

# Sports property owners urged to focus on quality telecasts

**M**ajor sports property owners need to focus on delivering higher quality telecasts to audiences instead of simply demanding higher rights fees, the ABU Secretary-General, David Astley, has said.

He said the ABU was concerned that the value of an event could be seriously eroded by property owners holding out for a higher fee, against the real benefit that comes from a high quality television production.

"It is very difficult, if not impossible, for broadcasters to mount an effective coverage that satisfies audience and sponsors and advertisers, if there is insufficient lead time," he said.

"We must always balance the competing interests of revenue and coverage," he added.

Mr. Astley was commenting on the 11th hour broadcast rights deal in India for the Melbourne Commonwealth Games.

"There is no doubt that the Melbourne organisers took the negotiations beyond a time limit that was practicable, although I am delighted a deal was eventually reached with India's national radio and television broadcaster, Prasar Bharati.

"This means that Melbourne, and Australia in general, will benefit greatly from the event being seen across the sub-continent. But there was a very real danger that in pursuit of a higher rights fee the coverage India was planning could have been jeopardised," Mr. Astley said.

Mr. Astley there was now a common trend in the Sports television rights

business for owners to hold out as long as possible for the best possible price. While that was understandable to some degree, over time it could backfire.

"The real value in any televised event is the combined skill of producers and directors who together provide the emotional experience. And it is especially so in a technological environment where it takes a lot of time to fully exploit the new technologies," he said.

"As well, broadcasters need at least 3-6 months to negotiate sponsorships and prepare promotions that will enable them to maximise audience numbers and advertising revenue.

"The value of the event is thus diminished if the rights deal is left until the last minute," he added.

The thorny issue of Prasar Bharati's participation in the Melbourne Commonwealth Games was finally resolved after two years of sometimes difficult negotiations, the ABU's Head of Sport, John Barton said.

"Prasar Bharati succeeded in getting exclusive free to air, pay television and radio rights, but very late, and for a price that could have been agreed well over a year ago," Mr. Barton said.

"It was a major breakthrough for both the broadcaster and the Melbourne organising committee – M 2006 – as it will guarantee access to the Indian mass market," he said.

M2006 and the host broadcaster, Trans World International (TWI), had moved swiftly to assist DDI and All India Radio execute its grandest telecast of the Games.

"The organisers are to be congratulated for putting in place facilities and services to assist our member and at such late notice," Mr. Barton said.

Prasar Bharati would be sending a production and reporting team of 150 people, by far the biggest contingent yet from an Asian country.

"The number of ABU members at the International Broadcast Centre in Melbourne will add much needed cultural 'flavour' to the event.

"Australia is very proud of its multiculturalism and I know they will welcome our members who are coming from as far away as Mauritius, India, Malaysia and Singapore," he added.

The ABU was planning another record telecast.

For the first time the ceremonies, daily highlights and selected events would be seen in Indonesia – the world's biggest Muslim country – newly independent Timor Leste, Mongolia, in Central Asia, as far west as Mauritius, as well as traditional Commonwealth countries such as in the Pacific where eight countries will receive the broadcast.

"We are going to reach over a billion people in our viewing area. That is a major result for the ABU and for M2006," Mr. Barton said.

The ABU would be distributing 1,000 hours of live and recorded events on board the TVNZ multi-channel service.

The platform includes six programme streams and two overflow channels for the unilateral needs of members. □

# The sound of jackhammers rings out in Doha City

**T**here is no escape in any part of the city state of Doha from the sounds of development, rapid and efficient.

Hotels, high rise apartments, highways, shopping malls, and sports stadia and facilities – there is no development project that is being left behind.

And it is all part of a well thought out and executed economic policy by the Dohari government, beginning five years ago with the decision to host the 15th Asian Games.

No middle-eastern city had bid before, and there was plenty of circumspection at that time in a small emirate with a population of less than one million about hosting a multi sport event, bigger than the Olympic games.

Today the skyline reflects the success of the policy and the commitment to making sport a key driver in the economic mix.



Doha... preparing to welcome Asia's athletes

In just a few months Doha has staged the Qatar Tennis Masters, won by world number one, Roger Federer, the West Asian Games, the most successful yet, the Qatar Golf Masters, a European Tour event and won three

times by world number 3 Ernie Els, a world friendly Under 19 Football tournament sanctioned by Fifa, and the list goes on.

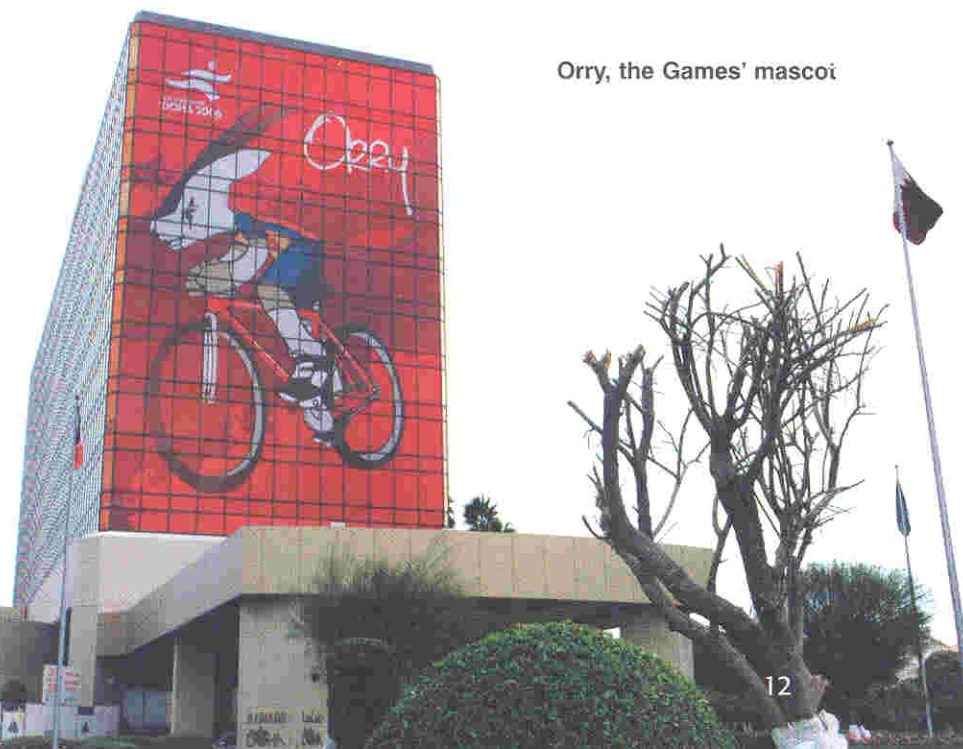
## Flavour of the decade

The Gulf States are the sporting flavour of the decade. Money appears to be no obstacle in making sure that each event reaches, or even exceeds, the standards set by international federations.

The jewel in the crown will certainly be the Asian Games to be held in Doha in early December when the weather is a cool 20 degrees Celsius.

A total of 38 sports will be held over 16 days (1-16 Dec), 10 more than the programme for a Summer Olympics. Ten thousand athletes will compete in state of the art sports facilities, many of which are brand new.

Orry, the Games' mascot



For the media the local telecommunications operator QTel is building a high tech fibre network to deliver video, audio and data to and from venues and the Main Media Centre.

"It is an exceptional network, the most modern in the world at the moment," said Jenny Ritter, the Telecom Manager for the Doha Asian Games Broadcast Service (DAGBS).

### High speed broadband

"All venues will be connected to the Main Media Centre (MMC) via a high speed broadband and fibre cables," Mrs Ritter said.

The Host Broadcast is a joint venture between Trans World International (TWI), the television production arm of IMG, and Host Broadcast Services, the French based major event provider whose credits include the Fifa World Cup 2002, and the next one in Germany.

"Qatar is investing very heavily in broadcast services to make sure that all broadcasters can optimise their coverage of the event," Patrick Furlong, Director



Doha Asian Games Broadcast Service headquarters

of Broadcast Operations at the Doha Organising Committee (DAGOC), said.

"There will be no impediment to providing the best production of each event, and the latest technologies in distribution and transmission," he said.

For the first time the Asian Games will be produced in digital wide screen – the 16/9 format.

However, DAGBS will run in parallel standard definition 4/3 for those broadcasters who require it.

The International Broadcast Centre is also part of the 'new' streamlined planning approach to the Games where the raw space has been blocked off for the major territories – China, Japan, Korea and the rest of the ABU.

### Ratecard pricing

The provision of ratecard items for the big three is already well advanced.

ABU members who are taking space in Doha are also in the final stage of delivering their booking requests to DAGBS.

Final ratecard pricing, especially for telecoms, has been determined and made available on their website – [www.dagbs.com](http://www.dagbs.com). □



John Nemeyer (left), Manager Doha Exhibition and Convention Centre (IBC) with Jenny Ritter (centre), Telecom Manager and Patrick Furlong (right), Director of Broadcast Services

# Disaster coverage wins AVN awards

**C**overage of disasters, both natural and made-made, has won Asiavision monthly awards for four months in a row.

The catastrophic 8 October earthquake that struck a vast swathe of South Asia was not only the day's top story but continued to dominate world headlines in the weeks that followed. The quake, measuring 7.4 on the Richter scale, ravaged areas close to the Line of Control in Indian-administered Kashmir, claiming more than 1,300 lives there. DDI-India responded to the tragedy in the best professional manner, offering AVN some of the first footage shortly after the tragedy, followed by a newflash the same night with more details. DDI's determination to be first with

the news once again paid off, winning it the Asiavision October Award.

BTV-Bangladesh earned the Asiavision November Award for its elaborate coverage of the aftermath of the country's first suicide bombings.

The attacks – the latest in a string by religious extremists – killed and injured scores of people, with BTV providing Asiavision with some of the first pictures of the blasts in the day's AVN-1 feed, followed by more detailed pictures in AVN-2. BTV's coverage of the incidents met high professional standards in both content and technical quality.

The crash of an Iranian military transport plane near Tehran on 6

December, killing 116 people including several on the ground, was the day's number one headline. IRIB's steadfast and graphic coverage of the tragedy, whose victims included 47 journalists who had planned to witness the Iranian navy's manoeuvres in the Persian Gulf, enabled AVN to mount an almost instant newflash, earning IRIB the December Asiavision Award.

IRIB bagged the September Award as well for its coverage of Iraq's worst suicide bombing on 14 September that left more than 100 people dead and many injured.

The IRIB footage, transmitted in AVN-2, contained details of the aftermath of the carnage with video and audio quality of a high professional standard. □

## BBS-Bhutan joins Asiavision

**T**he ABU's daily news exchange, Asiavision, has begun the new year with an expansion in its membership.

Bhutan Broadcasting Service (BBS) joined the news exchange on 1 January 2006, bringing the number of members to 16 – the highest in Asiavision's 22-year history.



**BBS control room**

One of Asia's youngest broadcasters, BBS was officially launched in 1986 and its television service began in June 1999. BBS broadcasts three hours of television daily in Dzongkha and English, and 16 hours of radio in Dzongkha, Sharchop, Lhotsham and English.

Its television transmission covers the capital city, Thimphu, directly and reaches other urban areas through cable services.

BBS' decision to join followed a decision by the ABU News Group last year to introduce a new fee structure for Asiavision which makes it less expensive for smaller broadcasters to join.

Asiavision members exchange news material by satellite every day of the year. The news exchange has two daily satellite feeds, one from 0830 to 0900 GMT and the other from 1215 to 1230 GMT.

In addition to BBS, Asiavision's members are BTV-Bangladesh, RTB-Brunei, CCTV-China, TVB-Hong Kong, DDI-India, IRIB-Iran, NHK-Japan, RTM-Malaysia, NTV-Nepal, PTV-Pakistan, Channel NewsAsia-Singapore, SLRC-Sri Lanka, MCOT-Thailand, RTTL-Timor Leste and TRT-Turkey. □

# Interactive TV now in China

**I**nteractive TV, which failed to take off in Hong Kong in the 1990s, has not only made a comeback in the Special Administrative Region, but is now being implemented on cable channels and terrestrial TV stations in mainland China.

Using broadcast TV, the Internet, webcams and mobile phones, interactive TV provides 'real-time' TV, allowing viewers to participate in the programming itself, said Robert Chua, the founder and chairman of The Interactive Channel Co Ltd.

Mr Chua, who launched The Interactive Channel (TIC) in Hong Kong in 2004, has been given the green light by China's regulators to licence the format and technology of TIC to cable channels and local TV stations in China.

The format and technology will be franchised to partner organisations within

mainland China, who will pay TIC consultancy and royalty fees in return.

Mr Chua said TIC was allowed to expand operations into China – at a time when international broadcasters such as News Corp and Time Warner are finding it hard to penetrate the Chinese market – because it offers technology, not content.

## Technology-related

"Part of it has to do with the fact that what we do is technology-related, rather than content-related. China is very interested in our technological set-up. They have improved tremendously in this aspect and they pick up things very fast.

"Also, I have a good track record in China because of CETV (China Entertainment Television Broadcast Ltd), the satellite channel I started there in 1995," he said.



Mr Chua said interactive TV was set to soar to greater heights this time round as people were becoming more Internet and technology savvy, especially with the launch of 3G mobile services.

"There was less exposure to the Internet in the 90s. Nowadays, the environment has changed and people are used to the Internet and mobile networking technology.

"Interactive TV is done in real time. It allows people to send messages and chat, among other things, via SMS and the Internet at the same time the programme is going on. There are also moderators to ensure that the content does not breach existing regulations," he explained.

Mr Chua also said that interactive TV brought in good advertising revenue via Short Messaging System (SMS). It also allowed viewers to place classifieds and play games – services which were chargeable.

"Even recording devices like TiVo cannot filter the advertisements as they run the same time as the programming. Furthermore, setting up interactive TV is very cost-effective as you can do it within US\$1 million," he said. □

## Nokia, SCTV to start mobile TV trial in Indonesia

**N**okia and PT Surya Citra Televisi (SCTV) are set to launch a mobile TV trial in Indonesia later this year.

Nokia is joining forces with SCTV parent Elang Mahkota Teknologi



(EMTEK) to test the viability of digital video broadcasting-handheld (DVB-H) in Indonesia in the second half of 2006.

The Finnish handset manufacturer has already conducted similar trials in many countries, ranging from its domestic market to the UK, France, the US, Australia and Malaysia, C21Media reported.

The pilot project with SCTV and sister company PT MECA will last for six months, the same duration as a trial Nokia is currently conducting with partners in the UK. □

## Satellite course set for Singapore

**A** three-day course in Satellite Communications Fundamentals will take place in Singapore at the end of March.

Organised by Digiworkz and Comsys, the course will be conducted by Jeremy Rose, a satellite communications expert and a principal consultant at Comsys in the UK. It will be held on 28-30 March.

The first day will look at fundamentals such as "What is a satellite", orbits, launches and earth stations.

The second day will focus on applications, including TV broadcasting and broadband/multimedia satellites,

as well as the global marketplace and financial aspects.

On the third day, participants will discuss the developing world, regulatory issues, insurance and future trends, among other issues.

The course will cost Singapore \$1,950 (about US\$1,200) plus GST but ABU members will receive a 10 percent discount.

For more information, please see <http://www.digiworkz.org/courses/satcomfund.htm> or contact Clarence Ying at [clarence@editecintl.com](mailto:clarence@editecintl.com) □

### *Korea plans big push in digital broadcasts*

**S**outh Korea's Ministry of Information & Communication (MIC) is promoting a special law this year to expand digital broadcasting services.

The ministry's bid is a part of the country's efforts to switch all TV broadcasting to the digital mode by 2010, The Korea Herald reported.

Kim Jun Sang, Director of the MIC's Broadcasting and Satellite Division, said: "The government's drive to convert TV broadcasting to a digital system will seize every good opportunity this year, especially during the 2006 World Cup."

The ministry plans to organise a committee to help speed up the conversion process.

The committee will include officials from the government, Korean Broadcasting Commission,

broadcasters, TV manufacturers and civic groups.

Local television makers will be obliged to incorporate "digital tuners", or equipment for terrestrial digital reception, into their new products, in a step by step manner, the ministry said.

Large sized DTVs will be the first to be subject to the new regulations. Small and medium sized DTVs will follow suit on a step by step basis, the ministry said.

TV makers will also be required to post a logo that reads "digital broadcast service is not offered with this TV" to their analogue TVs.

The ministry will also outline the process of abolishing the analogue broadcast system and check each city and town's ability to receive and transmit digital signals. □

### *Australian digital radio rollout underway*

**W**ork on the rollout of a digital radio network across Australia is underway, says Commercial Radio Australia (CRA), the body that represents the country's commercial radio broadcasters.

It said comprehensive coverage reports on the first 11 commercial radio licence areas were now complete. The reports, undertaken by consultants Gibson Quai-AAS, were carried out for the five major capital cities of Sydney, Melbourne, Brisbane, Adelaide and Perth, as well as six other population centres.

The reports identify the planning and transmitter requirements for achieving at least 95 percent population coverage for digital radio in these areas.

"Since the government announcement in October 2005 of a framework for digital radio policy, the commercial radio industry has moved to commence the massive and expensive business of planning for the rollout of digital radio across Australia," said Joan Warner, chief executive officer of CRA.

"Our focus over the next 12 to 18 months will be on four key areas – technical and resource planning for the digital network; investigating a more spectrum efficient audio coding for Australia; cooperating with the Australian Communications and Media Authority (ACMA) on spectrum planning; and working with the federal government on the development of legislation," Ms Warner said.

"We remain extremely optimistic about the potential of digital radio and on track with the rollout of metropolitan digital radio networks in two to three years time." □

# ABC Managing Director resigns

**T**he Australian Broadcasting Corporation's Managing Director, Russell Balding, has resigned to take up a position at the Sydney Airport Corporation.

Mr Balding was due to leave the ABC towards the end of March 2006 – a year ahead of the conclusion of his five-year contract.

The ABC's Chairman, Donald McDonald, said the board appreciated the outstanding contribution Mr Balding had made to the corporation since 1996, in particular as Managing Director from late 2001.

"Under his executive leadership, the ABC has consolidated its role as



the national broadcaster, making great progress in a rapidly evolving digital environment. The board wishes Mr Balding further success in his new role."

Mr Balding said the decision had been difficult as his time at the ABC

had been the most challenging and rewarding in his professional career.

"However, I believe the ABC I am leaving is in good shape, is in good spirits, and is well positioned for continuing success. In the face of strong competition for the attention of Australians the ABC remains a highly relevant part of our national infrastructure, and a critical player in Australia's media and cultural sector," Mr Balding said.

The ABC board has begun the recruitment process to select a new Managing Director. □

## Australia's ACMA gets first Chairman and CEO

**T**he Australian government has appointed Chris Chapman as the inaugural Chairman and Chief Executive Officer of the Australian Communications and Media Authority (ACMA) for a period of five years.

Making the announcement, Minister for Communications, Information Technology and the Arts, Senator Helen Coonan, said: "Mr Chapman has relevant and diverse skills in broadcasting and telecommunications, as well as extensive legal, financial and management expertise.

"His significant experience will assist ACMA as it faces many challenges in the next few years from the rapid technological changes taking place in television, radio and other forms of the media."

Mr Chapman left his position as the chief operating officer of specialist funds management activities at Babcock & Brown Limited and began with ACMA on 27 February.

The Acting Chairman, Lyn Maddock, returned to her role as Deputy Chairman.

Mr Chapman has worked with Australia's Seven Network Ltd in various positions from 1984 to 1996, including Chief Operating Officer and Acting CEO.

He also served as the Chairman of Film Australia Limited from 1996 to 1998.

"To be appointed ACMA Chairman and CEO is a unique opportunity at a particularly interesting time for an already dynamic communications sector," Mr Chapman said. □

## New chief for Nine Australia

**A** popular Australian TV personality, Eddie McGuire, is the new Chief Executive Officer of Australia's Nine Network. He took up the post on 13 February.

The appointment ended Nine's search for a permanent Chief Executive Officer since Publishing and Broadcasting Ltd's (PBL) Director, Sam Chisholm, assumed the role after the sudden resignation of David Gyngell in May last year.

Mr McGuire, who started his broadcasting career as a cadet sports reporter at the Ten Network, transferred to Nine in 1994 where he began hosting The AFL Footy Show.

In early 1998 he represented the Australian Republican Movement at the Constitutional Convention, prompting speculation that he may eventually enter politics, and later that year became president of the Collingwood Football Club. □

## National consensus needed, says NHK chief



**A** national consensus will be necessary for Japan's public broadcaster NHK to use viewer fees to expand its international broadcasts, NHK's President, Genichi Hashimoto, has said.

Mr Hashimoto was responding to Prime Minister Junichiro Koizumi's call the previous day for a cut to the number of channels and an expansion in its international broadcasting service.

The Japan Times quoted Mr Hashimoto as saying NHK would have to ask TV networks overseas to broadcast its programmes if it increased its English-language programmes.

Not only NHK's current viewer fees but other sources of revenue, including that from commercials and state subsidies, would be needed to fund such an increase, he said.

Mr Hashimoto said NHK would consider reducing the number of channels and the possibility of introducing a 24-hour news satellite channel.

Mr Koizumi was quoted as saying that if NHK was to focus on overseas broadcasting, it would have to reduce some of the existing channels.

Early in February he instructed the Internal Affairs and Communications Minister, Heizo Takenaka, to consider ways to expand NHK's English programmes for foreign viewers.

"It's important for Japan to send a message regarding what country Japan is," he told reporters at his official residence.

NHK, which is funded by fees collected from TV owners, broadcasts programmes on five regular terrestrial and three satellite channels. It also operates two terrestrial digital channels and three radio stations. □

## Calls for fewer ads on TVNZ

**A** group of well-known New Zealanders has written an open letter to the country's Broadcasting Minister, Steve Maharey, calling for a radical change to Television New Zealand (TVNZ).

Radio New Zealand reported that the group – which includes lawyers,

authors, veteran broadcasters and politicians – has called for fewer ads and a renaissance of public broadcasting on state TV.

Mr Maharey said he was willing to meet with the group to discuss their concerns about the national TV broadcaster. □

## ABU members suspended

**F**ive ABU members have had their membership of the Union suspended for non-payment of accounts.

They are TVRI-Indonesia (Full Member), SLBC-Sri Lanka (Full Member), NTV7-Malaysia (Additional Full Member) and two Affiliates – Shin Satellite Public Company Limited of Thailand and International Gateway Inc of Canada.

They were among six members that the Administrative Council decided to suspend at its meeting in Hanoi last November.

### Overdue accounts

However, the Administrative Council agreed to give the members concerned until 31 December to settle their overdue accounts to avoid being suspended. One member took advantage of the extension and brought its accounts up to date before the deadline.

Under the ABU Statutes, suspended members have a year to settle their accounts to avoid expulsion from the Union.

One Additional Full Member, Telshan Network Limited (TNL) of Sri Lanka, was expelled by the Hanoi General Assembly after having its membership previously suspended and having declined to settle its outstanding debts.

Another member, Iraq Broadcasting & Television Establishment (IBTE), which had been a Full Member since 1971, was removed from the membership list because the organisation was no longer in existence. □

# Senior EBS broadcaster joins ABU on secondment

**T**he head of children's dramas at Korea's Educational Broadcasting System, Chung Hyunsook, has begun a year's secondment to the ABU Secretariat in Kuala Lumpur.

Hyunsook arrived in Malaysia in January under a scheme in which experts from member organisations spend a year at the Secretariat helping out on key projects.

The experts' home organisations continue to pay their salaries during their secondment, with the ABU meeting some of the other expenses.

The scheme began in 2005, when two senior staff from the Korean Broadcasting System (KBS), engineer Lee Woo-young and programme producer Young Nah, spent a year at the Secretariat.

Hyunsook is no stranger to ABU activities. For almost three years she has been Chairperson of the ABU Children's TV Programme Working Party, and in 2004 she was Executive Producer of the ABU Children's TV Drama Co-production series.

During her year at the Secretariat she will work in the Programme Department, focusing on children's programming activities.

Hyunsook holds two Master of Arts degrees – one in mass communications from Sogang University in Seoul, the other in TV drama from Goldsmith College, University of London.

She joined EBS as a producer in 1987 and has specialised in children's programming since 1993. Her involvement with the ABU began in 1999.



She has also been a juror or commentator at a number of international programme festivals, including the Japan Prize and Prix Jeunesse International.

"Through these activities I realised the reality of Asian children's programmes and I felt strongly that something should be done to upgrade our own local children's programmes in Asia," she said.

"If not, we will soon lose our local taste and the strength of our culture while dominant multicultural content floods over."

Children's programme makers needed to be responsible for keeping the balance between what the audience needed and what it wanted, she said.

"I am passionate about ABU children's programme activities and working alongside producers from all over the Asia-Pacific region, because it is mutually beneficial to all participants."

Hyunsook will again be Executive Producer for the Third ABU Children's Drama Co-Production series this year. She will also be responsible for the 2006 Children's TV Programme Item-Exchange, which will include in-country workshops for the first time to meet the needs of individual broadcasters.

"What we show or offer to our children on TV can either limit or broaden their future world. Children in Asian countries with limited resources have less opportunity to express their view of the world. I really hope I can be of some help to open the door for them to speak up in their own languages," she said.

"At the same time I believe it will be a wonderful opportunity for me to learn how to appreciate cultural diversities in harmony.

"I have often said: 'We were children once. And we are still children at heart'. And that's why we need to make quality programmes for children...including the young at heart." □

# ABU logo contest resumes

**The ABU has relaunched a competition to find a new logo for the organisation.**

The winning entry will replace the existing logo, which was introduced in 1965, the year after the ABU was formed.

The contest was launched in March 2004, when graphic artists and designers working for ABU members were invited to submit entries for a new logo.

All of the entries were new logos. No entrant presented a more contemporary version of the existing logo, which was one of the options open to entrants.

The entries were reviewed by the ABU Administrative Council at its September 2004 meeting in Almaty, Kazakhstan. Whilst most of the entries were of a very high standard, and considerable creativity was shown by many, there was no one design that stood out as an obvious new logo.

The ABU's Planning and Strategy Group later reviewed all entries and selected three that it felt were close to the type of new logo desired. The PSG invited each of the short-listed entrants to resubmit their designs taking into account more detailed criteria that were provided to each of the designers.

The revised entries were presented to the Administrative Council at its May 2005 meeting in Islamabad but again the Council had difficulty choosing one that stood out.

It decided to relaunch the competition but restrict entries to submissions that were more contemporary or updated versions of the existing logo.

Entries to the new competition must therefore be an updated version of the existing logo and must not be a radical departure from the existing logo. The design should still incorporate the concept of two arms representing the broadcasters of the Asia-Pacific working together to achieve their developmental objectives but at the same time promoting cultural diversity.

The following criteria should be followed:

- The design should have a 'meaning' in that the designer should explain what message the logo is trying to convey.
- The new logo should be single colour (blue), or blue and black, or two-tone blue and black, in order to maintain an association with the existing logo.

- The design should not resemble an existing logo. (Before reaching a decision on a final choice, the ABU will require a written declaration that the submitted designs are not a copy of any existing logo, and do not, to the best of the designer's belief, closely resemble any existing logo apart from the ABU's.)

- The font used should be an original design in order to avoid any possible claims of copyright breach.

- Each new design should be submitted in three forms – clean logo, letterhead layout and business card layout – and be suitable for superimposing with credits at the end of a television production.

The new competition is open to any artist or designer and is not restricted to employees of ABU members.

All entries should be submitted to [logo@abu.org.my](mailto:logo@abu.org.my). The closing date for entries is 21 April 2006.

## Cash prize

The Administrative Council will review the entries at its meeting on 26 April to be held in the Maldives. If a suitable entry or entries are identified, a recommendation will be made to 2006 ABU General Assembly to be held in Beijing, China, in November. A cash prize of US\$1,000 will be awarded as soon as a final decision is made.

The designer of the new logo will also receive a return economy air ticket and accommodation to attend the 2007 ABU General Assembly in Tehran, Iran, to receive a Commemorative Certificate.

For further information, please contact Tony Chan ([tony.chan@abu.org.my](mailto:tony.chan@abu.org.my)) or see the ABU website: <http://www.abu.org.my/logocontest>

## ABU appoints new ISO

**Reynolds Chua Guan Teck has been appointed the ABU's new Information Systems Officer.**

A Malaysian, Rey holds a Bachelor of Computer Science degree from Universiti Putra Malaysia, majoring in multimedia studies. He has several years experience as an IT executive and network engineer.



He will assist in running the ABU's IT systems, including the website operations, which have expanded.

Rey was born and raised in the east Malaysian state of Sarawak, on Borneo island, and moved to Kuala Lumpur as a teenager to further his studies. □

## Ichiro Matsui: Architect of ABU statutes

**T**he man known as the architect of the ABU Statutes – the rules on which the union was founded – has died in Japan at the age of 95.

Ichiro Matsui, a qualified lawyer, was Managing Director of Japan's public broadcaster, NHK, when he drew up a draft of the proposed ABU statutes in 1962, 18 months before the union was established.

Representatives of seven broadcasters met in Tokyo in December 1962 and accepted most of his proposed statutes.

"It speaks well of the original NHK draft prepared by Mr Ichiro Matsui that, after four days of discussions, the drafting committee accepted the major part of it without alteration and much

of the rest had only minor changes in wording," Charles Moses wrote in *Diverse Unity*, a history of the ABU.

The statutes were then approved at a conference of broadcasters in Seoul in 1963, with Mr Matsui again playing a key role. This paved the way for the establishment of the ABU in July 1964.

Mr Matsui served as the ABU's acting Secretary-General until the union's first General Assembly in November 1964.

He then became Honorary Deputy Secretary-General of the ABU, a position he held for 17 years. He was also an ABU Honorary Councillor.

"Ichiro Matsui will be sadly missed," the Secretary-General, David Astley, said. "He was a pivotal figure in the

founding of the ABU and had a long and illustrious association with the union, in addition to his distinguished career at NHK." □



## KBS-Korea's Kim Dae Young: Ambassador for international sport

**A** senior executive of KBS Sport in Korea, who had a long working relationship with the ABU, died suddenly in his office in Seoul at the end of January while planning the broadcast of the Torino Winter Olympics.

A post mortem revealed that Kim Dae Young, 46, Executive Producer at KBS Sport, had died from a coronary aneurism.

Tributes poured in to the ABU office in Torino, the host city for the 2006 Winter Olympics, for a man described by ABU Secretary-General, David Astley, as a great ambassador for international sport.

"Kim Dae Young impressed



everyone he met. He was dedicated to the highest standards in the production of television sport. He was held in the highest esteem by his colleagues around the world, and we are deeply saddened by his sudden passing," Mr Astley said.

Mr Kim was born in Seoul in 1960

and was educated at the Seokang University before leaving for studies at Michigan State University, in the United States, where he majored in Social Communication.

He started in the Seoul Olympic year of 1988 as a member of the Department of International Relations. After transferring to KBS Sports, he became Project Manager for four Olympic Games – Atlanta 1996, Nagano 1998, Sydney 2000, and Athens 2004.

He also coordinated other big sporting events such as the 1998 Asian Games in Bangkok, the 1998 World Cup in France, the 2002 Asian Games in Busan and the 2002 World Cup in Japan/Korea. □

Applications are invited for the position of

# DIRECTOR

## ABU PROGRAMME DEPARTMENT

The present Director of the Programme Department will complete his contract with the ABU this year. Applications are therefore being sought to fill this important position with a view to having the new Director take over the role in May or June 2006.

This is one of the most senior positions in the ABU Secretariat, reporting directly to the Secretary-General, and responsible for a permanent staff of five, and temporary staff that are employed from time to time to work on special projects.

The responsibilities of the position include:

- The overall management and supervision of the Programme Department, and liaison with the Chairperson of the ABU Programme Committee.
- Taking action on decisions of the General Assembly and Administrative Council on programme matters, and all follow-up action from meetings of the Programme Committee and its working parties.
- The preparation of an annual activity plan and budget for the department in consultation with the Planning & Finance Manager, the Chairperson of the Programme Committee and the Secretary-General, and taking account of the action points contained in the ABU's Strategic Plan and input from members of the Programme Committee.
- The planning, management and implementing of programme activities to meet the objectives of the annual activity plan, a key focus of which will be the organisation and management of projects to assist ABU members in raising the standard of their production, presentation and broadcasting skills.
- Providing direction and supervision to the staff of the Programme Department in the organisation of seminars and workshops conducted both within Malaysia and across the Asia-Pacific region; the dissemination of information to members via various

communications processes; the provision of Programme Advisory Services to developing countries; the co-production of programmes among members; the annual Robocon competition, the rights-free exchange of radio and television programmes amongst members; collective rights negotiations of programmes for members; representation of members in international programme markets; and the annual ABU Prizes competitions for radio and television programmes.

- Maintaining regular contact with the ABU Liaison Officers in member organisations on programme matters.
- Advising the Secretary-General on programme matters and assisting with the preparation of presentations on content issues where required.

Further details of the position are contained in the Position Description which can be viewed on the ABU website in the Positions Vacant section.

Candidate requirements and details of salary, allowances and other benefits are contained in the advertisement on the ABU website at [www.abu.org.my](http://www.abu.org.my)

Applications from suitably qualified persons should be sent to:

The Secretary-General  
Asia-Pacific Broadcasting Union  
P O Box No 1164  
Jalan Pantai Baharu  
59700 Kuala Lumpur  
Malaysia

by 31 March 2006.

Applications should be accompanied by a detailed CV and work history, a statement of about 1,000 words outlining why the candidate believes he or she could successfully fill this role, details of current salary and allowances, information about the number of dependents who would live with the candidate in Kuala Lumpur if the application is successful, the period of notice that would be required to be given to the applicant's existing employer, and a passport size photograph.

**ABU CALENDAR OF EVENTS**

Events of interest to the ABU and its members in 2006

MARCH		
6-7	FT Digital Media & Broadcasting Conference	London
7-9	The 12th Middle East International Cable, Satellite, Broadcast & Communications Exhibition (CABSAT 2006)	Dubai
9-24	ITU-R SG 6 and Working Party Meetings on Broadcasting Services	Geneva
15-26	XVIII Commonwealth Games	Melbourne
20-22	SportelAsia	Shanghai
21-23	China Cable Broadcasting Network Exhibition (CCBN) 2006	Beijing
22-24	Producers' Meeting for ABU Children's Drama Co-Production	Kuala Lumpur
22-24	FRAMES 2006	Mumbai
28-30	Satellite Communications Fundamentals	Singapore
APRIL		
3-7	MIPTV	Cannes
20-22	Eurasian Media Forum	Almaty
22-27	NAB2006	Las Vegas
26-27	ABU Administrative Council Meeting	Maldives
MAY		
1-3	UNESCO 'Media and Poverty Eradication' Conference	Colombo
1-5	14th WIPO Session on Broadcasters' Treaty	Geneva
2-8	Regional preparatory meeting for 5th World Summit on Media for Children	Kuala Lumpur
3	UN World Press Freedom Day – main celebratory event	Colombo
7-12	INPUT 2006	Taipei
8	Public Broadcasters Global Media Summit on Multiculturalism	Taipei
15-17	12th ABU Copyright Committee Meeting and Seminar	Brunei
15-16 June	ITU RRC-06 Regional Radiocommunication Conference	Geneva
29-31	Asia Media Summit 2006	Kuala Lumpur
JUNE		
9-Jul 9	FIFA World Cup	Germany
19-23	Broadcast Asia 2006	Singapore
21-23	RadioAsia 2006	Singapore
26-27	35th ABU News Group Meeting	Brunei
JULY		
1-31 Aug	ABU-HFC Online Coordination Meeting	Internet
3-8	ABU Children's TV Programme Item-Exchange Meeting & Workshop	Kuala Lumpur
6-7	EBU General Assembly	Lisbon
10-16	3rd EBS International Documentary Festival	Seoul
17-20	15th AMIC Annual Conference	Penang
24-28	32nd Annual Gathering and 5th AIBD General Conference	Phuket
AUGUST		
14-17	ABU Digital Radio Symposium	Kuala Lumpur
22-26	BIRTV 2006	Beijing
29	WBM2 for 2006 Asian Games	Doha
30-22 Sept	ITU-R SG 6 and Working Party Meetings on Broadcasting Services	Geneva
SEPTEMBER		
7-12	IBC 2006	Amsterdam
10	5th ABU Robocon (Asia-Pacific Robot Contest)	Kuala Lumpur
11-13	The 1st Asia-Pacific – Europe Media Dialogue	Paris
18-19	International Institute of Communications 37th Annual Conference	Kuala Lumpur
21-22	2006 PBI Conference	Maputo
26-28	APSCC Satellite Conference & Exhibition	Seoul
OCTOBER		
24-27	CASBAA Convention	Hong Kong
NOVEMBER		
2-9	43rd ABU General Assembly and Associated Meetings	Beijing
15-17	International Media Environment Summit	Kuching
DECEMBER		
1-15	15th Asian Games	Doha
4-16	26th Ordinary Session of the ASBU General Assembly	Tunis

**ABU News Jan/Feb 2006  
Vol. 25 No. 1**

Published six times a year by the  
**Asia-Pacific Broadcasting Union**

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Printed by **Xpress Graphic**  
32-3A-1, 4th Floor, Jalan 1/116B,  
Sri Desa Entrepreneurs Park,  
Off Jalan Kuchai Lama,  
58200 Kuala Lumpur, Malaysia

PP 4408/2/2006  
ISSN 0127-4902

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please contact the Editor.  
Editorial contributions are welcome.  
ABU News is supplied free of charge  
to ABU members and is available  
on subscription to others.  
Subscription: US\$25.00 a year  
(six issues) airmailed to  
anywhere in the world.*