



บันทึกข้อความ

ส่วนราชการ สำนักการประชาสัมพันธ์ต่างประเทศ สงต. โทร. ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐-๑๑

ที่ นร.๐๒๐๙.๐๓/ ๕๑๕ วันที่ ๕ เมษายน ๒๕๕๕

เรื่อง เทศกาลเพลงโทรทัศน์ของ ABU ครั้งที่ ๑ ประจำปี ค.ศ. ๒๐๑๒

เรียน ผอ.สทท. และ ผอ.สพข.๑-๘

ด้วย ABU ร่วมกับ Korean Broadcasting System (KBS) กำหนดจัดเทศกาลเพลงโทรทัศน์ ครั้งที่ ๑ ประจำปี ค.ศ. ๒๐๑๒ (ABU TV Song Festival 2012) ในวันที่ ๑๔ ตุลาคม พ.ศ. ๒๕๕๕ พร้อมกับการประชุมใหญ่สามัญประจำปีของ ABU ครั้งที่ ๔๙ ซึ่งจะมีขึ้นระหว่างวันที่ ๑๐ - ๑๘ ตุลาคม ๒๕๕๕ ณ กรุงโซล สาธารณรัฐเกาหลี

งานนี้ไม่ใช่การประกวด แต่เป็นการชุมนุมศิลปินเพลงระดับชาติของภูมิภาคเอเชีย-แปซิฟิก เพื่อแสดงออกถึงพรสวรรค์ทางดนตรี โดยให้องค์กรสมาชิกที่เข้าร่วมงานส่งศิลปินที่มีชื่อเสียงของประเทศตน จะเป็นศิลปินเดี่ยวหรือศิลปินกลุ่มก็ได้ ไปนำเสนอเพลงยอดเยี่ยมของประเทศตน ซึ่งงานจะจัด ณ KBS Hall ทั้งนี้ ABU จะคัดเลือกสมาชิกเข้าร่วมงานเพียง ๑๒ องค์กรเท่านั้น และสมาชิกที่ได้รับคัดเลือกต้องชำระค่าลงทะเบียนองค์กรละ ๑,๐๐๐ เหรียญสหรัฐ

ในการนี้ ขอให้ สทท. และ สพข.๑-๘ พิจารณา หากประสงค์เข้าร่วมกิจกรรม โปรดกรอกใบสมัครส่งไปยัง สปต. ภายในวันจันทร์ที่ ๒๓ เมษายน ๒๕๕๕ สำหรับค่าใช้จ่ายในการดำเนินกิจกรรมต้องอยู่ในความรับผิดชอบของสำนักที่เข้าร่วมกิจกรรม

จึงเรียนมาเพื่อโปรดพิจารณาและแจ้งผลให้ สปต. ทราบภายในกำหนดด้วย จักขอบคุณยิ่ง

(นางวรรณ วุฒิอาภรณ์)

ผอ.สปต.

FW: Call for Participation!! 1st ABU TV Song Festival, 14 October 2012, Seoul, Korea

CALL FOR PARTICIPATION!

Dear colleagues

1st ABU TV SONG FESTIVAL 2012

We are pleased to invite your organisation to participate in the 1st ABU TV Song Festival 2012.

The ABU, in cooperation with the Korean Broadcasting System (KBS) is organising the 1st ABU TV Song Festival on 14 October 2012 in conjunction with the 49th ABU General Assembly to be held in Seoul from 10-18 October.

The festival will bring together the best of Asia-Pacific's top solo or group talents hailing from an array of national music scenes.

The ABU TV Song Festival will be a celebration of popular music featuring high-profile musical talents. **It is not a competition among amateur musical talents.** Participating member organisations will be required to provide a solo artist or musical group who enjoy mass appeal in their home country to be featured in the song festival. The programme will showcase as many as 12 international musical acts representing ABU members, and will have a running time of two hours.

For details, please see attached documents.

If your organisation is interested in participating in the Festival, please submit the **Participation Form by 30 April 2012** and if you need further clarification, please contact the following directly :

ABU TV Song Festival Secretariat (KBS-Korea)

Project Manager:

Mr Kenny Bae (kenny@kbs.co.kr)

We look forward to receiving your Participation Form.

Best regards

Takeshi Doki (Mr)
Director ABU Programming
Asia-Pacific Broadcasting Union
2nd Floor, IPPTAR Building
Angkasapuri
50614 Kuala Lumpur
Malaysia
Tel: 603-2282 2480 / 3592
Fax: 603-2282 5292 / 4606
doki@abu.org.my
www.abu.org.my



The Inaugural ABU Asia-Pacific Celebration of Popular Music The ABU TV SONG FESTIVAL

**Sunday, 14 October 2012
Seoul, Korea**

Organiser: ABU (Asia-Pacific Broadcasting Union)

Host Organisation: KBS (Korean Broadcasting System)

ABU TV Song Festival Preamble

The inaugural ABU TV Song Festival, (hereinafter referred to as “Festival”) is envisioned as a sensational international gala event in Seoul, Korea to take place during the 49th ABU General Assembly, 10-18 October, 2012.

The Festival will take the form of a televised, non-competitive celebration of popular music representing the geographical and cultural expanse of the Asia-Pacific region. At the heart of the Festival will be a two-hour concert (“Festival Concert”) to be held on the evening of 14 October, with a producer’s meeting and rehearsals scheduled for 12-13 October.

With the robust cooperation of ABU member organizations, the Festival will showcase top solo or group talents hailing from an array of national music scenes. All ABU broadcaster member organizations will have the opportunity to take part and to broadcast the Festival.

Festival Guidelines

1. Festival Format

- a. Non-competitive concert featuring only top-class solo artists or musical groups (“ATSF Musical Act”)
- b. Each ATSF Musical Act will represent one Participating ABU Member Organisation and their home country
 - i. Only one ATSF Musical Act per Participating ABU Member Organisation
 - ii. Only one ATSF Musical Act per country
 - iii. The number of ATSF Musical Acts to perform will be limited to 12
 - iv. Selection of ATSF Musical Acts must reflect geographical balance and the cultural diversity of the Asia-Pacific region (see section 2)
- c. Festival will be hosted during the 49th ABU General Assembly in Seoul, Korea, 10-18 October.
 - i. Important Festival Dates:



- a) 12 October: Producer's Meeting
- b) 13 October: Dry Rehearsals
- c) Morning, 14 October: Dress Rehearsals
- d) 19:00-21:00, 14 October: Festival Concert

ii. Festival Venue: KBS Hall

d. Festival Concert will be conducted in English and language of the Host Organisation (Korean)

e. Songs will be sung in respective languages (original languages)

2. Participating ABU Member Organisations

a. All ABU TV Broadcaster Member Organisations are eligible for participation

b. The ABU Secretariat will release a Call for Entries in late March. (Date TBA)

c. ABU Member Organisations who wish to participate must submit a Participation Form by the Application Deadline (TBA)

i. Application Deadline will be set approximately one month after Call for Entries

ii. Prior to submitting the Participation Form, ABU Member Organizations must appoint an ABU TV Song Festival Representative Producer (hereinafter referred to as "ATSF PD") (see section 4)

iii. The Participation Form will require the following information:

a) Name and position of appointed ATSF PD

b) Contact details of ATSF PD and/or other relevant contact person

c) A statement of commitment signed by an executive level representative of the ABU Member Organisation

iv. No registration fee is required to submit the Participation Form. A registration fee will be required only after the list of Participating ABU Member Organizations is finalized (see section 3)

d. The number of participating ABU Member Organisations will be limited to 12. In the case that more than 12 Member Organisations submit Participation Forms before the Application Deadline, the host organizer in consultation with the ABU, will determine the Participating ABU Member Organisation in close consideration of geographical balance and cultural diversity



3. Participating ABU Member Organisation Responsibilities

- a. After list of 12 is finalized, Participating Member Organisations will be required to pay a one-time registration fee of \$1000USD, payable to the ABU
- b. Appoint ATSF PD and provide any support required

4. ATSF PD (ABU TV Song Festival Representative Producer) Definition and Responsibilities

- a. The ATSF PD refers to a producer or programme director employed by ABU Member Organisation who shall:
 - i. Promote and coordinate broadcast of the ABU TV Song Festival in their country
 - ii. Select ATSF Musical Act to perform at the Festival
 - iii. Prior to Festival, submit ATSF Musical Act registration materials, i.e. profile, promotion video, etc.
 - iv. Arrange for travel, accommodation and logistical aspects of getting the performers to Seoul for the Song Festival
- b. ATSF PD will accompany the ASF Musical Act in Seoul, Korea throughout the Festival period. Musical Act will be required to participate in the rehearsal and Festival on 13, 14 October..

5. Host Organisation (KBS) Responsibilities

- a. Responsible for the execution of all production aspects of the Festival Concert, covering all costs associated with providing the venue, broadcast equipment and staff, etc.
- b. Provide transportation for ATSF Musical Acts and ATSF PD between venue and accommodation.
- c. Provide 3-4 nights paid accommodation for one ATSF PD from each Participating ABU Member Organisation.

6. Broadcast Rights

- a. Participating ABU Member Organisations must coordinate with their respective ATSF Musical Acts to clear copyrights for the Festival Concert to air across the World.
- b. The Festival Concert programme will be two hours in duration, produced in English and the language of the Host Organisation (Korean)
 - i. Participating ABU Member Organisations will have the opportunity to broadcast the Festival Concert programme with free of licence fee for terrestrial broadcast only



- ii. Participating ABU Member Organisations will have the right to edit, alter, reproduce, dub or sub-title the programme in whole or in part to suit the needs of their domestic audiences. However, they shall not edit or alter the programme in such a way as to impair the Festival's meaning or integrity
- iii. Non-participating Members may also broadcast the Festival Concert programme for an appropriate fee, however, participating member in the same country (if any) has a priority to broadcast the Festival earlier.

-----ooo0ooo-----



Action Calendar for ABU TV Song Festival (ATSF) 2012 Seoul

	Host Organisation Secretariat	ABU Secretariat	Participating ABU Member Organizations	ASF Musical Acts
2012.2	2/16 ABU TV Song Festival (ATSF) Task Force Teleconference Major Discussions on Festival Guidelines conclude			
2012.3	Mid-March ATSF Festival Guideline Finalized			
	END OF MARCH- CALL FOR ENTRIES, PARTICIPATION FORM DISTRIBUTED			
2012.4	Mid-April: ATSF website, theme and logo are developed		Early April: Select ATSF Producer Mid-April: Submit Participation Form	
	END OF APRIL- APPLICATION DEADLINE. SIX MONTHS TO ATSF			
2012.5	Mid-May: List of 12 Participating ABU Members Finalized			
2012.6			End of June: Participating ABU Members Registration Fee to ABU	
				ATSF Producer selects ATSF Musical Act to represent ABU Member and home country
2012.7	THREE MONTHS TO ATSF			
	Producers' meeting @KBS&KBS Hall			End of July: Participating ABU Members submit ATSF Musical Act registration materials, profile, promotion video
2012.10	OCTOBER 10-18—ABU General Assembly			
	10.12 Producer's Meeting 10.13 Dry Rehearsals at KBS Hall 10.14 (Early) Dress Rehearsals at KBS Hall 19:00-21:00 ABU TV Song Festival			



The inaugural ABU Asia-Pacific Celebration of Popular Music
ABU TV Song Festival
2012

Participation Form

To : Mr Takeshi Doki Director, Programming Dept Asia-Pacific Broadcasting Union E-mail : doki@abu.org.my Fax : (60 3) 2282 4606 Phone : (60 3) 2282 2480	Copy to : Mr Kenny Kihyung Bae Project Manager, Host Organisation Korean Broadcasting System (KBS) E-mail : kenny@kbs.co.kr Fax : (82) 2 781 1496 Phone : (82) 2 781 1461
--	---

1ST ABU TV Song Festival Representative Producer

Name : (Dr / Mr / Ms)

Position/Dept :

Organisation :

Street Address :

Phone No :

Mobile :

Fax No :

E-mail :

CONTACT PERSON

(if not the ABU TV Song Festival Representative Producer)

Name : (Dr / Mr / Ms)

Position/Dept :

Organisation :

Street Address :

.....

.....

Phone No :

Mobile :

Fax No :

E-mail :

Statement of Commitment

(Signed by ABU TV Song Festival Representative Producer's superior or other executive level director/manager)

Our organisation is fully committed to participation in the inaugural ABU TV Song Festival and will provide our ABU TV Song Festival Representative Producer full support to fulfill her/his role.

Name :

Position/Dept:

Signature :

Date : Year Month Day