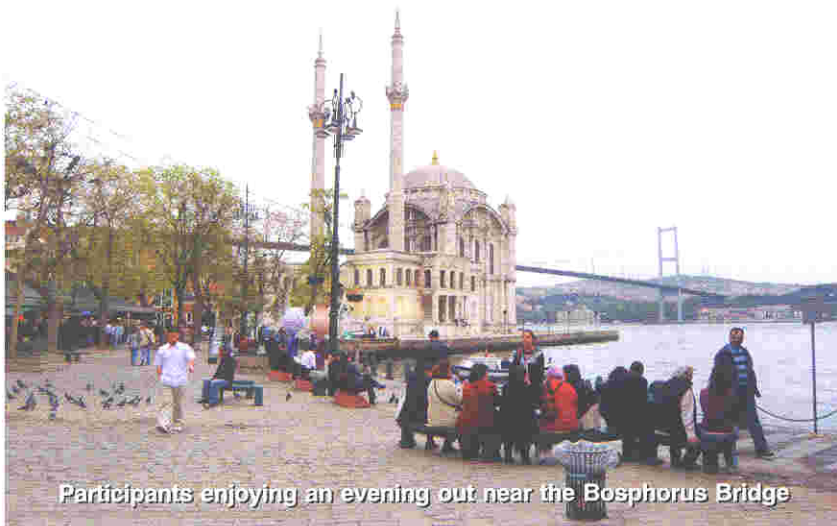


# New media raises thorny copyright issues



Participants enjoying an evening out near the Bosphorus Bridge

**T**he proliferation of new media has changed the relationship between broadcasters and music collecting societies who are demanding more payment for the use of their resources, the 14th ABU Copyright Committee Meeting was told.

Heijo Ruijsenaars of the European Broadcasting Union (EBU) warned Asian broadcasters that pressure from the major music publishers may be destroying the usual one-stop-shop collective rights clearance arrangements.

Recounting the European experience, Mr Ruijsenaars said broadcasters had to negotiate for a "simplified extension of collective agreements for music licensing

so as to include interactive online distribution of existing content".

ABU Programme Department Director Tatsuya Nakamura said: "Negotiations with music rights holders are getting more difficult because new media opens up more avenues for revenue generation for them."

The participants were also told of how the International Olympics Committee (IOC) has been changing its rights distribution policy due to media technology developments.

In a session dubbed 'Law of the Rings: Olympic Rights and Issues in Broadcasting', American lawyer Kelly Charles Crabb said as the IOC continues

to exploit new media and new sources of revenue, it will also face new challenges from piracy.

The topic was in line with a discussion on the ABU Tehran Declaration which calls on the IOC to give priority to free-to-air broadcasters in broadcast rights distribution for the Olympic Games.

## Treaty discussions

Participants also discussed the various reasons behind the failure of governments to settle their differences which led to the collapse of the broadcasters' treaty negotiations last year after a decade of lobbying.

They decided to carry on lobbying their respective governments to support the formulation of a treaty protecting the rights and interests of broadcasters by stressing the negative impact signal piracy has on broadcast services.

There was also a session on television formats that broadcasters wanted to protect by law as intellectual property. Court rulings on TV show formats were examined to determine which laws could be used to protect the intellectual property of broadcasters.

The Copyright Committee Meeting was held on 16-18 April in Istanbul, Turkey, with public broadcaster TRT as the host.

Australia's CRA and SBS, RTPRC/CCTV-China, TVB-Hong Kong, Japan's NHK and TBS, Korea's KBS and MBC, RTM-Malaysia, RTR-Russia, MediaCorp-Singapore, NBT-Thailand, KBP-Philippines and VOV-Vietnam participated.

KBP's Maloli Espinosa and TVB's Tina Lee were re-elected as the chairperson and vice-chairperson respectively for another two-year term. □



(From left) TRT's Deputy Director General (Finance and Broadcast) Dr Zeynel Koç and Director General İbrahim Sahin, Tatsuya Nakamura, Maloli Espinosa, and Tina Lee

# Workshop opens new opportunities for radio broadcasters

**A**BU radio members in Sri Lanka, Indonesia and Maldives witnessed an innovative approach to radio programming when 67 content creators and programmers participated in the ABU Radio Prizes Backpack Workshop in March-April.

The inaugural two-day event took place in Colombo, on the first leg of a two-country tour.

The ABU Programme Department has taken up this new activity to expose programme producers/directors to fresh ideas and themes for producing attractive programmes.

## Active participation

The initiative aims at encouraging members to actively participate in the ABU Prizes and to offer innovative entries for this annual contest.

The tour was part of ABU efforts to get more radio members involved in the radio prizes and to explain the requirements for entries. It was directed

at ABU radio members that generally do not participate in the ABU Prizes.

The Prizes provide a platform to share members' programming skills and talent, helping to produce better programmes.

The ABU Prizes Reform Working Party had previously suggested that members should be assisted with high quality content production, to enable them to contribute to the awards.

At the first stop of the tour in Colombo, 25 programmers, channel heads and radio DJs of Maharaja Broadcasting Corp and Independent Television Network took part in a two-day workshop. The objective was to identify how to take programmes to a higher level, keeping in view audience demands.

Participants had an opportunity to get to know some of the best radio productions of 2007 within the ABU membership. Over two days, several presentations were made on content creation, including 'How to Make Good Radio', which drew keen interest.

An important aspect was a summarised audio-visual version of 25 radio programmes, contributed by ABU members as entries to the 2007 Radio Prizes and short-listed for the awards.

Detailed listening sessions of the winning programmes, using translated scripts for assistance, generated a good amount of interest.

## Foreign exposure

The two-day workshop in Male proved to be a much-needed window on the outside world for the 18 programmers of the Voice of Maldives. The event generated a lot of discussion. It was evident that all the participants were keen to learn more about programming and needed more exposure to external content.

The third stop of the tour was in Jakarta where station directors, senior programmers, script writers, editors and DJs of Radio Republik Indonesia participated. Many of the 25 participants were from regional stations in other parts of Indonesia.

The level of enthusiasm was high. Participants were keen to learn and said they needed more exposure to content from other countries, something for which they had not had many opportunities.

The visits were also used to discuss members' major programming concerns with their senior executives, and look at their problems, strengths and needs for development.

In Colombo the event was hosted by MBC. The Voice of Maldives hosted the event in Male and RRI was the host in Jakarta. □



Participants of the Indonesian series of the workshop



# ABU Prizes TV workshop a hit with participants

**T**he ABU Prizes Backpack Workshop recently took off to China and Indonesia to raise the profile of one of the region's oldest broadcasting awards among 82 TV producers from two of Asia's most populous countries.

Participants of the workshops were briefed on the essential elements of the ABU Prizes 2008 contest to bolster their participation in the competition and raise the overall standard of the news and documentary entries in the contest.

The Jakarta leg of the event saw media consultant Matt Walsh presenting a day-long seminar to Metro TV staff on how to produce better programmes for submission to the ABU Prizes contest.

Previously a long-time CNN editor and producer, Mr Walsh delivered a wide-ranging talk on good journalistic practices, compelling visual storytelling and effective interviewing techniques.

"Metro TV has grown to become one of Indonesia's leading broadcasters and it was a privilege to engage in an exchange of ideas with its professionals.

"The ABU Prizes contest will certainly benefit from any increased participation



**Padhraic O Dochartaigh (right) with a few of the CCTV participants**

by the journalists and documentary producers there", he said.

The two-day workshop was conducted in a participatory manner, allowing participants to give comments, raise questions and give suggestions and feedback. The first day was dedicated to a screening session of the winning programmes in the 2007 contest.

## *Beijing leg*

Before Jakarta, the backpack workshop saw the chief jurist for ABU Prizes 2007, Padhraic O Dochartaigh of DW Akademie-Germany, present an overview of his experience judging the entries last year to participants of CCTV-China.

The Chinese participants had the opportunity to familiarise themselves with the ABU Prizes categories, formats and content via a lively question-and-answer session.

Last year's winners, Masahitsu Obara of NHK-Japan and Francis Tsang of TVB-Hong Kong, elaborated on their respective production techniques in

making their winning programmes for the 'Entertainment' and 'Children' categories.

At the end of the two-day workshop, Zhang Xin, the Director of Overseas Bureaus Management, Human Resources Centre at CCTV, felt that the workshop provided the participants with a valuable opportunity to create better quality entries for the TV categories of the ABU Prizes 2008 contest.

"The workshop is an effective and fruitful way to enhance the mutual understanding and cooperation between the ABU and CCTV," she said.

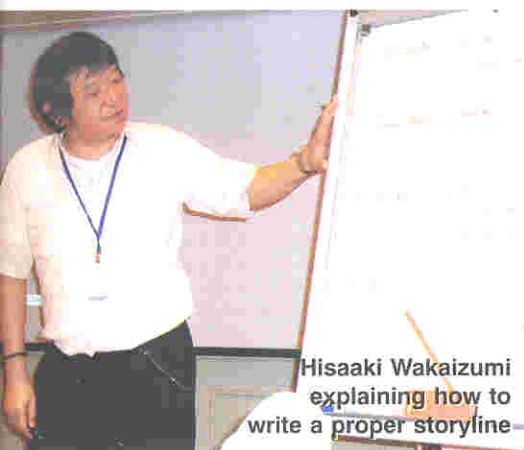
"The ABU Prizes TV Workshop has received growing attention and sparked interest from ABU members and may be viewed as a yardstick to measure one's content against current content standards from other members.

"The responses and feedback gained from the recent workshops indicate that the objectives of the ABU Prizes are being met," said ABU Senior Officer (TV), Hanizah Hamzah. ▣



**Matt Walsh receiving a token of appreciation from an RRI staff**

# Fresh ideas, story angles for children's drama



Hisaaki Wakaizumi explaining how to write a proper storyline

**I**t's all about coming up with something fresh, new, exciting and never seen before.

The new Executive Producer for the ABU Children's Drama Co-production series, Hisaaki Wakaizumi from NHK-Japan, intends to take the project to greater heights with a fresh injection of ideas and interesting story angles.

Mr Wakaizumi, who takes over from EBS-Korea's Chung Hyunsook, said enthusiasm in telling the story to children was imperative to producing a good drama for young audiences.

"Making dramas is like writing love letters. You have to craft how you want

to convey your enthusiasm and emotions to the recipient.

"I want the producers of this series to write their own 'love letters' to the children and think carefully how they want to bring across the underlying message," he said.

Participants of the fifth children's drama co-production are required to produce – at their own cost – a 15-minute drama episode based on the running theme 'Mental Growth'.

The target audience is children aged between seven and nine years. Upon completion of the series, each participating organisation will receive the other episodes cost and rights free.

## Screening session

Before the discussion of the new story lines of the fifth series, a screening session of episodes in last year's series was held to showcase the 10 completed pieces under the supervision of Ms Chung, the outgoing Executive Producer.

Ms Chung was "very happy and proud" to see that the project had come a long way since it was initiated in 2004.

"The series has become a part of my soul as I have helped to nurture the project over the years. Even though I am no longer the executive producer, I still consider myself the ambassador for the series. I show them to people wherever I go," she said.



Chung Hyunsook

One episode of last year's series stood out in particular. It was filmed by MNB-Mongolia using a mini DV camera in the Gobi Desert. The item bagged several awards including the BMW Special Award, UNESCO Special Award and Asian Prix Jeunesse.

"This is a classic example of how with limited resources, good coordination and collaboration with the executive producer of the series, the MNB producer could come up with an excellent piece," said ABU Senior TV Officer, Hanizah Hamzah.

The confirmed participants of the fifth drama co-production are NHK, RTB-Brunei, EBS, RTM-Malaysia, MNB, RTHK-Hong Kong, CCTV-China and BBS-Bhutan.

The second meeting of the fifth series will be held on 14-16 July in Kuala Lumpur. A sound engineer from NHK will be flown in for a one-day workshop on the last day of the meeting. □



Participants of the 5th Children's Drama Co-production



# ABU documentary screened at GMS leaders summit

**L**eaders of the six Greater Mekong Subregion (GMS) countries gathered at a summit in Vientiane, Laos, in March to discuss progress and chart future directions in GMS cooperation.

The summit's core idea of 'Enhancing Competitiveness Through Greater Connectivity' sought to deepen economic cooperation and integration efforts among the GMS countries in order to better meet development challenges and realise "a common vision of an integrated, harmonious and thriving subregion".

Echoing this theme, the ABU produced the documentary *'Faces of Progress: Successful Development in the GMS'*, to mark the event.

The video, screened on the sidelines of the summit, took an in-depth look at the development progress of these countries and the positive changes in people's lives due to enhanced development and economic cooperation among GMS countries.




Participants paying attention to the workshop facilitator

The 20-minute piece formed part of a larger ABU-Asian Development Bank broadcasting initiative that also saw the development of nine news feature items by national broadcasters, *'Profiles of Progress: Successful Development in the GMS'*. Material from these productions was also featured in the documentary.

Supporting the production outputs, the initiative included two training workshops held in Vientiane in November last year, with a follow-up in Kuala Lumpur in January 2008.

Both three-day workshops were attended by ABU member broadcasters from five key nations in the GMS and were aimed at increasing awareness of the GMS programme and improving the professional skills required to cover news related to the programme.

Participating broadcasters were: TVK-Cambodia, CCTV-China, LNTV-Laos, MCOT-Thailand, NBT-Thailand and VTV-Vietnam.

Completed productions are available for exchange between all ABU members cost- and rights-free. For more information on the project or to receive a preview DVD of *'Faces of Progress'* and *'Profiles of Progress'*, please contact [anom@abu.org.my](mailto:anom@abu.org.my). 



The ABU/ADB workshop participants

## Programming package

- *Profiles of Progress: Successful Development in the GMS* 9 x 5' News Features
- *Faces of Progress: Successful Development in the GMS* 1 x 20 Documentary

# ABU to coordinate daily coverage at global AIDS event

**T**he ABU, in partnership with the Global Media AIDS Initiative (GMAI), has announced an initiative for the news coverage of the International AIDS Conference, to be held in Mexico City on 3-8 August 2008.

The International AIDS Conference is the most important gathering for the release and discussion of scientific, programmatic and policy developments in the global response to HIV/AIDS.

As the largest and most diverse international gathering devoted to a global health issue, the conference brings together the movement of people responding to the epidemic to share lessons and together stake out the road ahead. An estimated 25,000 participants and 3,000 journalists are expected to attend.

The ABU-GMAI collaboration will support the attendance of Asia-Pacific



broadcast journalists and will result in the production and airing of broadcast reports throughout the duration of the conference.

"Leveraging our unique combination of online communications resources, global media partnerships, policy analysis, and health journalism programmes, the Kaiser Family Foundation (KFF) aims to elevate the global reach of the conference through a combination of activities," said Tina Hoff, KFF Vice President for Entertainment Media Partnerships, speaking on behalf of GMAI, an initiative

originally conceived by KFF and UNAIDS in 2004.

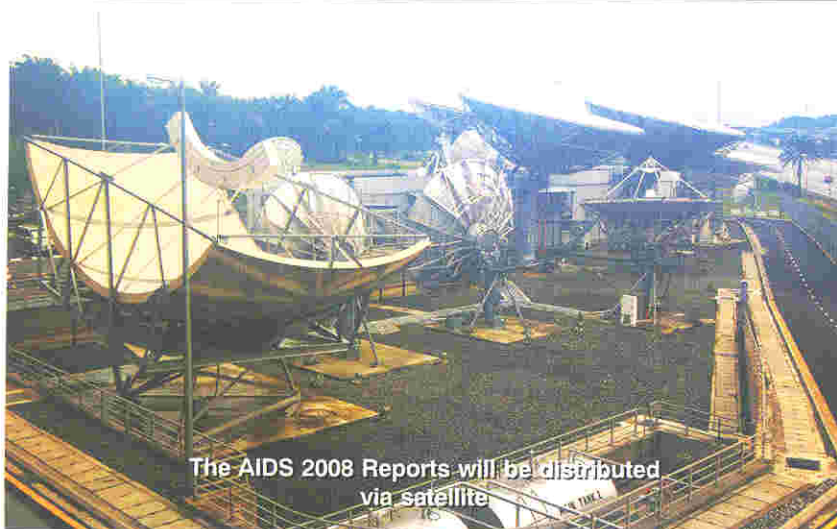
In line with this, KFF will serve as the official conference webcaster through [kaisernetwork.org](http://kaisernetwork.org); provide on-site workshops, satellite and production support to journalists from around the world in covering the conference; highlight the media's unique response to HIV; and provide policy information and data to conference delegates and the media.

Up to 10 broadcast journalists from Asia-Pacific national television organisations will create the 'AIDS 2008 Reports' in their national languages on issues covered in the forum and the implications for their home countries.

The ABU will coordinate satellite delivery of the reports to the journalists' home stations, as well as to all ABU members. The reports will also be supplemented with daily distribution of B-roll from the conference which will also be available rights-free.



**kaisernetwork.org**



In addition to the daily reports, participating broadcasters will attend two journalist training sessions at the conference: 'Reporting HIV/AIDS – Issues & Concerns' and 'Technical Briefings on HIV/AIDS'. The aim of the workshops is to build knowledge and a deeper understanding of various, and often complex, issues associated with HIV/AIDS.

The 'AIDS 2008 Reports' will be distributed under the banner of the ABU-Media Awareness Exchange. Satellite coordinates and additional information on the initiative will be posted on the MAE home page ([www.abu.org.my/mae](http://www.abu.org.my/mae)). For information on the KFF network, please visit [www.kaisernetwork.org](http://www.kaisernetwork.org).



# ‘Wake-up call on sanitation needed’



Poor water supply and sanitation-related diarrhoea kill nearly 4,000 children every day - Pix by ADB

**B**roadcast media need to give governments a much-needed ‘wake-up call’ on sanitation conditions in their countries before the already serious problem escalates, producers were told during a television news workshop in Kuala Lumpur recently.

They heard that in many developing nations in Asia, children are primarily affected by the diseases that are spread due to poor sanitation. Diarrhoea is the main cause of death amongst Asian children – poor water supply and sanitation-related diarrhoea kill nearly 4,000 children every day, a staggering figure which is five times higher than HIV/AIDS.

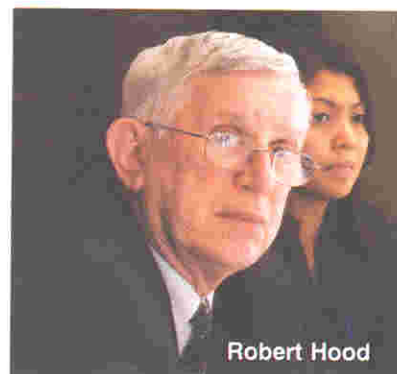
According to research by the Asian Development Bank (ADB), these children can be saved from death if they have access to improved sanitation.

Disease is not the only factor driving organisations such as the ADB to do something about this. Dignity is another – to have the much needed privacy in a secure and safe facility is also a key need, particularly amongst women.

But the news isn’t all bad. According to Robert Hood, ADB Water Team Consultant, there are affordable solutions. “If governments need an impelling reason to act, then they should know that sanitation pays off not only in the quality of life and environment of the individual and the

community, but also in tangible economic and financial terms.”

Mr Hood said this during the ABU-ADB Regional Television Training Workshop on ‘Coming Clean on Sanitation’ held in Kuala Lumpur from 9 to 11 April.



**Robert Hood**



Five producers representing national broadcast companies from five countries across Asia participated in the workshop. They were from CCTV-China, Metro TV-Indonesia, PTV-Pakistan, ABS-CBN-Philippines and VTV-Vietnam.

The main goal of the workshop was to create awareness on sanitation, while increasing the producers' professional skills.

"Like many of the ABU workshops, we have two goals – to raise the participating producers' awareness about a key issue, like sanitation, and to raise their professional skill level, to help them tell this and all their stories in a clearer, more memorable way," said Matt Walsh from Media Advisers Asia who was the trainer for the workshop.

The producers found the workshop useful. Maria Donnabel Cueto from ABS-CBN said: "Through this workshop, I realised that sanitation is not only a problem in my country but also in others. I now know that there are organisations out there that are willing to assist each country to tackle the sanitation problems."



Proper toilets need to be built to address sanitation problems – Pix by ADB

"Mr Walsh imparted knowledge which was useful to me as a producer," added Ms Cueto. "ABU should always conduct these types of workshops because these workshops not only make countries aware of their condition, but help to hone the knowledge and capability of content producers."

Following the workshop, each producer will submit a short three-

to five-minute news segment which concentrates on the problems and sanitation solutions in each country. These pieces will then be sent to the ABU post-production centre in order to be compiled into a half-hour documentary. The documentary will be made cost-and rights-free to all ABU members.

### Collective effort

"The outcome of this ABU workshop is eagerly awaited. It is hoped through the collective efforts of ABU and the country producers, a much-needed documentary will be produced.

That documentary will visually convey to government decision makers and the community the impacts of poor sanitation, the urgency of the issue and affordable solutions," said Mr Hood.

The producers and other broadcasters are encouraged to air the completed documentary as a lead up to the 2008 World Water Week to be held in Stockholm, Sweden on 17-22 August.

For more information on the ADB and the Sanitation Report, please visit the ADB website at [www.adb.org/water](http://www.adb.org/water). □



From left (back row): Arsalan Asad, PTV; Wang Er Quan, CCTV; and Nurshinta Ruswandani, Metro TV. From left (front row): Maria Donna Cueto, ABS-CBN; and Nguyen Thi Kim Oanh, VTV