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Prize winners of the 10th International Radio Festival pose for a group photo after the prize giving ceremony at the IRIB Convention Centre

IRIB occupies not just a building, but a whole complex of buildings on a very attractive, leafy campus beneath the Alborz mountains which overlook northern Tehran.

We were toured round some of the many huge production studios of IRIB radio, all large enough to hold a full symphony orchestra and sizeable audience. In one of these studios, devoted to recording a drama, the actors and directors (along with a foley artist) performed as if live, with production music fed in as the performances were being captured.

The IRIB environment is entirely digital, from recording and editing, to programme delivery to air.

The television studios are similarly well-equipped, with sets for several news programmes located in the middle of the working newsroom.

A scale of a different order was seen in the highlight of the excursion day – a visit to the ancient city of Persepolis. The ruins to this remarkable site now

have UNESCO world heritage status, and it's not hard to see why.

On an impressive podium in front of bare, rocky hills which wrap round it like a stage backdrop, Persepolis is an atmospheric place which awakens the imagination.

Full of epic gateways, pillars, and statuary, it's also got the most delicate and individualised bas-reliefs, together conveying the splendour of life in the palace 2,500 years ago.

Exemplifying the full glory of the Persian Empire during the Achaemenid dynasty, the site is all the more impressive for having so few visitors, and feeling so remarkably Ozymandian as a result. Only a few hundred in total were visiting on the day of the excursion, and we wandered like ants amid the ruins.

And then there are the equally breathtaking Tombs of the King of Kings, in a cliffside setting some ten kilometres distant. Here the remains of a number of Achaemenid kings are

buried in a most impressive location enlivened only by a flock of swallows which circled constantly in the still, hot, air.

We also spent time in an old fort and the atmospheric bazaar in the nearby town of Shiraz, where everyday life seemed to amble on.

We were privileged to see a number of museums which contained treasures from the pre-Islamic and Islamic periods of Iranian history, nearly all of them visually gorgeous as well.

The use of traditional design was an appealing feature of the contemporary tombs of several leading poets, and a garden which was intended to emulate paradise. With abundant beds of flowers in full scent and fountains, these park-like venues were an attraction for local visitors as well during the day and night.

The contrast between this austerity and simplicity, and the pretensions of the palace of the last Shah, which now houses a museum, could not have been greater. ■



Parni Hadi, President of Radio Republik Indonesia, makes a point during Gerd Leonard's second-day workshop on the future of radio

# 10th International Radio Festival

Title	Winner's name	Organisation	Place	Title	Winner's name	Organisation	Place
<b>Documentary</b>				<b>Religion and Globalization</b>			
Hello, this is Yi Mu	Zhaxidunzhu	China National Radio-China	1st	Two Religions, Two Worlds, Are They Really?	Dejan Fujs	Radio Murskival-Slovenia	1st
The lesson of Vox pop	Kamran Boroumidah	IRIB, Radio Quran-Iran	2nd				
The Paper Trail	Peggy Giakoumelos	SBS-Australia	2nd	<b>Environment and Natural Resources</b>			
<b>Commercials</b>				Where the Buffalo Roam	Sarah Passmore	RTHK-Hong Kong	1st
Ardebil Carpet Festival	Soghra Farshi	IRIB, Ardebil-Iran	1st	<b>Director</b>			
<b>Announcement</b>				Rhino	Bahram Sarvari Nejad	IRIB-Iran	1st
Announcement Radio Al-Bilad	Mohammad Adnan Al Rubaye	Radio Al Bilad-Iraq	1st	Christmas with the taste of Olive	Bahram Noori	Islamic Republic of Iran Broadcasting (Gilan)	2nd
Crystal Hell	Mahnaz Hashemi	IRIB, Radio Alborz-Iran	2nd	<b>Actor/Actress</b>			
<b>Radio Competition</b>				Rhino	Mahdi Namini Moghadam	IRIB-Iran	1st
Radio Quiz: Family No.1 (HIV)	Meenu Khare	India	1st	General	Amin Aban	IRIB, Alborz Radio-Iran	2nd
Max95	Bashir Jafari Nia	IRIB, Radio Tehran-Iran	2nd	<b>Announcer</b>			
<b>Podcast</b>				Festival Announcement	Faterneh Ale Abbas	IRIB-Iran	1st
My reports	Sayyed Mohammad Mahdi Rokni Hoseyni	IRIB, Radio Maaref-Iran	1st	Announcement Voice of Youth	Hayat Makarn	Arab Syrian Radio-Syria	2nd
Topic	Maryam Noori – Masoud Noori	IRIB, Radio Isfahan-Iran	2nd	<b>Reporter</b>			
<b>Creative Programming</b>				Singing to the Heaven	Feng Huling	China National Radio-China	1st
Night Don't Let Me Sleep	Joaquin Cofreces	NIL-Independent Producer-Argentina	1st	Agha dar	Mehmoosh Sabetnia	IRIB-Iran	2nd
Partner Failon and Sanchez	Esperanza Quong	DZMM Radyo Patrol Sais Trenta, ABS-CBN Broadcasting Corporation-Philippines	2nd	Wild Flowers	Zeinab Kuchakian	IRIB-Iran	2nd
Book and Bullet	Faride Seiedein	IRIB, Khorasan Razavi-Iran	2nd	<b>Presenter</b>			
<b>Radio Drama</b>				Radio Quiz, Family No.1 (HIV)	Vivek Shrivastava	AIR-India	1st
Rhino	Farshad Azarnia	IRIB, Drama Centre-Iran	1st	<b>Host</b>			
Mother – story – sleep	Sohella Nosrati	IRIB, Kermanshah-Iran	2nd	Candle's Night	Maki Yanai	TBS-Japan	1st
<b>Station ID</b>				Max95	Ehsan Karami	IRIB, Tehran Radio-Iran	2nd
Station ID	Dmitry Pavlov	First National Channel of Belarusian Radio-Belarus	2nd	<b>Sound Manager</b>			
<b>Family A new axis for Development</b>				Sniper Louis Bread	Andrzej Brzoska Qasem Rezaie	Polish Radio-Poland IRIB, Ardebil-IRIB	1st 2nd
Migration	Hamid Reza Salahshoor	IRIB, South Khorasan-Iran	1st	<b>Effector</b>			
<b>Peace and Friendship among Nations</b>				Night Don't Let Me Sleep	Joaquin Cofreces	(Independent Producer), Argentina	1st
Why War?	Tayebeh Sheikhzadeh	IRIB, Youth Radio-Iran	1st	Beep	Davod Mohammadi	IRIB, Mazandaran-Iran	2nd
Christmas with Special Olive taste	Mehmoosh Sabetnia	IRIB, Gilan-Iran	Prize	<b>Writer</b>			
<b>Radio and Youth Needs</b>				Mahkhunik	Masoud Hassani	IRIB, South Khorasan-Iran	1st
Korean's Most Beloved Tales	Soon Young Hong	KBS-Korea	1st	Ripples in a Still Pond	Anuba Mukherji Sen	AIR-India	2nd

ABU Children's TV Programme Item-Exchange Meeting and Workshop

## Good work despite cultural differences

The trainers at this year's ABU Children's TV Programme Item-Exchange meeting and workshop lauded the quality of programmes produced by participant producers despite the differences and barriers in language and in cultural background.

Despite some people being discouraged from travelling because of the outbreak of influenza A (H1N1), the attendance was promising.

This week-long event featured three days of programme screening and a two-and-a-half-day workshop. A total of 142 short programmes (50 ABU items and 92 EBU items) from 28 participants from 15 organisations were screened and exchanged. These comprised programmes from the Asia-Pacific, Europe, Latin America and Africa. The categories were: how

things are made, nature and animals, children's stories, and innovative and experimental programming.

Christoph Biemann and Sabine Ennulath from Germany – who are currently producing youth programmes for German public broadcaster ARD – facilitated the workshop, which focused on how to create 'Effective and Entertaining Magazine Structure'.

During the practical workshop, participants were divided into three groups, with each group provided with two cameras, non-linear editing machines, editors and lighting equipment. The meeting venue was instantly transformed into a mini studio.

For the first time in the history of the Children's TV programme exchange, ABU and EBU producers worked



Participant producers collaborating at the practical workshop session



(From left) Trainers Sabine Ennulath and Christoph Biemann explain what makes a good TV magazine



Participants brainstorming ideas for their project

together to produce experimental magazine programmes using the items screened at the meeting, under the supervision of the two trainers.

This year's meeting welcomed newcomer Edu-TV/Mongolia, of which Bud Lavsandulam, Head of Children's Department, and Byambaa Badamtsetseg, Programme Producer/Editor, were representatives.

Since its first workshop in 1991, this event has grown into a platform for children's programme producers across the Asia-Pacific and beyond to meet and exchange ideas for further development. ●

# ABU Prizes 2009 finalists

This year's ABU Prizes saw a total of 187 entries from 53 member organisations over 27 countries. Of these, 122 are in the TV category and 65 in the radio category.

After a three-month long selection process, the panel of judges for the ABU Prizes, have shortlisted candidates listed below. These entries were judged

based on the criteria of target and aim, originality of content, structure and production technique.

The winners will be announced and awarded on 5 October 2009 at the ABU Prizes Night during the ABU 45th General Assembly and annual meetings in Ulaanbaatar, Mongolia.

## ABU Prizes TV finalists

### Children

1. TRT-Turkey
2. MNB-Mongolia
3. EBS-Korea
4. ZDF-Germany

### Programme title

Surprise  
Can you...?  
Docutale, a Snail  
"Logo! Extra": Who will be the most powerful man in the world?

### Documentary

1. RTPRC/CCTV-China
2. SBS- Australia
3. MBC-Korea
4. KBS-Korea

Dream Weavers-Beijing 2008  
First Australians Series 1 (Episode 4)  
The Land of Dinosaurs  
Mysterious Food is Born

### Drama

1. RTHK-Hong Kong
2. JCCTV-Qatar
3. TBS-Japan
4. NHK-Japan
5. KBS-Korea

Equal Opportunities Special  
My Siblings and I  
Ties of Shooting Stars  
A Samurai's Devotion (Ep. 2: Crybaby Yoroku)  
Woman in the Sun

### Entertainment

1. MediaCorp TV-Singapore
2. RTHK-Hong Kong
3. SBS-Korea
4. NAB/YTC-Japan
5. TBS-Japan
6. NAB/MBS-Japan

Come Dance With Me  
The Seven Little Fortunes  
Capture the Moment – What in the world?!

2008 Japan International Birdman Rally  
The Iromonea  
Ode To Joy: 10,000 Voices Resound!

### News

1. Pheonix TV-Hong Kong
2. NHK-Japan
3. RTHK-Hong Kong
4. TVB-Hong Kong

Breaking News – The Great Sichuan Earthquake  
China in a Torrent: The Patient Parade  
Hong Kong Connection – why did school building collapse?  
News At 6.30: Sichuan Earthquake

### Sports

1. SBS-Australia
2. NHK-Japan
3. IRIB-Iran
4. SBS-Australia
5. RTPRC/CCTV-Iran

2008 Tour de France – Opening Titles  
The 88th Emperor's Cup: All Japan Football Championship Final  
Sport Outlook 2  
The World Game – Opening Titles  
Wushu Masters

### Youth

1. NHK-Japan
2. ZDF-Germany
3. IRIB-Iran
4. KBS-Korea

Tackling Online Bullying  
What do you do?  
Hunter  
The School Song Transformation Project

### Special Jury Prize

1. KBP/ABS/CBN-Philippines
2. MNB-Mongolia
3. SMO-Afghanistan
4. Metro TV-Indonesia

Hawkeye  
Can You...?  
The Hand Print: Ornid  
Tears of Bangka Island

### Category

TV Youth  
TV Children  
TV Documentary  
TV Documentary

## ABU Prizes Radio finalists

### Children and Youth

1. MNB-Mongolia
2. KBP-ABS-CBN/DZMM, Philippines
3. NHK-Japan
4. RRI-Indonesia

### Programme title

Nomadic Culture  
What's New : Year-End Report Special (Bago Yan Ah!)  
On the Stairs at Night  
The Rain Friendly

### Documentary

1. RTHK-Hong Kong
2. NAB/Tokyo FM Broadcasting Co Ltd, Japan
3. KBS-Korea
4. NAB/MBS-Japan

Around the World on the Olympic Trail – London 2012  
Sonoko's Letter  
Report on Sexual Assault: No Country for Girls  
13 Years in Prison

### Drama

1. NHK-Japan
2. RRI-Indonesia
3. RTPRC/CNR-China
4. RNZ-New Zealand

Starting Over  
Haunted  
A Heroic Monk in Earthquake  
The Moehau

### External Broadcasts

1. RTPRC/CRI-China
2. BBC-United Kingdom
3. IRIB-Iran

How Far Away is Sudan?  
Our Questions  
Media's Role

### Infotainment

1. VOV-Vietnam
2. RRI-Indonesia
3. IRIB-Iran
4. RNZ-New Zealand

Programme On Cultural Exchange between Vietnam's Ethnic Groups  
Rama Shinta  
Chance Khatoon  
The Secret Life of 'Minders'

### News

1. MediaCorp-Singapore
2. IRIB-Iran
3. ABC-Australia
4. RTHK-Hong Kong

Lifting The Veil On The Malay Underworld / Help for Juvenile  
Rhythm of Life  
Nepal Protests  
Death Note

### Special Jury Prize

1. MNB-Mongolia
2. Radio Bangladesh FM-Bangladesh
3. Voice of Maldives -Maldives
4. MNB-Mongolia
5. Radio Bangladesh FM-Bangladesh
6. SMO-Afghanistan

Nomadic Culture  
Me the Heroine  
Once a Day, Once a Day  
When the World Changes  
The Tangle-less Love  
The Hand Print

### Category

Radio Children & Youth  
Radio Documentary  
Radio Children & Youth  
Radio Documentary  
Radio Drama  
Radio Drama

# Broadcasters Treaty moves forward

An ongoing issue, discussions on the proposed Broadcasters Treaty continued at the 18th WIPO SCCR Session (World Intellectual Property Organisation, Standing Committee on Copyright and Related Rights) in Geneva in May.

The ABU was represented by the Chairperson of the ABU Copyright Committee, Maloli Espinosa of KBP-Philippines, Secretary of the Copyright Committee, Yukari Kojo of NHK-Japan, and the ABU's Legal Counsel, Axel B Aguirre.

Also present to lobby other governments were representatives from NAB-Japan and other broadcasting unions, namely, the European Broadcasting Union (EBU), the African Union of Broadcasting (AUB), North American Broadcasters Association (NABA) and Association of Commercial Television of Europe (ACT).

The member states (WIPO members from governments of different countries) have expressed the will to continue working on an international instrument for the protection of broadcasting organisations.

Through the WIPO, the member states invited experts and resource speakers for an Information Meeting

to help them understand the current conditions of the broadcasting environment. Regional seminars were likewise planned by the WIPO in the coming months.

The speakers addressed a range of topics: Developments in the Broadcasting Industry, Developments in Broadcasting Technologies, Technological Developments in the Broadcasting Industry, The Perspective of Developing Countries, Broadcasting and Development, Sports Broadcast Piracy, The Production of Broadcasts and Remuneration of Rights: A Business Perspective; Broadcasting and Governance, Broadcasting and the Public Interest, and Broadcast Infringements: Case Studies.

The Information Meeting, which ran alongside the 18th WIPO SCCR Session, highlighted the pressing issue of signal piracy. Based on industry estimates, it was reported that in 2008 US\$1.75 billion was lost in piracy in Asia alone.

The meeting also urged the members to shed light on sports broadcast piracy, particularly on the Internet, because this issue has posed a huge problem for sports rights owners. Realising the unabated problem of broadcast signal piracy, most member states have expressed the need to speed up work on the Broadcasters Treaty. ●

## Milestones of International Broadcasting Treaties

### 1961 – Rome Convention

The 'International Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organisations' concluded in Rome. It set the minimum international standards of protection for broadcasting organisations in respect of their broadcasts.

### 1974 – Satellites Convention

The 'International Convention Relating to the Distribution of Programme – Carrying Signals Transmitted by Satellite' concluded in Brussels. The treaty was designed to combat piracy by requiring the Contracting States (governments) "to take adequate measures to prevent the distribution on or from its territory of any programme-carrying signal by any distributor for whom the signal emitted to or passing through a satellite is not intended".

### 1994 – TRIPS Agreement

World Trade Organisation-Member States adopted an agreement on trade related aspects of Intellectual property rights. This treaty obliges Member States not party to the Rome Convention to provide under their national law an equal level of minimum legal protection to beneficiaries under the terms of the Rome Convention.

### 1998 – WIPO Discussion on Protection of Broadcasting Organisations

The WIPO started discussing the possibility of creating a new international treaty for the protection of broadcasting organisations at the WIPO SCCR. SCCR is an expert committee within the WIPO of a technical nature established to consider emerging issues in the copyright and related rights.

### 1999 – Submission by the ABU and other broadcasting unions of draft on Broadcasters' Treaty

The ABU, together with other broadcasting unions, submitted a draft treaty for the protection of broadcasting organisations. It was discussed at the 2nd WIPO SCCR Session.

### 2006 – WIPO General Assembly Meeting

The WIPO General Assembly agreed to convene a Diplomatic Conference in 2007, the last step in the treaty-making process. Revised Draft Basic Proposal was submitted by the Committee.

2007 – WIPO General Assembly fails to achieve consensus to convene diplomatic convention. It required WIPO SCCR special sessions to agree on signal-based approach, its objectives, specific scope, and object of protection of treaty.



Secretary Yukari Kojo and Chairperson Manoli Espinosa of the ABU Copyright Committee

# Media 'plays crucial role' in climate change

The role of the media is crucial in highlighting the importance of tackling climate change, ABU members attending a high-level climate change forum in Manila have been told.

A leading thinker and researcher on climate change, Rajendra K Pachauri, made the remark in a briefing for ABU participants at the 4th Asia Clean Energy Forum (ACEF) in June.

"What gives me optimism about climate change is that media is circling at the centre of what is happening," he said.

Dr Pachauri chairs the Intergovernmental Panel on Climate Change (IPCC), which shared the 2007 Nobel Peace Prize with former US Vice-President Al Gore. He is also the Director-General of The Energy and Resources Institute (TERI).

Policymakers, private sector firms, non-governmental organisations and ABU members from across Asia gathered at the Asian Development Bank (ADB) headquarters on 17-19 June for the forum titled 'Investing in Solutions that Address Climate Change and Energy Security'.



Dr Pachauri speaking at the forum on climate change



Participants from 13 countries attended the forum at the Asian Development Bank headquarters in Manila

The President of the ADB, Haruhiko Kuroda, said: "Climate change presents a daunting challenge – perhaps the biggest ever faced by humanity. But it also provides an opportunity to transition towards a more sustainable growth path.

"Developing countries cannot be denied the chance to share in the planet's wealth. They can, however, choose to approach economic development differently by leapfrogging directly to more energy-efficient and sustainable solutions."

The forum's main purpose was to promote best practices in policy and finance to catalyse actions that respond to the region's climate, access and energy security challenges. It also served as a precursor to the United Nations Climate Change Conference (COP15) that will be held in Copenhagen in December.

The ABU brought 19 broadcast

journalists and producers from 13 countries from the Asia-Pacific region to the forum to attend training on climate change, participate in the forum and file reports from the event.

At least seven participants fed news stories on the conference to their respective stations, while a satellite feed of interviews and other material was provided to all ABU members.

Among the key announcements to emerge from the forum was a pledge of US\$2 billion annually by the ADB towards the Clean Energy campaign.

In closing the forum, Philippine President Gloria Macapagal Arroyo pledged that five-million compact fluorescent lamp (CFL) bulbs would be provided to various parts of Manila as part of the Philippines' commitment to the ADB's Clean Energy initiative.

ABU participation in the forum was part of a 18-month ABU-ADB partnership on climate change, which will see an additional regional production workshop in Kuala Lumpur in November, 2009.

An ABU delegation will also attend the Copenhagen meeting in December. ●



ADB President Haruhiko Kuroda makes a point

# BBC pleads for key sports to stay free

**Making an impassioned plea for Listed Events to be confirmed, the British Broadcasting Corporation (BBC) has said live coverage of sporting events for free to air television is essential to the fabric of a sporting and cultural nation.**

The BBC said in its submission to the Davies Inquiry that not only should the list be retained but that it should be expanded to include other events such as live cricket and football.

The BBC's submission argues for the retention of listing and suggests that the current list be expanded to include events of resonance in the Home Nations and some live cricket.

As the UK *Daily Telegraph* disclosed, the BBC did not call for live Test match cricket to be restored to the A-list, arguing that the commercial impact on the game may be too great to justify the wider reach that free-to-air coverage would bring.

The only significant changes it demands is that the criteria by which events are listed be broadened to reflect the "importance of particular sporting events in the devolved nations".

On that basis it called for all Home Nations football qualifiers for World Cups and European Championships to be added to the A-list of live events in the respective nations, along with Welsh rugby union autumn and Six Nations internationals, the Commonwealth Games and the finals of the 50 and 20-over cricket world cups.

Former FA executive and BBC journalist David Davies was commissioned to review the system earlier this year, and the BBC's submission is the most strident argument he has heard for retaining the current system.

While most governing bodies and Sky, the dominant pay-broadcaster, have argued that sports should be free to choose who they sell their rights to, the BBC argues that listing is in the national interest.

Citing academic studies of the social and cultural impact of televised sport as well as audience research by Ipsos Mori, it concludes that listing remains relevant and vital to the wider national health.

"Sport is at the centre of UK culture; it can break down barriers, it can provide a common language and it can be an agent for transformation," the submission states.

"There is still a massive virtue in the UK being able to come together for the biggest sporting moments, from the football World Cup to Wimbledon. And there is a widespread expectation among the UK public that the major sporting events will be available on a free-to-air basis.

"We believe it is vital that the review of listed events places the interests of the UK audiences first and foremost."

The BBC argues that from listing works even in the new multi-channel fragmented media landscape, and has not prevented sports rights increasing in value by an average of 15 percent year-on-year, nor the emergence of Sky as a hugely successful broadcaster with more than 5 million subscribers.

Arguing that the audience willing to subscribe to pay-TV is finite and has levelled off in recent years, the BBC contends that listing is crucial if sports are to retain their connection with the wider public.

"Without universal, free-to-air availability the social and cultural

value of the biggest sporting events would be severely diminished...Our research indicates that the vast majority of viewers would be lost to sport if they had to pay a specific fee for the privilege," it submits.

"The UK has a successful mixed ecology within sport broadcasting; a bedrock of major events that are available to the whole UK population, supplemented by additional services for sports fans who are willing and able to pay for greater choice. Plurality is good for viewers."

The BBC also claims that with UK society more culturally fragmented than ever before sport is one of the few sectors capable of providing unifying "shared moments in the calendar".

The BBC's focus on audiences above the commercial interests of governing bodies, many of whom could increase the value of their rights were they free to sell them without restriction, will be seized on by its critics.

With guaranteed licence-fee income of around £3 billion (US\$4.8 billion) a year the corporation already enjoys financial security its commercial rivals cannot match, and Sky contends that listing hands it another indefensible advantage.

Arguing for an unmediated market in sports rights Sky's Chief Executive Jeremy Darroch has argued forcefully that the licence fee already constitutes an intervention in the market place, and that listing is a step too far. ●

## The BBC's proposed list

The BBC argues that the current A-list, protecting live coverage, and B-list, protecting highlights, be amended. The A-list it says should be split into three categories; A1 'Conversation' events, A2 'Resonance in the regions', and A3 'Pinnacle' events, where the final or highlight of a season be protected. The BBC's proposed additions to the list are marked with an asterisk.

### A1 Conversation events

Winter and Summer Olympic Games  
FIFA World Cup  
UEFA European Championships

### A2 Resonance in the regions (broadcast live in relevant nation)

FA Cup final  
Scottish Cup final  
Home Nations football qualifiers, home and away games  
The Commonwealth Games  
Welsh rugby union autumn and Six Nation internationals

### A3 Pinnacle events

Wimbledon men's and women's finals  
Rugby League World Cup final  
Rugby League Challenge Cup final  
Cricket World Cup final  
World Twenty20 final  
Grand National  
The Derby

### B-list (highlights)

Wimbledon Championships  
Rugby World Cup  
Cricket World Cup (all games)  
World Twenty20 (all games)  
Six Nations (all games)  
Open Championship  
Ryder Cup  
England home Test matches  
Lions Tours  
Women's football World Cup and European Championships, cricket World Cup finals involving Home Nation teams.

# Premier League deal in China opens up possibilities for other Asian markets

by John Barton

China has moved to provide free access for Premier League (PL) matches which will give a boost to other broadcasters in the region who have been trying for some years to gain a foothold.

Pay operator WinTV has sold rights to one live match and weekly highlights to Guangdong TV in a move that will bring much joy to the free-to-air market, and the executives of the PL.

For some years now the chiefs of the PL's twenty clubs have been concerned about the lack of 'eyeballs' in Asia, especially as the potential audience of nearly US\$4 billion is by the far the biggest in the world. The bigger the audience the greater the opportunities for sponsors and advertisers.

But the market has been dominated by pay/cable operators particularly ESPNStar (ESS). The PL telecasts, along with cricket, are by far their

most valuable properties driving subscriptions to an historic high.

ESS is in 24 countries, broadcasting on 14 channels to over 200 million homes (ESPN claims over 140 million, and Star close to 70 million).

Add in other cable operators such as StarHub-Singapore and I-Cable-Hong Kong, and the big regional telcos, and you can see why the competition for the PL property is so intense. In the current contract Asia is paying upwards of US\$1.25 billion over three years.

Big dollars and ones that simply cannot be matched by domestic free-to-air broadcasters.

The real competition in the next PL tender will once again come from the pay industry and telcos like Singapore's SingTel who feel they can leverage the asset across various media platforms, including free-to-air, and therefore provide stiff competition in the bidding process.

The battle lines were drawn some years ago in the pursuit of the highly desirable football matches and nothing will change in the new contract, other than the real possibility of at least one live match and a highlights programme having to be passed on to local broadcasters.

The PL experimented with such a deal in Sub-Saharan Africa and, according to their head of Television Services, Phil Lines, it was a good fit.

The pay industry got by far the biggest slice of the product, and the free-to-air market was served as well, albeit with only one game. But that's better than nothing.

So, the lead given in China by WinTV will make the free-to-air market feel optimistic about their chances in the coming tender especially if a package is reserved for them.

The Premier League's Commercial Director, Richard Masters, without

confirming what the tender will offer, has said that their approach was to obtain strong revenue growth with attractive viewing figures.

PL figures show that only 13.1 million viewers watch the league each week, leaving billions of potential fans out in the cold. It is one reason, analysts say, why in China basketball has become the dominant sport serving up hundreds of millions of viewers on free-to-air each week.

"We have many pay-TV partners in Asia and we have a responsibility to maximise revenue for our clubs so that we can continue to attract the best players in the world," Mr Masters told the Chinese Football Industry Development Forum.

"That said, we are obviously happiest when we can match strong revenue with good viewing figures. We want as many people as possible to see Premier League matches," he said. ●

## Calendar of Events 2009

<b>September</b>	4-5	UNESCO International Conference on Broadcast Media and Climate Change	Paris
	7-13	OBS WBB – London 2012 Olympic Games	London
	9-12	ABU/ADB In-Country Workshop with CCTV-China	Beijing
	10-15	IBC 2009 Conference and Exhibition	Amsterdam
	30	ABU annual meetings commence	Ulaanbaatar
<b>October</b>	1-4	ABU annual meetings continue	Ulaanbaatar
	5-6	46th ABU General Assembly	Ulaanbaatar
	3-5	13th Congress of International Olympic Council (IOC)	Copenhagen
	8-9	EBU Sports Assembly	Cyprus
	12-15	Sportel	Monaco
	26-28	IWBM – Commonwealth Games Delhi 2010	Delhi
27-31	ITU WP6 and Secondment at the EBU	Geneva	
<b>November</b>	1-16	ITU WP6 and Secondment at the EBU continues	Geneva
	4-5	Asiavision Coordinators' Meeting	New Delhi
	4-7	CASBAA Convention	Hong Kong
	4-7	Broadcast & Multimedia Show (BMS)	Jakarta
	9-10	Asia-Europe Media Dialogue	Amsterdam
	12-13	4th World Electronic Media Forum (WEMF4)	Mexico City
	17-18	ABU/ADB Climate Change Workshop	Kuala Lumpur
	23-24	ABU/IFA Football Symposium	Kuala Lumpur
	23-30	ITU WP6, WBU-ISOG	Geneva
<b>December</b>	7-8	IOC RTV Commission	Lausanne
	7-10	Public Broadcasters International (PBI) conference	Kyoto
	7-11	Asiavision Digital Newsroom Workshop	Mumbai
	8-18	SEA Games Vientiane 2009	Vientiane
	14-18	19th WIPO SCCR Session	Geneva
	17-18	ASBU General Assembly	Tunis
	22-24	RadioAsia 2010	Delhi
<b>February 2010</b>	22-24	RadioAsia 2010	Delhi