

ABU pledges support for CCTV youth fest

The ABU has pledged its full support for the first Asia-Pacific Youth Arts Festival, which China Central Television (CCTV) will host in Beijing in October.

The two sides discussed plans for the festival during a visit to the ABU headquarters in Kuala Lumpur by the President of CCTV and a high-level delegation.

The President, Zhao Huayong, and his seven-member delegation spent more than an hour in talks with the ABU Secretary-General, David Astley, and other executives.

The ABU will send all its members full details of the festival as soon as they are available.

The two sides also discussed continued cooperation in other programme, technical, sports and news areas. The CCTV delegation included the Directors of its Entertainment Programme Centre and Technical Production Centre, and the Deputy Directors of its News Centre and Overseas Service.

Launched in 1958, CCTV now has 16 channels. It covers more than 95 percent of China's population, reaching more than 1.2 billion viewers.

Its studio complex in Beijing has about 30 studios, many of them large. Its futuristic new headquarters in the city will be completed in time for the 2008 Beijing Olympics, which open on 8 August.

CCTV is active in ABU programming activities. It strongly supports the annual ABU Prizes contest, and will be hosting an ABU children's TV programme item-exchange meeting and workshop in Beijing in July. □



CCTV President Zhao Huayong (left) with his colleagues

KBS provides training in digital broadcasting

The Korean Broadcasting System (KBS) recently held a training programme for ABU member broadcasters on "Advanced Digital Broadcasting" in Seoul, Korea.

The initiative saw eight ABU members selected from among 30 applications to participate in the specialised programme. They were from Australia, Brunei, Hong Kong, Malaysia, Mongolia, Pakistan, Sri Lanka and Thailand.

They were exposed to specific areas in the field of digital broadcasting during the training, such as digital TV and mobile broadcasting. They were also taken on a tour of several digital facilities to gain first-hand understanding on how their digital systems worked.

The participants were also brought to the Korea International Broadcast, Audio and Lighting Equipment Show (KOBA) to get a closer look at the latest digital equipment available to the broadcasting industry.

The training was initiated by Managing Director of Broadcast Engineering Yoo Kang-Seok and was executed by Jeong Hwa-Seob, Head of Technical Quality Management Team, with the support of KBS engineers.

KBS took care of the participants' expenses for the training, including airfares and accommodation.

The project was the first initiative organised since the ABU and KBS signed an agreement in March in Kuala Lumpur to promote training fellowship programmes. □



Participants of the KBS training programme

Asia-Pacific

Child

Rights

Award

2007



ABU

CASBAA

UNICEF



ASIA-PACIFIC CHILD RIGHTS AWARD 2007

CALL FOR TELEVISION ENTRIES



The ABU, CASBAA and UNICEF are now calling on Asia-Pacific broadcasters and producers for entries for the Child Rights award 2007.

The award is made each year to the best television programming on children's rights produced in the Asia-Pacific region.



Programmes both for children and about children are eligible and can cover any child rights issue. Entries can include documentaries that detail the plight of children, dramas that help break down stereotypes and discrimination, or animation that teaches and entertains.



Entries must have been broadcast between August 2006 and July 2007 and **must be received by 10 August 2007**. The award will be presented at the CASBAA convention in Hong Kong on 2 November 2007. The winner will be flown to Hong Kong for the ceremony.



The Asia-Pacific Child Rights Award has grown to be a dynamic competition since its inception in 2001, last year attracting nearly 40 entries from more than 10 countries.

For more information, please visit www.childrightsaward.org.



RTHK-Hong Kong launches simulcast programme in Chinese

RTHK-Hong Kong's Putonghua channel has launched a simulcast programme with Chinese language radio stations around the world to share stories about Hong Kong with the global Chinese community.

Under the initiative, RTHK will partner over 25 radio stations with Chinese language services from China, Tibet, Japan, UK, Australia, Taiwan,

Germany, New Zealand, Singapore, Malaysia, USA, Korea and Macau to broadcast a magazine show.

The show, called "Global Simulcast", covers news, social and current affairs, lifestyle, entertainment, local culture and music from different parts of the world. It is broadcast in the Putonghua language from Mondays to Fridays.

"However, the service is currently available only on the AM band due to the limited supply of local frequency," said Amen Ng Man Yee, the Putonghua Channel Head of RTHK.

"In view of this, we have initiated another online project, Putonghua Online, to extend the access of the programme. Putonghua Online provides an interactive new media platform for web surfers to view and

download the webcast version of our radio programmes."

The simulcast project is part of RTHK's "Triplisation" initiative, which involves the localisation, nationalisation and globalisation of the broadcaster's programmes.

The Putonghua channel was established in 1997, when Hong Kong was returned to the People's Republic of China, to meet the needs of the fast-growing Putonghua-speaking population after the handover.

It is the only Putonghua channel in Hong Kong that provides breaking news, programmes on current affairs, finance and lifestyle, entertainment as well as music to audiences. More information can be found at <http://www.rthk.hk/channel/pth>. □



The Putonghua Channel staff

Virtual University promotes broadcast, Internet-based education in Pakistan

The Virtual University of Pakistan recently organised the first-ever conference on e-learning and distance education in the country, highlighting the importance of communication mechanisms such as the Internet, mobile phones, video conferencing and broadcasting in disseminating knowledge and information.

The objectives of the ELDEC 2007 Conference included enhancing the understanding of e-learning and related technologies in the education

and training sectors, providing an overview of current best practices and distance education, exploring current and future applications and sharing and stimulating research in e-learning.

There were also presentations regarding the use of broadcast technologies in learning and training, designing the virtual classroom teaching environment over the Internet, scalability issues in Internet-based broadcasts, quality of instruction and information, and cultural issues in e-learning.

The Virtual University has incorporated TV broadcasting into its learning management system. Currently, lectures by professors are videotaped and broadcast through four TV channels owned by the university.

Students or any interested viewers can tune into the lectures at their preferred locations via TV sets. However, the students get to interact with their lecturers through email, chat and the university's learning management system. □

EBU gets new Technical Director



The European Broadcasting Union has appointed a new Technical Director, Belgian Lieven Vermaele. The decision was taken by the EBU's Administrative Council, which convened in Athens in May.

Mr Vermaele will take up his position on 1 September 2007. He succeeds Phil Laven, who managed the EBU's Technical Department for 10 years and is retiring from the organisation.

Mr Vermaele began his career at VRT, the Belgian-Flemish broadcaster, where he worked on the broadcaster's digital roadmap with a focus on transmission, ICT, digital radio and television and new media projects.

In particular, he played a key role in developing and planning the digital future of the broadcaster.

After six years with VRT, he moved to Alcatel-Lucent, from where he now joins the EBU.

Mr Vermaele was born in Gent, Belgium, in 1975. He obtained his Masters of Science in Engineering from the University of Gent, and pursued his post-graduate studies (PhD) at the same university. □

New Radio Australia head appointed

ABC-Australia Managing Director Mark Scott has announced the appointment of Hanh Tran as the new Chief Executive of Radio Australia (RA).

Mr Tran began serving in his new role in May. He replaced French-born Jean-Gabriel Manguy, who is now working on a radio development project in Vanuatu.

Before his appointment, Mr Tran has been Executive Producer of Vietnamese content for RA. From 1997 until 2001, he was Head of the Vietnamese Service for the BBC World Service.

Among his achievements at RA include leading the Vietnamese content team in response to new media opportunities.

"Hanh will bring a wealth of expertise in radio and digital media that will contribute to enhancing the services provided by RA, while exploring

opportunities to expand the service into new markets," said Mr Scott.

Having worked as a radio commentator, producer, reporter and presenter, Mr Tran has over 10 years' experience in international broadcasting.

He came to Australia in the late 1970s as a Colombo Plan student and studied forestry at the Australian National University and media at the University of Canberra. □



ABU to set up DAB+ taskforce

The ABU will set up a taskforce to promote the adoption of the Eureka 147 Digital Audio Broadcasting (DAB+) standard in the Asia-Pacific region.

The main objective of the DAB+ Taskforce is to ensure that there will be a large number of low-cost DAB+ receivers available in the market.

It will conduct a survey of ABU member countries to determine if they have a preferred digital radio standard and the reasons for their preference, and encourage countries which have

yet to roll out analogue radio service to consider going digital straight away.

"There will be an effort to educate them on DAB+ and T-DMB in terms of spectrum efficiency for digital radio service and other benefits," said ABU Digital Radio Forum Chairman, Asaad S Bagharib.

He said the taskforce would also contact receiver manufacturers to develop devices such as radios, mobile phones and MP3 players with a multi-standard chip to receive digital radio signals. □

London Olympics TV footage blamed for epileptic attacks

UK media regulator Ofcom has begun an investigation into claims that TV footage promoting the London 2012 Olympics has triggered epileptic seizures, and a blame game has begun to identify who is at fault.

And with the London mayor Ken Livingstone saying the designers of the much-criticised Olympics logo should not be paid, there could be financial consequences.

According to the charity Epilepsy Action, at least 18 people have reported having epileptic seizures after watching the flashing, graffiti-like TV footage promoting the Olympics – in particular, a sequence of a figure diving into a swimming pool.

It's widely known that flashing images and other patterns can cause

problems for viewers who have photosensitive epilepsy. Broadcasters often give warnings before sequences showing flash photography.

Ofcom has strict guidelines on the issue and has now begun an investigation after receiving complaints from viewers.

Simon Wigglesworth of Epilepsy Action said the potential effects should have been identified earlier.

"There is machinery available that allows people – broadcasters, movie makers, advertisers and so on – to check the images that they're producing, prior to broadcasting, to identify whether it is likely to cause a problem with photosensitive epilepsy.

"They really should have checked first," he said.

In fact, warnings about flashing images were given before the footage was first shown at the logo's recent launching, in the presence of broadcasters.

It's not clear that these were passed on to viewers at the time, or in subsequent news coverage.

The London Organising Committee for the Olympic Games (LOCOG) has removed the offending footage from its website.

But, so far, it's the broadcasts that are thought to have caused the main problems.

The BBC and other broadcasters have advised programme-makers to take extra care in how they use the footage and not to use some sequences at all. □

Australia passes Digital Radio Bill

The Australian parliament has passed legislation allowing for digital radio to be rolled out in the state capitals by 1 January 2009.

The move has been welcomed by industry body, Commercial Radio Australia, which represents 98 percent of commercial radio stations.

"Digital radio ushers in a new era for radio and for the 95 percent of Australians who listen to radio every week," said Joan Warner, Chief Executive Officer of CRA.

"The passing of the legislation means consumers will get vastly

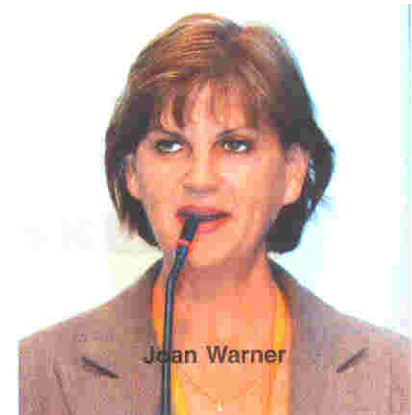
superior radio services sooner rather than later and it gives industry the certainty it needs to move ahead on the massive investment in broadcasting infrastructure that will be required."

She said while the legislation covered the licensing, planning and regulation for digital radio initially in the six cities of Sydney, Melbourne, Brisbane, Adelaide, Perth and Hobart, regional and rural Australia would not miss out.

"There are around 220 commercial radio stations who play a very important role in the lives of listeners in regional and rural Australia, and it's

important that they share in the benefits that digital technology will bring," she said.

Ms Warner said the act reflected the industry's key policy requests and the vital role commercial broadcasters would play in the roll out and success of digital radio. □



Joan Warner

ABU BROADCAST ENGINEERING EXCELLENCE AWARD 2007

Call for Entries

This award has been set up to recognise contributions of an outstanding nature in broadcast engineering and in related disciplines. The award comprises a commemorative plaque, a citation, and a 'Distinguished Observer' status to the winner at the ABU Technical Committee meetings.

Eligibility

This award is exclusively reserved for the staff of ABU broadcaster members within the ABU region. ABU members of all membership categories (Full, Additional Full and Associate, including Affiliates) are eligible to make nominations. Former staff of ABU broadcaster members are also eligible. Contributions made within the last five years will be considered for the award.

Selection

All nominations will be judged by a panel of judges. The Panel comprises three members of the ABU Technical Bureau, a distinguished personality from the broadcasting industry and the ABU Secretary-General.

Presentation of 2007 Broadcast Engineering Excellence Award

The winner will be announced at the Technical Committee Meeting 2007 and the award will be presented at the ABU Awards Presentation Ceremony during the ABU General Assembly in Tehran.

The ABU Broadcast Engineering Excellence Award for 2006 was conferred on Ansu Sekhar Guin of All India Radio (AIR).

Mr Guin has been with AIR and DDI, the public radio and TV broadcasters in India, since 1971. He rose to the post of Engineer-in-Chief of AIR in 2006.



ABU ENGINEERING INDUSTRY EXCELLENCE AWARD 2007

Call for Entries

The Asia-Pacific Broadcasting Union is now calling for entries for the ABU Engineering Industry Excellence Award. The Award acknowledges the most outstanding engineering contribution made by an individual to the industry in the Asia-Pacific region.

In particular, we invite broadcasting equipment manufacturers in the region to make nominations from among their staff.

Entries of equipment manufacturers and other non-members must be supported by an ABU member or affiliate member. Please contact the ABU member/affiliate in your region to get nominated.

There is no limitation on the time frame during which the nominees may have made such contributions. All nominations are judged by a panel of judges comprising three members of the ABU Technical Bureau, three distinguished external judges from the broadcasting industry and the ABU Secretary-General.

The Award will be presented at the ABU Awards Presentation Ceremony at the 2007 ABU General Assembly in Tehran.

The ABU Engineering Industry Excellence Award for 2006 was conferred on Dr Osamu Yamada of Pioneer Corporation.

Dr Yamada is a former Director-General of NHK Science & Technical Research Laboratories. Currently, he is the General Manager and Director-General of Corporate R&D Laboratories in Pioneer Corporation.



Closing date

for nominations is **31 July 2007.**

For more information, visit <http://www.abu.org.my/public/technical/EngineeringAwards>