

MARKET4TV.COM WINS THE SILVER AWARD OF THE EUROPEAN SEAL OF EXCELLENCE IN MULTIMEDIA 2004



At the occasion of CEBIT, Europe's leading multimedia associations announce the winners of the European Seal of Excellence in Multimedia 2004. Mr. Oluf Ulseth, Norwegian State Secretary for Industry, gave the keynote speech at this important yearly event and congratulated the winners: *"Europe needs companies that create products and services that are ready to take on the world markets. The European multimedia Industry really has a lot to show for, and the winning companies have managed to distinguish themselves among the very best in the world..."*

In his introduction, Philippe Wacker, the Secretary General of the European Multimedia Forum, underlined the importance of the Seal as a visibility tool highlighting the European Multimedia Accelerator (www.e-multimedia.org/accelerator), a joint effort of Europe's multimedia associations to support their members' international business expansion. *"The Seal showcases some of the companies that our Accelerator is currently promoting internationally, both within and without Europe, particularly into the US and Asian markets"*.

The European Multimedia Associations' Convention - EMMAC (www.e-multimedia.org/associations) is the co-ordination platform of Europe's main national and regional multimedia associations. It is managed by the European Multimedia Forum. The EMF (www.e-multimedia.org) is the main European Trade Association promoting the competitiveness of the converging digital media industries in the global market place.

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MARKET4TV.COM is the only professional and secure online platform for the trading of TV programmes and audiovisual content.