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Asia-Pacific Broadcasting Union

Commonwealth Games: ABU delivers a billion viewers

More than a billion people in the Asia-Pacific region had free-to-air television coverage of the Commonwealth Games in Melbourne through the ABU rights platform.

The 12-day Games wrapped up on 26 March, with hosts Australia heading the medals table ahead of England, Canada and India.

"We built the biggest television platform in Asia and the Pacific for the Melbourne games and we will continue to see it grow over the years, especially with New Delhi hosting the next event in 2010," The ABU's Head of Sport, John Barton, said.

Televising multi sport events such as the Olympics and Commonwealth Games on free-to-air television would have lasting economic benefits for a nation, Mr Barton said.

"We're not just investing in a sporting contest. It is much greater than that.

"We are showcasing the character of a host nation, its many cultural and commercial assets, and the character and values of the competing nations."



Across Melbourne's Yarra River ... the International Broadcast Centre

That was why it was extremely important for the events in Melbourne to be seen on the free-to-air television markets around the world where their countrymen could share the highs and lows that came with the great sporting occasion, he said.

"Governments and broadcasters have a dual responsibility to make sure that their athletes and teams are given due recognition on television for their years of effort and training.

"So when they step out onto the international sporting stage they

know that their nation is with them, right at that moment, sharing their joy or sadness."

Governments in Asia were spending hundreds of millions of dollars on sporting infrastructure, facilities, coaches and new training methods, Mr Barton said.

"Asia is thriving as a regional sporting power house with the increasing numbers of Olympic champions. But without television, which has been the engine for growth for many years, that development could be arrested," he said. □

More coverage, more countries

The ABU enjoyed its most successful Commonwealth Games.

It produced more hours of coverage to more countries and had a record number of unilateral broadcasters at the International Broadcast Centre.

For the statistically minded the ABU multi-channel platform produced by Television New Zealand contained:

- Eight separate channels
- Six full time programme streams
- 1,000 hours of mainly live events
- Unilateral options for ABU members to play out news, interviews and related features
- Unilateral programming options for specific events

The ABU was located within the space allocated to TVNZ, as was MediaCorpTV who sent a small production team of five people.

"It turned out to be a 'Commonwealth' of nations within our area," said Murray Needham, General Manager of TVNZ Sport.

"By the time the games began we had housed broadcasters from South Africa, Canada, Mauritius, Singapore, Brunei and the ABU Secretariat," Mr. Needham said.

There were some other firsts in production.

The ABU delivered the Commonwealth Games to:

- TV5-Mongolia
- KabelVision-Indonesia
- RTTL-Timor Leste
- Hong Kong Cable Television
- Six Pacific island nations

"We can be very proud of our role in building this event in the Asia-Pacific," the Secretary-General, David Astley said.

"One of the key objectives of the ABU with events such as the Commonwealth Games is to achieve geographical reach.

"No one can dispute that we achieved that with M2006.

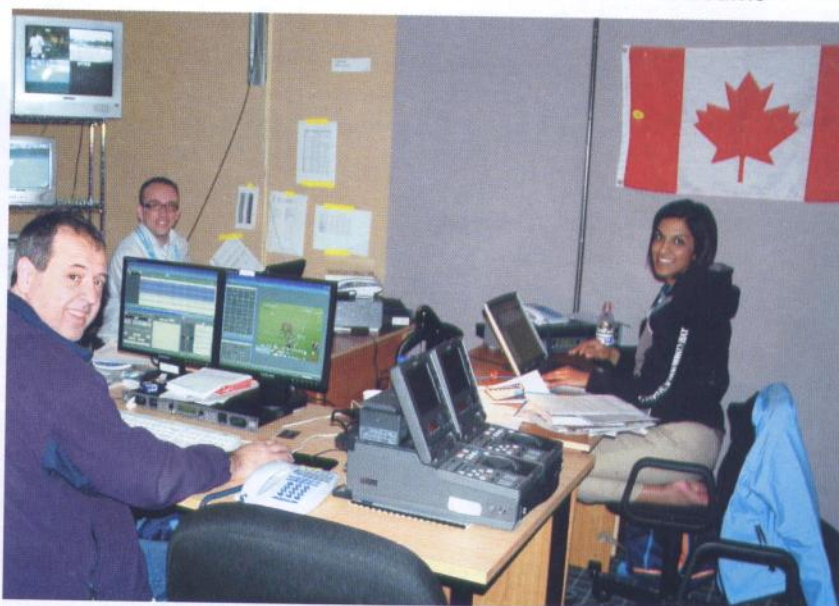
"But even more pleasing is the role that we have played in providing major international sports coverage to our smaller members, such as RTTL-Timor Leste, TV5-Mongolia and MBC-Mauritius.

"This is a base that we intend to build on for Delhi 2010," Mr. Astley said. □

More Commonwealth Games coverage on pages 17-19



RTM-Malaysia's Ahmad Afandi and Nurul Alis in Melbourne



CBC flies the flag for Canada

New PSG chairman appointed

The ABU's Planning and Strategy Group (PSG) has a new chairman. He is Colin Knowles, Executive Director Technology and Distribution of the Australian Broadcasting Corporation (ABC).

Mr Knowles was appointed as chairman by the ABU President, Genichi Hashimoto, following the retirement of Chu Pui Hing from the position.

Mr Chu, who is Director of Broadcasting for Radio Television Hong Kong (RTHK), had chaired the PSG for more than five years since his appointment in 2000.

The appointment of a new chairman was announced at a meeting of the PSG held in Hong Kong in March, hosted by RTHK.

Mr Chu said that his five years as PSG chairman had been an interesting and challenging time, as the ABU had faced many pressures to adapt to the changing media environment during this period.

"The PSG played a key role in the formulation of the new Strategic Plan which was approved by the Tokyo General Assembly in 2002, but it is now time for me to step aside and let someone else take over, following the implementation of all of the action points in the 2002 Plan," he said.

The new chairman, Mr Knowles, thanked Mr Chu for his leadership and commitment to the PSG over such a long period.

"The PSG will be commencing the drafting of a new Strategic Plan this year and will be presenting a timetable for this to the Administrative Council prior to the Beijing General Assembly," Mr Knowles said.

The PSG was established in 1996 and provides policy advice to the Administrative Council on matters relating to ABU activities, membership and strategy.

It meets twice a year, usually one or two months before the Administrative Council meeting so that there is time

for reports and recommendations to be prepared for the Council.

At its Hong Kong meeting, the PSG reviewed proposals for a content distribution network, expansion of the ABU Prizes, an avian influenza strategy and a membership growth strategy.

The PSG's recommendations will be discussed at the April Administrative Council meeting to be held in the Maldives.

The current members of the PSG are Colin Knowles, ABC-Australia (PSG chairman); Chu Pui Hing, RTHK-Hong Kong (ABU Vice-President); Turgay Cakimci, TRT-Turkey (chairman, Technical Committee); Han Hee Joo, KBS-Korea (chairperson, Programme Committee); Yoshinori Imai, NHK-Japan; Dr Reza Saidabadi, IRIB-Iran; Navin Kumar, DDI-India; and Shaun Seow, MediaCorp News-Singapore.

The ABU President, Vice-Presidents and committee chairpersons are automatically members of the PSG. □



Chu Pui Hing, RTHK-Hong Kong (fourth from left), congratulates Colin Knowles, ABC-Australia on his appointment as chairman as members of the PSG look on

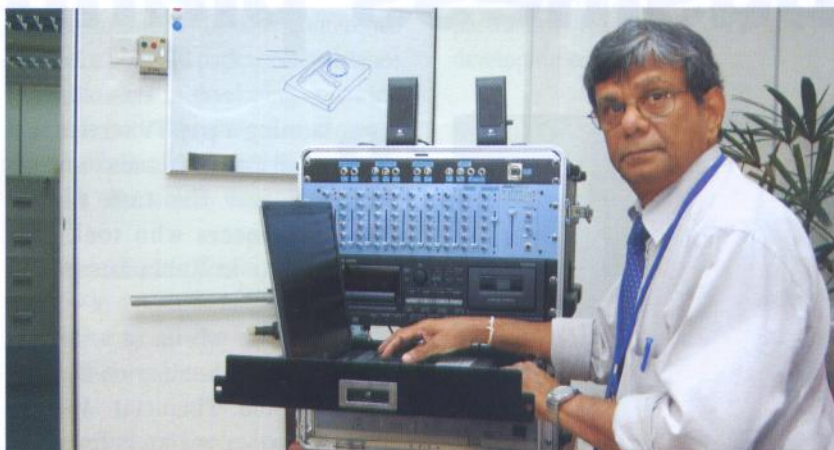
ABU develops radio-in-a-box for UNESCO

The ABU has developed a radio-in-a-box for UNESCO to demonstrate the possibility of low cost radio broadcasting using digital technology.

The "box" measuring around 55 x 50 cm contains a laptop, mixer, CD/cassette player and a 30W FM transmitter. It can be used to produce radio programmes using a portable digital audio recorder, microphone inputs or other pre-recorded material, schedule play lists for playback automatically and broadcast via the built-in FM transmitter.

UNESCO commissioned the ABU to design and build the "box", at a cost of not more than US\$5,000. The ABU's Head of Studio Technology & Training, Rukmin Wijemanne, handled the project and designed the box.

The equipment was sourced from various parts of the world and met the cost requirement. The laptop is the heart of the system, being used for editing with freeware software and for the playout of scheduled programmes also using freeware.



Rukmin Wijemanne and the radio-in-a-box

Using the portable digital audio recorder, interviews and other events taking place in remote areas can be recorded. This material is then downloaded via the USB port to the laptop where it can be edited and prepared for broadcast.

The 30W transmitter can be tuned to any frequency within the FM band by a simple setting process. The transmitter which is only 13 cm in height is heavily screened to be able to be used close to audio sources without interference.

The radio-in-a-box affords an ideal way to provide broadcast communications

to remote communities as it can be transported to such areas easily and a broadcasting station set up in very short time. It is also ideal for serving disaster hit areas where broadcasting infrastructure may have been destroyed.

The ABU will send one unit to UNESCO in Paris and another will be kept in the ABU Secretariat to be demonstrated to broadcasters from developing countries. The ABU has obtained an "experimental broadcast licence" from the Malaysian Communications and Multimedia Commission for the purpose. □

Pakistan bans two Afghan television channels

Pakistan has banned two Afghan television channels from being carried by cable networks in the country as they have not obtained broadcast rights, an official said.

The Pakistan Electronic Media Regulatory Authority (PEMRA) has asked all cable operators to immediately stop relaying the

Kabul-based Ariana and Tolo television channels, a PEMRA official told AFP news agency in March.

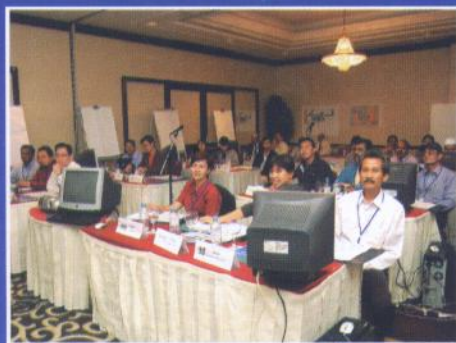
"Ariana and Tolo have been banned with immediate effect for the reason that they have not obtained landing rights in Pakistan," the official said.

The two channels are mainly watched by Pashtuns in the

southwestern city of Quetta and in the North Western Frontier Province bordering Afghanistan.

The ban came amid tension between the two countries over Islamic militants that the Afghan government says are launching attacks in Afghanistan from bases across the border in Pakistan. □

Engineers get down to business planning



Planning a pay-TV service in a small Pacific island country – this was the task for 24 senior engineers who took part in a seminar in Kuala Lumpur at the end of February.

The ABU-HBF Seminar on Business Planning and Financial Analysis brought together engineers from ABU members in 12 countries.

It was funded by the Hosono Bunka Foundation of Japan and organised by the ABU.

The first one-and-a-half days were devoted to financial indicators and principles of business planning, and the remainder of the three-day seminar to the fictitious Pacific island project.

Financial model

The engineers broke up into groups of three for the project, with each group being given a financial model that they could use.

Seven of the groups came up with business plans for the pay-TV service, many showing ingenuity. The eighth group decided the project was not viable.

Participants realised during the seminar that building a business case is part of the overall planning process and that engineers have to take into account the financial implications of their plans for capital expenditure projects.

Donald Bowie, General Manager of Corporate Services at Television New Zealand (TVNZ), explained that planning engineers must consider the business viability of their proposed project.

In each project, different stakeholders expected different things. A business case was built by considering these expectations and making realistic estimates and assumptions of key factors and risks, he said.

Many aspects

Tan Kwong Meng, General Manager, Engineering at Malaysia's TV3, described the company's practices in preparing project proposals for approval by the management, and the criteria used to evaluate such proposals. He provided information on many financial aspects of broadcast engineering.

Participants found the seminar valuable. One probably spoke for most when he said: "The seminar was a very fruitful contribution to my professional career. I learned many new things from it."

One of the organisations represented said: "(Our nominee) is back to work and is enthusiastic with the enriching experience acquired during the seminar. He has already had a meeting with his head of section and colleagues to give them an overview of what he has learned.

"Gradually he will be able to share with them his experience and how to apply it in their day to day work." □

ITU to offer greater help to broadcasters

Broadcasters are to receive greater assistance from the International Telecommunication Union on implementing new technology and human resource development.

The decision to offer a comprehensive package of assistance was taken at the World Telecommunication Development Conference-2006 (WTDC-06) which ended in Doha on 15 March.

Organised by the ITU every four years, this conference decides on the organisation's developmental assistance in various telecommunication sectors, including broadcasting, and sets up action programmes for developing countries.

As usual, the ABU made several broadcasting development related proposals to the conference. It was the only broadcasting union to make proposals to WTDC-06.

At the conclusion of the conference, most of the ABU proposals were reflected

in the decisions taken, including the action programmes on broadcasting.

Programme 2 of the conference provides a powerful package of assistance to broadcasters in developing countries. In comparison with previous conferences, this time the broadcasting sector has been offered a substantially larger share.

Broadcasters in developing countries are now in a position to obtain the ITU's assistance in all the areas indicated in Programme 2.

These include imparting information on digital conversion, migration, transition and use of digital technology; assistance in frequency and coverage planning and expert advice on development of business network models and organisational restructuring.

Expert advice is also available on digital broadcasting technology deployment; and advice in the development of relevant human resources.

Continued development of analogue sound and television broadcasting has high priority within this programme, particularly for isolated rural areas in developing countries.

ABU member broadcasters in developing countries who wish to seek ITU assistance can do so as follows:

- Formulate a project proposal for assistance falling under one of the above items in Programme 2.
- Discuss this proposal with the Development Sector of the ITU (ITU-D) representative agency in your country (most often this is your national telecom regulator).
- Advise them to forward the proposal to the Bureau of Telecommunication Development (BDT) of the ITU.
- Follow up with the BDT.
- You may also seek the ABU's assistance. In many cases the ABU will be able to assist you. □

EBS to hold third documentary festival

The Korea Educational Broadcasting System (EBS) will hold its third international documentary festival, EIDF 2006, in July. A top prize of US\$10,000 is up for grabs.

The seven day festival in Seoul on 10-16 July will be devoted to contemporary documentaries dealing with social, cultural and economic aspects of Asian life.

EIDF – the EBS International Documentary Festival – is one of Korea's premier documentary festivals. It is dedicated to connecting the audience with documentary filmmakers, and

supporting the growth of non-fiction filmmaking.

Under the theme *Prospering Asia, Reconciliation and Coexistence*, EIDF 2006 will feature an intensive TV showcase of 100 non-fiction films on EBS TV, various special events such as public screenings, forums, seminars, performances and photograph exhibitions. There will be a special focus on five Asian countries.

EIDF's programming will consist solely of documentaries for 15 hours a day for the entire week of the festival, providing a venue for established and emerging filmmakers, and for filmgoers to view a large selection of documentaries.

About 15 films will be selected from the entries for the main competition section, and a total amount of US\$25,000 will be awarded in four prize categories: Grand Prix – US\$10,000, Spirit Award – US\$7,000, Special Jury Award – US\$5,000, Audience Award – US\$3,000.

For more information, contact the festival organisers at eidf@ebs.co.kr or by telephone at +82-2-526-2122-3.

The postal address is EBS International Documentary Festival, 463 Dogok2-Dong, Gangnam-Gu, Seoul 134-854 Korea. The festival's website is www.eidf.org □

Mongolian broadcasters to work together on copyright issues

There is a need for broadcasters in Mongolia to share information on intellectual property rights issues as well as their negotiation strategies with the Mongolian collecting societies.

This was the consensus reached during a two-day ABU copyright workshop held in Ulanbaatar, Mongolia on 21-22 January 2006.

TV5, TV9, MRTV and UBS, all members of the ABU, acknowledged during the workshop that various collecting societies in Mongolia would soon start claiming remuneration for the broadcast of their works, including music and performances.

"It would be for the mutual benefit of the broadcasters if they work together and collectively bargain with collecting societies", Fernand Alberto, ABU Legal Counsel, told the participants.

"At the national level, broadcasters should consider sharing information on how they negotiate their music royalty payments to music collecting societies", he said, while stressing that a common broadcasters' position would provide a strong bargaining position for the broadcasters.

Hosted by TV5, the seminar attracted over 60 employees of TV5, TV9, MRTV and UBS as well as lawyers from Mongolian law firms, university professors, and the phonogram producers society in Mongolia.

Davaajantsan Sarangerel, Director General of TV5, said: "The copyright seminar was our first ABU seminar in Mongolia and we see it as a contribution to the development of television in Mongolia.

"We believe that this was the beginning of many other upcoming seminars and conferences of the ABU in Mongolia."

Among the copyright issues discussed were the use of copyright works for broadcasting, music rights and licences, performers' rights, copyright in the digital age, ownership of copyright, exceptions to copyright rules, and getting copyright permission.

A lawyer from a Mongolian law firm, Legalius, made a presentation on Mongolia's copyright law.

Mr Alberto also discussed the proposed Broadcasters' Treaty and urged the ABU's Mongolian members to spend time learning about cross-border signal piracy issues.

He asked the members to be more involved in the ABU's efforts in lobbying with the governments in the Asia-Pacific region to support the adoption of the treaty.

For more than a decade the ABU and the world's other broadcasting unions



have been urging the World Intellectual Property Organisation (WIPO) to introduce a treaty protecting the rights of broadcasters. The ABU has been actively speaking to its members and lobbying with some governments to ensure that government representatives from the ABU region manifest their support for the treaty during the WIPO sessions in Geneva.

The Mongolian broadcasters agreed to speak to their government about the treaty. They will ask the government to send a representative to a WIPO session on the treaty in Geneva on 1-5 May 2006.

The workshop also looked in detail at broadcast rights for sports events such as the Olympics. Among the issues covered:

- If a broadcaster acquires exclusive rights to air a sports programme, can it stop other broadcasters (non rights holders) from airing excerpts of the programme?
- Can non rights holders air as "news" excerpts of sports programmes based on fair dealing rules?
- Do news access rules of sports organisers prevail over copyright

exceptions stated in national copyright laws?

Mr Alberto discussed what non rights holders can broadcast based on the News Access Rules of the International Olympic Committee.

Mrs Sarangerel said copyright issues had become more relevant since TV5 had broadcast the Athens Olympics live.

"Previously, there was no understanding about copyright. Many programmes and productions used materials without securing the necessary copyright licences," she said. □

Koreans take Asian copyright tour

A group of Korean broadcasters has visited the ABU as part of a copyright study tour of Asia.

The 10 broadcasters were members of the Korean Broadcasters Association's Copyright Coordinating Committee. They included representatives of KBS, MBC, SBS, EBS and the KBA itself.

The KBA plays the role of arbitrator and mediator in negotiations between its members and various copyright organisations.

The association's Secretary-General, Ma Kwon-Soo, said the study tour in February was aimed at dealing with the advent of new media that were rapidly changing the conditions of copyright.

During the group's visit to Kuala Lumpur, the ABU's Legal Counsel, Fernand Alberto, briefed them on emerging copyright issues in the ABU region, the results of an ABU music royalty survey, and strategies for

negotiating with collecting societies on how much to pay for the use of music in broadcasting.

He said broadcasters should bargain collectively on music royalty payments. Korean broadcasters were already doing this, and broadcasters in other countries should do the same.

The Korean group also visited Japan, Indonesia and Singapore, as well as

holding discussions at Radio Television Malaysia.

In Tokyo they visited NHK, Fuji TV, the National Association of Broadcasters and the Centre for Performers' Rights Administration.

In Jakarta they met officials from Radio Republic Indonesia and Karya Cipta Indonesia, and in Singapore they held talks with MediaCorp. □



The Korean group at the ABU

AVN's second feed to be permanent

Members of Asiavision have voted to make the news exchange's second daily satellite feed permanent.

The second feed was launched on 16 May last year, initially for a one-year period. Members agreed to review its progress during the year and decide on its future.

They have now voted overwhelmingly to make it permanent.

The 15-minute feed, known as AVN-2, is transmitted at 1215 GMT every day of the year. The first feed, AVN-1, is transmitted from 0830 to 0900 GMT each day.

The second feed has proved its value both in terms of overall coverage and in the number of same-day news stories.



TRT-Turkey feeds a news item to AVN-2

Since its launch, the number of stories contributed to the news exchange has increased by 40 percent. And the number

of same-day stories — items contributed on the day they were filmed — has jumped by more than 80 percent. □

SLRC, BTV win Asiavision awards

SLR-C Sri Lanka has won the Asiavision monthly award for January for its coverage of an upsurge in violence in the north and east of the country.

The bloodshed saw some 150 people, mostly security personnel, killed in the island's restive regions, putting in jeopardy the fragile peace

between the Colombo government and Tamil Tiger rebels.

SLRC, responding to the crisis situation, came out with almost instant coverage of the violence, providing Asiavision with frequent pictures, some from remote areas.

The Sri Lankan national broadcaster also demonstrated its professionalism in its coverage of peace overtures to contain the killings in the run-up to the landmark Geneva peace talks between the warring sides a month later.

The February award went to BTV-Bangladesh for its coverage of one of

the country's worst industrial blazes.

The fire in the southern port city of Chittagong on 23 February claimed nearly 60 lives and was one of the day's top world headlines.

BTV's instant response to the tragedy, which left many others critically injured, enabled Asiavision to be the first to transmit the pictures of a major story in the AVN-1 satellite feed.

BTV also provided regular updates on the aftermath of the fire, including steps taken by the government to improve safety at the nation's garment and textile factories. □





CABSAT 2006

IPTV a real success, conference hears

Internet Protocol TV (IPTV) has overcome sluggish growth in Europe and is now achieving real success throughout Europe and Asia, the CABSAT 2006 conference in Dubai has been told.

Success stories in 2005 included Imaginio (Spain), which claimed more than 200,000 subscribers, FastWeb TV (Italy) with over 200,000 subscribers and the biggest success story of all, NOW Broadband in Hong Kong with over 500,000 subscribers, the conference heard.

However, IPTV operators needed to offer "differentiating services" in order to stay competitive in the market.

Jarnail Gill, Business Development Manager of Tandberg Television, said service differentiators such as high-definition (HD), on-demand content and interactive TV could be offered in addition to the established TV service.

"This will assist operators in keeping up with future demands on technology, providing new platform and revenue models, and delivering the right services for the "now" generation," he said.

Speaking at the second session on "Digital Implementation Issues and Experience" at the CABSAT Broadcasting Conference, Mr Gill said phenomenal growth was expected in HD, with operators such as SKY and Premier about to deploy HD in the mass market

"The service is already big in the US and Japan, boasting over 15 million viewers. We envisage that the number of global HD viewers will reach 52 million by 2009," he added.



Jarnail Gill

Mr Gill said the model of how viewers watched TV was changing. There was a major shift away from the schedule-based world to an on demand environment where the viewer was in control.

He believed that by 2010, 50 percent of television would be viewed as on demand, and video-on-demand (VOD) would become the de facto part of the TV offering.

"I believe IPTV operators will have no choice but to offer on demand," he said.

Mr Gill also highlighted the importance of an interactive TV service in the market place. He said interactive TV was seen as more and more

compelling as more interactive content became available.

"Interactivity has helped Sky generate an enormous amount of revenue from applications such as betting. The market of online gambling is worth over US\$10 billion a year and this is clearly a huge and addressable market," he added.

Mr Gill also spoke about a number of different types of value added services that could be offered to the consumer. However, he said that these services needed to be presented in a simple and intuitive method, so as not to scare the consumers away.

"Today's consumer is used to the DVD and gaming interfaces, it's simple to use and looks good. This is the user experience IPTV operators need to provide," Mr Gill added.

IPTV remained in a trial and testing phase for many years until commercial rollouts started during 2004. It then took off and went from the early adopter market into the mainstream during 2005. Several recent IPTV forecasts have predicted nine million subscribers in Europe by 2009 and around 45 million globally. □



CABSAT 2006



Dubai conference looks at what's new in TV

High Definition Television (HDTV), Internet Protocol TV (IPTV) and broadband via satellite were given prominence at the 12th Middle East International Cable, Satellite, Broadcast and Communications Exhibition (CABSAT 2006).

The show – held in Dubai from 7 to 10 March – displayed products and technologies by manufacturers such as Thomson, Panasonic, JVC, Tandberg, Sony, Arabsat, Nilesat, PanAmSat, Eutelsat, Snell & Wilcox, among others.

Opened by Sultan Saeed Al Mansoori, United Arab Emirates Minister of Governmental Sector Development, this year's show occupied 13,680 sq metres of floor space and brought together more than 8,000 trade visitors from 105 countries.

Helal Saeed Al Marri, Director General of the Dubai World Trade Centre (DWTC) – organiser of the event – said: "The percentage growth in floor space and the number of participating companies are



Sultan Saeed Al Mansoori opens the show

clear indications of the level of interest shown by international players who are eager to do business in the Middle East and the neighbouring regions."

CABSAT 2006 also featured a broadcast conference, which was designed to keep broadcasters in the region up to date with developments in technologies and new systems for the broadcast sector.

International and local speakers covered a wide range of topics, including updates on digital TV, digital implementation issues and experiences, satellite broadcast developments and digital broadcasting developments in the Middle East.

Both conference and exhibition were supported by the Arab States Broadcasting Union (ASBU), the Asia-Pacific Broadcasting Union, the International Association of Broadcasting Manufacturers (IABM) and the Global Satellite Forum (GVF).

Next year's CABSAT will be held on 6 to 8 March. Commenting on what's in store for CABSAT 2007, the International Project Manager of DWTC, David Lim, said: "CABSAT 2007 will give prominent focus to DVB-S2, mobile TV, and also the recent technologies and updates on HDTV and IPTV".

"We also hope to be bigger, better and more informative," Mr Lim said. □



The ABU's booth at CABSAT

Cultural factors 'will help determine success of HDTV'

Cultural factors will affect the take up of high definition television (HDTV) in each country, the CABSAT Broadcasting Conference in Dubai heard.

Chris Lawrence, a management consultant for Siemens Business Services, said broadcasters needed to understand market attitudes in each territory when deciding whether and how to launch new HD services.

He said cultural factors included how people spent their leisure time, whether homes were large enough for large, flat screens, and consumer attitudes towards technology innovation.

"These will determine whether HD services are a good source of new revenue, a cost of staying in business or an expensive distraction."

Mr Lawrence said consumer uptake would determine the success of HD services, and broadcasters could stimulate this demand by providing compelling HD content, which would need to offer a marked quality improvement on standard definition content.



Apart from the attraction of high profile live sport, such as the forthcoming football World Cup, as a relatively low cost HDTV content entry point to stimulate public attraction to high definition quality pictures, early indicators in Europe were that HDTV would initially be a niche service based around premium content genres and that its appeal would broaden over the next five years.

"Broadcasters should consider HD now when making planning decisions, such as when refreshing technology and building new facilities," said Mr Lawrence. □

