In November 2011 ITC and the Mass Media Committee which is attached to the Ukrainian Bar Association held a round table devoted to the application of personal data protection legislation to the mass media.

On November 9th, 2011 three major television nominees of the main country's award "Teletriumf" have been announced during the press conference held at the National Council.

In November 2011 the new course "FILMMAKING" has been implemented at the Ukrainian Media School.

Since November 2011 the Industrial Television Committee is represented at the Public Council which is attached to the State Tax Service of Ukraine.

Since October 2011 the Industrial Television Committee is represented at the Public Council which is attached to the State Intellectual Property Service of Ukraine.

On October 25 the Kyiv Sports Palace hosted the Annual Vacancies Fair "MediaCareer", organized by ITC within the framework of the "Career Day" exhibition dedicated to national and international employers. Traditionally the fair was visited by more than 10,000 students and young professionals. The leading TV channels groups like Inter, 1+1, Ukraine and STB have been communicating with the students and made some job offers.

In October 2011 ITC held the free master class "Guerrilla approach to filmmaking" presented by Igor Ryabchuk at the Ukrainian Media School (UMS).

Since September 2011 the Industrial Television Committee is represented at the Public Council which is attached to the State Service on the personal data protection.

In September 2011 there was held the conference "Television as a Business – 2011" within the framework of Kiev Media Week. The Industrial Television Committee (ITC) had become the conference's host. The total number of participants exceeded 200 persons. The conference participants have been representing 100 companies from 15 countries: Ukraine, Russia, Poland, Kazakhstan, Lithuania, Latvia, Moldova, the United Kingdom, France, Germany, Italy, Belgium, the Netherlands, USA and Canada.

In September 2011 the Industrial Television Committee had become a co-host of the Forum “Digital Broadcasting in Ukraine”. The forum opened a series of events devoted to the television and cinema under the Kiev Media Week.

Since July 2011 the Industrial Television Committee is represented at the Public Council which is attached to the State Agency for Science, Innovation and Informatization of Ukraine.

In July 2011 the Industrial Television Committee announced the preliminary open proposals to provide the organizational research in Ukraine for the period 2012-2014.

In June 2011 the members of Industrial Television Committee have been joined by the Media Group “GroupM”, and the TV channel “Ukraine” has become the ITC’s founder.

In June 2011 the ITC’s lawyers have successfully completed the training at the Ukrainian Lawmaking School which is attached to the Legislation Institute of the Verkhovna Rada of Ukraine.

Since June 2011 the Industrial Television Committee is represented at the Expert Group under the project “Supporting the establishment of mechanisms for common regulation in the field of electronic mass media before transition to digital broadcasting”.

In April 2011 the company and its members were represented at NAB 2011 (Las Vegas, USA).

In April 2011 the Television Industry Committee passed a financial audit.

In March 2011 TIC’s Analytical Service prepared a report on political advertising in Ukraine in 2010 and a report on TOP TV channels’ shares in 2003-2010.

In March 2011, in the Palace of Sports, within the framework of the Career Day, the annual fair of national and international employers, a profile section Media Career, organized by the Television Industry Committee, was presented. Within the framework of this section discussions with students were held, and leading television channels, such as STB, Channel Ukraina, and 1+1 group, offered their jobs.

In March 2011, a roundtable discussion on the advertising of medicines was held: the myths that exist around legislative initiatives. During the roundtable discussion an analytical document that details and debunks the myths created around the advertising of medicines was presented.

In February 2011, TIC, powered by the Vidrodzhennya International Foundation, held a free workshop for employees of news departments of TV channels entitled Convergence and new media. The workshop’s objective was to increase efficiency of further using of the Internet, including new media, by traditional media to provide access to information and attract a new generation of audiences.

In February 2011, Television Industry Committee (TIC), together with GfK Ukraine, held an annual conference TV research 2011. The conference was devoted to the results of television research in 2010 and discussion of activities in 2011.

In February 2011 TIC’s Analytical Service prepared a report on public service advertising in Ukraine in 2010. The report also analyzed the dynamics of PSA in some parameters in the 2008-2010 period.

In February 2011, TIC extended the current agreement for television audience measurement with GfK Ukraine to two years, namely until December 31, 2014.

In 2011, the company and its members were represented at the:

- Roundtable discussion: “Operations of Mass Media on the Internet: Problems and Prospects”, April 21, 2011
- Roundtable on discussion: “The Law of Ukraine “On Personal Data Protection” - punishing or protecting?”, April 20, 2011
- Committee hearings: “On the present state and prospects of the pharmaceutical industry of Ukraine”, April 20, 2011
- Workshop by the Taxation Committee of the Ukrainian Bar Association and the Council of Independent Accountants and Auditors: “Ukrainian Tax Code”, April 19, 2011
- Workshop: “Ukrainian Tax Code: new VAT accounting rules, everything about profit”, April 12, 2011
- Roundtable discussion: “Operations of Mass Media on the Internet: Problems and Prospects”, April 01, 2011
- Working session of TV and radio broadcasters: “Protection of local and regional broadcasters in the transition to digital television”, April 01, 2011
- Roundtable discussion: “How to ensure the transformation of the state broadcasting in Ukraine into public. Authority and public opinion”, March 24, 2011
- Meeting of representatives of central authorities concerning access by the hearing disabled people to the media through titration and sign language, March 23, 2011
- Roundtable discussion: “Development and Pricing Models in Outdoor Advertising: Perspectives for 2011”, March 17, 2011
- Expert workshop: “Personal Data Protection: European Standards and Legislation of Ukraine”, March 11, 2011
- Roundtable discussion on the Law “On Personal Data”, March 09, 2011
- Roundtable discussion: “Public hearings on the Draft Law of Ukraine" On Amending the Law of Ukraine “On Television and Radio Broadcasting” (in terms of compliance with the requirements of the European Convention on Transfrontier Television to the framework broadcasting concept)” (No. 6342) and “On amendments to some laws regulating copyright and related rights” (No. 6523)”, February 23, 2011
- Roundtable discussion on fulfilment by the media of the provisions of PACE and European Parliament resolutions on Ukraine, February 22, 2011
- Expert workshop: “Regulation of IPTV: European experience and its possible application in Ukraine”, February 21, 2011
- VII Congress “Ukraine towards the Information Society”, February 18, 2011
- Roundtable discussion: “Legislative initiatives in domestic advertising. Strengthening control over observation of laws”, January 31, 2011
- IV International Conference “Digital Terrestrial Television in Ukraine: Is the Solution Found?”, January 27, 2011
- Roundtable discussion: “Ukrainian Tax Code”, January 24, 2011