

## 美国媒体巨头相中德国电视网络

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美国媒体巨头，沃尔特·迪斯尼，维亚康姆和AOL时代华纳都在准备竞标德国广播公司ProSiebenSAT.1, Kirch集团的首要资产之一。

标售Kirch在德国顶级商业电视网络中的52.5%股份，将给集团的管理者增加不少压力，因为他们曾信誓旦旦，绝不会出售ProSiebenSat.1.

然而，美国的传媒集团却认为该公司是Kirch资产中唯一有吸引力的东西。

路透社得到消息，说欲染指的几方可能会竞标ProSiebenSat.1的全部股份，而它的36%的股份是由公共持有。

一种消息说：“美国集团只对有意义的股份感兴趣，这将引发一场竞标，所以，真到了那一步，他们可能也会把目标瞄准全部股份。”

但另一种说法却称Kirch想把ProSiebenSat.1卖给鲁珀特·默多克的新闻公司或者是Silvio Berlusconi的Mediaset.

“Kirch将有可能更愿意卖给新闻公司或是Mediaset.看中ProSieben是一回事，而最有可能的买主又是另一回事。”

新闻集团产值通过它的子公司BSkyB拥有Kirch的首付——电视公司的22%，并且它想对它进行再投资。

新闻集团的首府运营官彼得·切尔曼周一时说美国的集团想在慢慢蔓延的德国媒体帝国中插上一脚。

“迄今为止情况还是太乐观，正因为如此，我们要在讨论中扮演一个主动的角色，这样当集团作决定时，我们才能有发言权，得到一个公平的价钱。”他说。

Kirch的高级电视总监迪尔特·哈恩周一时说，集团不会卖掉ProSiebenSat1,它有4个台，ProSieben, Sat 1, N24和Kabel 1。

但是Kirch必须在今年年底前还掉一半的债务。

集团周一将与银行和破产问题专家召开危急状况会议，会议上可能会建议Kirch部分休业。

尽管Kirch不想卖掉它的最初自由自由播放资产，但卖什么不卖什么，却是由集团的债权人来决定的。

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US media giants eye German TV network

Dan Milmo

Friday March 8, 2002

US media giants Walt Disney, Viacom and AOL Time Warner are preparing bids for German broadcaster ProSiebenSAT.1, one of Kirch Group's prime assets.

A bid for Kirch's 52.5% stake in Germany's top commercial TV network will add to the pressure on the group's executives, who have sworn they will not sell ProSiebenSat.1.

However, the US groups have identified the company as the only attractive asset in the Kirch portfolio, and have valued it at \$.8bn.

Sources told Reuters the interested parties would probably make bids for the whole of, which is 36% owned by public shareholders.

"The US groups would only be interested in a meaningful stake and that would trigger a bid so if it came down to it, they might as well go for the whole thing," said one source.

But another source said Kirch would prefer to sell ProSiebenSat.1 to Rupert Murdoch's News Corporation or Silvio Berlusconi's Mediaset.

"Kirch would probably prefer to sell to News Corp or to Mediaset. Looking at ProSieben is one thing but the most likely buyer is quite another," said the source.

News Corp owns 22% of Kirch's Premiere pay-TV operation through its BSkyB subsidiary, and it wants a refund on its \$.1bn stake.

Peter Chernin, the chief operating officer of News Corp, said on Monday the US media group wanted a say in the future of the sprawling German media empire.

"So far it has not been encouraging and that is why we are taking an active role in discussions so we

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1999年，世界银行调查每天生活水准不足1美元的6万名贫民，影响他们发展的最大障碍是什么。回答不是食品、住房或医疗卫生，而是自我发声的渠道。[1]如何在媒介生态的建设中，给弱势群体尤其是农村弱势群体一种声音，……

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该公司于1994年由上海广播电视发展总公司、上海电视台、上海人民广播电台和上海每周广播电视报组建、成立(已成立的子公司有“东方明珠出租汽车公司”，即将成立的子公司有“东……

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have a voice when the group is carved up and we get a fair value," he said.

Dieter Hahn, Kirch's most senior television executive, said on Monday the group would not sell

ProSiebenSat.1, which owns four stations: ProSieben, Sat 1, N24 and Kabel 1.

But Kirch must pay off half of its debt burden before the end of the year, with the bill estimated at anywhere between ?bn and ?bn.

The group is holding a crunch meeting with banks and insolvency experts on Monday, when it is likely a partial break-up of Kirch will be recommended.

Although Kirch would like to hang onto its prime free-to-air asset, the group's creditors will decide what is sold.

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