

P17 CONTENT MONITORING

The vital need for monitoring to protect rights and fight piracy

P42 GETTING ETHICS BACK

How one TV channel is helping defuse Muslim/Western tension

P50 MORE THAN JUST RADIO

TV and multimedia are now core to one organisation's future

The Channel

THE MAGAZINE OF THE ASSOCIATION FOR INTERNATIONAL BROADCASTING | www.aib.org.uk | Volume 11 No 1 | ISSUE 2 2008



Going out of business?

Jeff Gedmin of RFE/RL says that's his aim - but there's still lots to do

Mobile call to action

Apple iPhone 3G - what next?

Getting hooked

Hooking audiences is key for three major regional TV channels

Media Guardian
**Edinburgh International
Television Festival
22 - 24 August 2008**

Buy your delegate pass online now

Festival Programme and Delegate List available
online now
www.mgeitf.co.uk/thechannel

I ♥
TV

MGEITF

mediaguardian
Edinburgh International
Television Festival

Major Sponsors

BBC

BLITZ

4

DISCOVERY

Disney

The Farm

five

itv

magic lantern

METAFILMPOST

ITV

sky uktv YouGov

THIS ISSUE

14 FOCUS**THE HOOK FACTOR**

is what India's Times Now, SMG's International Channel Shanghai and MBC's Al Arabiya have in common - each hooking audiences. See p14, 25, 38



20



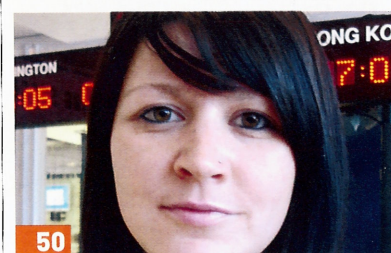
29



29



42



50

17 THE FUTURE OF CONTENT MONITORING

Interview with Thomson Group CTO Jean-Charles Hourcade

20 MUSHROOMING RADIO?

InterMedia's Nadra Garas on liberalisation and the rise of vernacular and community radio in Sub-Saharan Africa

29 IT'S OUR JOB TO GO OUT OF BUSINESS

Interview with RFE/RL president Jeff Gedmin

34 LINX DRIVES UNGIFT

James Thomas on the UN initiative to fight human trafficking

36 MOBILE CALL TO ACTION

Media organisations are at last starting to take mobile seriously. There's a need to keep up with rapid change, says Simon Spanswick

42 GETTING ETHICS BACK INTO THE MEDIA

Islam Channel's Mohamed Harrath on defusing East-West tension

44 STEPS TO CHANGE

RTI's president Shao Li-Chung says he welcomes competition

46 MONTENEGRO MEDIA LATEST

Djordje Vujnovic on switchover plans, IPTV and new entrants

48 ON THE EDGE OF SATELLITE'S FUTURE

Interview with Christopher Baugh of NSR

50 MUCH MORE THAN RADIO

WRN's Sophie Wilson on the network's foray into TV

52 ACTIVE WHERE CONFLICT IS ENDEMIC

Morand Fachot on the Hirondelle Foundation

54 EUROPEAN UTOPIA MADE REAL

RFI's Antoine Schwarz and Erelends Calabuig on the Euranet consortium

REGULARS

06 MEDIA MARKETS

22 AIB INTERVIEW Abubakar Jijiwa, DG, Voice of Nigeria

32 PROFILE Andy Nobbs, Managing Director, Teletrax

33 AIB NEWS Awards update and changes to come

40 PROFILE Jeff Trimble, Executive Director, Broadcasting Board of Governors

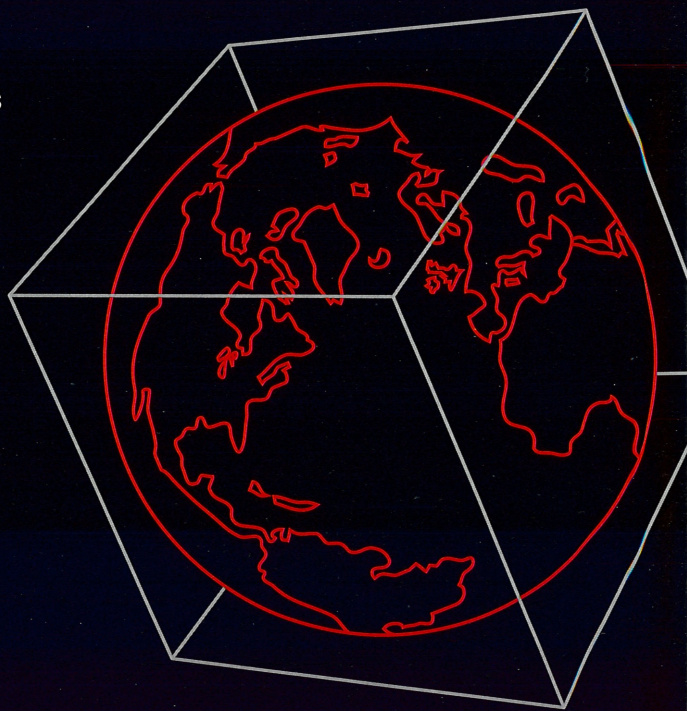


IBC2008

the world of content
creation • management • delivery

Even **More** Added Value

- See 1,300+ exhibitors showcasing their latest capabilities
- Network with over 46,000 key players from over 130 countries
- Attend the world's best opinion forming conference
- **FREE** entry to the exhibition if you register before 18 August
- **FREE** access to the IBC Big Screen Experience - watch and discuss cutting edge demonstrations and feature film presentations
- **FREE** entry to the Mobile Zone - showcasing TV and video on the move
- **FREE** entry to the IPTV Zone - reflecting the way consumers receive and interact with broadcast content
- **FREE** entry to the Digital Signage Zone - gain valuable hands-on experience with the latest technology
- **FREE** entry to the IBC Business Briefings - take part in live debates, case studies and business analysis
- **FREE** entry to the IBC What Caught My Eye, where experts explore the best of IBC
- **FREE** entry to the prestigious IBC Awards Ceremony
- Experience the latest developments in broadcast technology at the New Technology Campus



Conference 11 - 15 September
Exhibition 12 - 16 September
RAI Amsterdam

Keep up-to-date with the exhibitor list, conference programme and all of the new and exciting features at :

www.ibc.org

IBC Fifth Floor International Press Centre 76 Shoe Lane London EC4A 3JB UK
Tel: +44 (0) 20 7832 4100 Fax: +44 (0) 20 7832 4130 Email: show@ibc.org



The Channel is the magazine of the Association for International Broadcasting

PO Box 141
Cranbrook TN17 9AJ
T +44 (0) 20 7993 2557
E contactaib@aib.org.uk
W www.aib.org.uk

CHIEF EXECUTIVE OFFICER

Simon Spanswick
T +44 (0) 20 7993 2557
E simon.spanswick@aib.org.uk

EDITOR

Gunda Cannon
T +44 (0) 20 7993 2557
E gunda.cannon@aib.org.uk

ADVERTISING MANAGER

Oliver Kirkman
T +44 (0) 1727 739 184
E ollie@centuryonepublishing.ltd.uk

PRINTED BY

Stephens and George
T +44 (0) 1685 388888

The views and opinions expressed in *The Channel* are not necessarily those of the AIB.

The Channel cannot accept responsibility for errors and omissions, although the utmost care is taken that information is accurate and up to date.

The AIB reaches in excess of 25,000 people working in electronic media worldwide.

Executives, producers, editors, journalists, technical directors, regulators and academics are among the people who the AIB is in touch with through this magazine and our online publications.

Contact us now to discuss how the AIB can help you reach the key individuals you need to influence.

Copyright Reproduction in whole or part by any means without written permission of the publisher is strictly forbidden. The publisher accepts no responsibility for errors, omissions or the consequences thereof.

© 2008 The Association for International Broadcasting

The AIB is a not-for-profit company limited by guarantee and registered in England.

The Association
for International
Broadcasting

“ It is sometimes useful to hear and see a view which is very different from the one we normally take ”



WELCOME

...to the summer edition of *The Channel*. Well, it's summertime in the UK – for our readers in other regions it may not be. As the saying goes "One man's owl is another man's nightingale".

This figure of speech is wonderfully versatile – one well-known adaptation is "one man's terrorist is another man's freedom fighter". I suppose it mirrors a universal truth, the fact that we all view the living beings and inanimate objects surrounding us from our own, very individual perspective. I sometimes wonder, even though my colleagues and I see an object as 'green' and 'round' – do we all see it exactly the same way? Do we see the same shade of green, the same size and shape? There is no way of knowing. But I do know it has different connotations for each of us – it reminds us of different things and engenders different feelings in us.

In international multi-platform media we are all in the business of painting pictures, with words and/or images. The particular way in which people, events and things are perceived by those who report on them, and in turn by those who hear and view these reports is crucial. Sometimes on radio and TV we are confronted with an individual vision which stands out, makes sense of a confusing situation, does not offend our own beliefs and galvanises us into thinking, feeling or action. Sometimes, it is equally useful to hear and see a view which is very different from the one we normally take. As it's our line of business here at the AIB we flick through a great number of channels from all over the world and have a peek – there is an amazing range of output out there! In the office we often listen to an internet radio station that plays music that's 'good to work to' – it's based in Jordan.

Hey, I forgot. We are not in it to have fun, media is business. The balancing act between a vision delivered with integrity and appeal and the business acumen to stay afloat and/or make money is a tough one. What is Shanghai Media Group's secret, operating as it does in a controlled environment? How does a station like Islam Channel which has written "positive integration of Muslims" on its banner manage to attract funds? How did Times Now TV, written off soon after its Indian launch, turn itself around, unapologetically urban in its viewership base?

For the answers dip into the pages of this edition of *The Channel* – I hope it proves a good read.

GUNDA CANNON EDITOR

UN and BBC highlight newsgathering sacrifices



Safety for journalists and newsgathering staff is of paramount importance.

The BBC has become one of the principal supporters of news safety, backing INSI, the International News Safety Institute, which works to train journalists who are being sent to hostile environments around the world, particularly freelancers who do not benefit from in-house training provided to staff journalists by major broadcasters.

In one of the most visible moves to highlight the plight of journalists working in hostile environments - and paying the ultimate price for trying to bring the news to the world - the BBC

has commissioned a light sculpture on the roof of Broadcasting House, its central London headquarters, to commemorate the lives of journalists and news workers killed in the line of duty.

At a ceremony on 16 June, UN Secretary-General Ban Ki-moon dedicated Breathing, sending a beam of light hundreds of metres into the night sky above London. Mr Ban said that the work of journalists is paramount in bringing the world's news to the people, and spoke of his sadness of the loss of journalists who have been killed while reporting.

BBC Director-General Mark Thompson told the AIB that it

was the kidnapping of BBC journalist Alan Johnston - present at the ceremony - that brought into focus the dangers journalists face everyday. It was, Thompson said, almost a Damascene moment that brought news safety to the top of the BBC's agenda.

The ceremony, attended by the BBC's top news executives and journalists, as well as senior editors from Britain's ITN and other news organisations, heard John Simpson, the BBC's World Affairs editor, movingly read the poem written by war correspondent James Fenton that is inscribed on the memorial.

Regulating Arab satellite TV

The Arab Satellite Broadcasting Charter adopted in February during a meeting at the Arab League headquarters in Cairo compelled broadcasters in the Arab world to obtain formal transmission licences.

Many feared that it would stifle the voices of Arab citizens, as the charter gives Arab governments the right to shut down and withdraw the permits of Arab satellite channels and prosecute Arab journalists if they publish material that is believed to slur country leaders or

undermine issues of Arab solidarity.

Laeed Zaghlami reporting from Algiers quotes Prof. Ahmed Adhimi of Algiers University: "We already live in an open sky, and it is quite unwise, unfair and unworkable to implement such regulations".

Abdelkader Bey, councillor at Algerian public TV and former director of External Affairs and Co-operation, said the Cairo document would deepen the trust and confidence gap between governments and

citizens in the Arab world.

However, in June the proposed guidelines were overturned at the meeting of the Council of Arab Information Ministers, as Qatar (home to Al Jazeera) and the UAE (home to dozens of TV channels including MBC's Al Arabiya) declined to endorse the charter, drafted originally by Egyptian and Saudi Arabian interests.

The plan is now to set up a High Commission for Arab Media and the challenge is to arrive at a workable agreement.

Promax Gold

Russia Today TV, Russia's first English-language round-the-clock news TV channel, carried away the golden award for Promax/BDA World Gold Awards 2008. MediaCorp TV Singapore and National Geographic Channel received silver and bronze.

An award from Promax/BDA is the most prestigious honour in television design and marketing. PROMAX/BDA holds annual contests in Europe, Australia, Latin America and Asia. This year, the Promax awards were awarded in 158 categories.

Russia Today was also shortlisted with its promo on State Duma Elections 2007, competing with promos from Al Jazeera English, BBC News and TV3 Televisio De Catalunya.

"The golden award at the most high-profile professional contest in design is a huge achievement for us. We focus on promoting our channel, so we are happy with the acknowledgment of our effort. The award proves the channel is evolving in the right way," said Margarita Simonyan, Russia Today's editor-in-chief.

France 24 innovates with VOD

18 months after launching, French international news channel France 24 is going from strength to strength. Broadcasting in French, English and Arabic, the channel is now available in over 120 countries and received in some 85m households across the world.

Recently France 24 has integrated an innovative VOD platform that can automatically supply over 350 video files from the three language channels to

clients every day. It allows the autonomous distribution of France 24's content direct to TGV trains, Nokia N-Series mobile phones and canoe.ca and to distribute content to YouTube, Daily Motion, MSN, Yahoo, My Space and other clients.

At the beginning of July, France 24 CEO Alain de Pouzilhac was appointed president of Radio France Internationale, succeeding Antoine Schwarz who has retired. This appointment

means that de Pouzilhac now heads all French international broadcasting, including TV5.



Pure change at Euronews



European TV news channel Euronews has rebranded. The channel, which claims to be the most-watched international TV channel in Europe, unveiled its new identity on 4 June with simultaneous launch events in Paris and London. The channel's new look is described as more fluid on the air, while programme names have been shortened and made more expressive, according to the Lyon-based broadcaster.

The overwhelming concept is that Euronews broadcasts pure news and that is made clear by the channel's new circular white logo. According to designers Fred and Farid, joint presidents of French branding company FFL Paris who won the rebranding contract, the new "pure" brand signature "encapsulates the Euronews mission and its brand values in a single word...epitomising the fundamental values of the channel: honesty, integrity, neutrality, transparency and respect for the viewer".

In Paris, Euronews president Philippe Cayla said: "We owed it to ourselves to position the brand and affirm who we are, and to communicate the values which make euronews more successful

than its competitors around the world. A news channel's sole function is to broadcast accurate and verified information. A news channel does not regard the European viewer as a passive consumer but as a citizen who is capable of forming his own opinions. We are a news channel without equal as it is without ego."

Speaking at the London launch party, attended by guests from media companies, cable operators and journalists Michael Peters, Euronews managing director, interviewed by UK media journalist Ray Snoddy, said: "The logo, the brand signature and the whole visual identity is intentionally simple and minimalist and reflects the desire of Fred and Farid from FFL Paris to present Euronews as a universal news channel without frills. Since January 2007 we have analysed the channel together in depth and have taken from it the strongest elements to form the fundamental principles of the new look. We are changing the way we are expressing them to be consistent with who we are."

The new Euronews brand has been implemented across all the

channel's platforms, including TV, online and mobile. It will also be seen in the new Arabic-language channel that launched on 12 July. The Arabic service is funded by the European Commission following a successful tender by Euronews last year.

The new "pure" brand has been extensively pushed across Europe with a major advertising campaign in newspapers and trade publications, and in an outdoor campaign focusing on airports and railway stations in Brussels, Frankfurt, London and Paris. A viral campaign has also run to build awareness of the new Euronews brand.



IN BRIEF

TURKEY MULTILINGUAL

Turkish president Abdullah Gul has approved a draft enabling the state-run Turkish Radio and Television to broadcast in different languages and in dialects other than Turkish. TRT will be able to employ foreigners and sign contracts, agreements or protocols with other radio and TV channels broadcasting in Turkey. TRT can sell news reports and video footage to local, regional and national channels.

GLOBECAST + PCM

GlobeCast and Pacific Century Group have reached an agreement for the acquisition of Hong Kong-based broadcast services company Pacific Century Matrix. PCM will be renamed GlobeCast Hong Kong and will be interconnected with GlobeCast's 12 other teleports and technical operations centres around the world, as well as with the company's extensive satellite and fibre content distribution network. In October, GlobeCast is launching a new layout and media management centre at GlobeCast's Asian headquarters in Singapore.

AUTOCUE EXCLUSIVE

Autocue, leading provider of newsroom automation and teleprompting solutions, has appointed Rome-based Cartoni SpA as its new exclusive distributor in Italy for the entire Autocue range. Autocue CEO Frank Hyman says the two companies have worked together on a strategic level for some time and the extended relationship provides a fantastic opportunity for both organisations to grow sales in the region. Autocue recently appointed Simeon Peart as International Sales Associate and Edward Lynch-Bell as Technical Support Representative.

IN BRIEF

AL HURRA LIVE STREAMING

US-funded Arabic-language broadcasting network Alhurra, whose mission is to promote democracy and freedom of expression to 22 countries throughout the Middle East, is now available worldwide via the internet. Middle East Broadcasting Networks President Brian Conniff said Alhurra's live internet streaming makes MBN a truly multimedia broadcasting organisation, complementing Radio Sawa and Radio Sawa's all-news website. Alhurra's live stream includes original programming including newscasts and current affairs programmes, with an archive being set up.

RWANDA JOINS IFJ

The Rwanda Journalist Association (ARJ) has been accepted into the International Federation of Journalists as an associate member, pending its full accreditation. ARJ president Gaspard Safari said that belonging to the East African Journalist Association had eased ARJ's way into the IFJ. It will join as a full member once it becomes a union of journalists. The IFJ, through the regional grouping EAJA, will conduct training workshops on how unions function in a bid to help ARJ improve.

MURDER SOLVED?

Russian investigators have charged four men in connection with the murder of the investigative journalist Anna Politkovskaya who was shot dead outside her Moscow apartment in October 2006. The preliminary inquiry into her death is now 'over' but the question of who ordered Politkovskaya's execution remains unanswered. Her colleagues at Novaya Gazeta, the small liberal newspaper where she worked, said they were sceptical that the investigation had got to the bottom of her murder.

New MD at Al Jazeera English

Tony Burman has been appointed as the new MD for the Al Jazeera English channel. His predecessor Nigel Parsons, in the new post of MD of Business Acquisition & Development, will continue to be based in Doha and focus on providing access to Al Jazeera's content to other news organisations globally. The appointment of Burman comes as AJE embarks on the next phase of its development with expansion of programming, bureaux, audience reach and investigative journalism. Until recently, Burman was Editor in Chief and Executive Director of the Canadian Broadcasting

Corporation. He is an award-winning news and documentary producer with field experience in more than 30 countries. While head of CBC's news and current affairs operations, the largest news organization in Canada, Burman implemented the successful integration of CBC's radio, TV and online operations. Commenting on his appointment, Tony Burman said that Al Jazeera's newsrooms are the most diverse in the world, drawing on journalists, broadcast executives, production personnel and support staff from more than 50 countries. He indicated that in the coming months he would make it a

priority to expand Al Jazeera's audience reach into important new areas of the world, most notably North America." The English channel was launched in November 2006 and is now available to more than 100 million households worldwide.



IPTV becomes a commodity

IPTV is increasingly being offered as a free service by telcos across Europe to encourage people to choose their broadband services. According to the latest research from media analysts Screen Digest, IPTV is rapidly becoming a commodity - bundled for no extra cost with a broadband and/or telephony package.

The result is that about 40% of today's European IPTV households are currently enjoying the service for free. The research suggests that the primary intent behind most of the major IPTV services is to add

new broadband subscribers, not to drive profits or even to act as a churn reducer.

This is confirmed by the number of IPTV operators reselling third party content packages rather than offering content of their own to attract viewers. France will remain the biggest of Europe's IPTV markets - French consumers enjoy some of the cheapest pay-TV in the world.

Emerging IPTV markets to watch are the Baltic countries, Scandinavia, Croatia, Czech Republic and Slovakia.

Teletrax for NBC

Teletrax, the global broadcast intelligence company, has renewed a multi-year contract with The NBC Agency, the internal advertising agency for NBC Universal that supports the promotional and advertising needs of all NBC Universal-owned TV entities including NBC network entertainment, news, sports and corporate divisions,

plus its cable, Internet and syndicated properties.

A long-term client of Teletrax, The NBC Agency uses the Teletrax suite of broadcast intelligence services to electronically monitor and analyse affiliate stations' usage of its on-air TV show promotions across all 210 US TV markets.

Virtual studio deals

Vizrt, creator of leading-edge content production tools for the digital media industry, has signed deals worth \$2.5m in Q2 of 2008 for its Virtual Studio (VS) line of products.

Following a slowdown in VS sales the last couple of years, this strong comeback is mainly driven by broadcasters' requirements to install studios that can be easily changed and provide more dynamic and exciting shows. The deals under discussion were placed by broadcasters in Hong Kong, Germany, Thailand and the Middle East.

Vizrt's CEO Bjarne Berg commented that this increase does not seem to be a one off but that he expects the strengthening of the VS market to continue.



China paves way for mobile TV

The Asia-Pacific market currently represents just under one-sixth of the global marketplace. China and India are Asia's fastest growing media markets and the places where the biggest digital growth will happen. The broadcast industry hopes that China's efforts to boost digitisation for the Beijing Olympics will have a knock-on effect across Asia.

In May the Chinese government announced the restructuring that will merge the six state-owned telecom carriers into three entities that can provide fixed line and mobile services. Three licences for high-speed 3G services will be issued after the mergers. China Mobile which has over 70% market share

began 3G trials in April in eight cities. It will make Phoenix Satellite TV's Chinese channel and CCTV's channels 1 and 5 available on the platform, plus live broadcasts to mobile users from the Beijing Olympic Games. Regulator SARFT has issued mobile TV licences to state-owned broadcasters CCTV, Shanghai Media Group and Southern Media Group - choice of TV content is limited.

China has decided its market is sufficiently large to adopt a home-grown mobile TV standard, likely to be the China Mobile Multimedia Broadcasting (CMMB), a subscription-free service being rolled out at speed in China's major cities.

Piracy order

In what is seen as an important test case by the international pay-TV industry, the Intellectual Property Office of the Philippines has served its first ever restraining order against a pirate cable operator.

The order enjoins Turtle Cable in Baao, Camarines Sur province, from re-distributing international cable channels for which it does not have a distribution contract. It is the result of a series of complaints filed by CASBAA on behalf of the broadcasters who own their copyrighted programmes.

Last year CASBAA estimated that for every Philippine home wired for legitimate cable TV, at least one - and probably more -- viewed pirated programmes, costing the industry US\$85m in annual revenue.



Relaxing and tightening

India's regulatory authority TRAI is allowing state broadcasters All India Radio and Doordarshan to broadcast their news and current affairs shows on satellite radio.

TRAI has also recommended auctioning licences for satellite radio services if the number of eligible applicants exceeds the number of licences being offered, depending on the availability of spectrum and satellite. Licences are initially for a period of 10 years, fees are 4%

of gross revenue and the service must be rolled out within one year.

Separately India's Information and Broadcasting Ministry has set up an Electronic Media Monitoring Center (EMMC) at Prasar Bharati to track over 120 commercial TV channels and check for violations of the broadcasting code. The centre will receive content through DTH, cable services and C-band antennae.

European satellite digital radio chips

WorldSpace Satellite Radio has announced a partnership STMicroelectronics in the development, manufacture and distribution of chips for European Satellite Digital Radio receivers planned for a WorldSpace pan-European and Middle East service offering, starting with Italy in 2009.

The agreement between WorldSpace and ST is expected to lead to the first fully

integrated device for channel decoding in ESDR receivers. This technology enables WorldSpace to employ a hybrid satellite-terrestrial network, where its satellites deliver broad geographical coverage at low cost, while terrestrial transmitters improve reception quality in urban and suburban areas.

WorldSpace Satellite Radio's service offering will include 40-

50 channels of commercial-free music, news, sports, talk and other personalised programming such as traffic, navigation and music downloads directly from the satellite, to each of its markets in Europe.

These first ESDR satellite radio receivers will be available through retail stores and other aftermarket venues in the first half of 2009, followed shortly by OEM versions.

IN BRIEF

FUTURE-PROOF SOLUTION

Munich-based NorCom AG, full-chain producer and vendor of innovative solutions for multimedia content production and management, is reporting further sales successes for its Apple-based multimedia editing, planning and TV production system NCPower Pro. In Germany, new special-interest broadcaster OUTPRO TV has been working with this Unified Media Factory since the end of 2007, while there are new customers in Russia as well among the national and regional TV broadcasters.

SESAME STREET RESPECT

A controlled trial of 536 five-to-six year-old children across different demographic groups in Kosovo over a six week period showed that children who watched the local adaptation of Sesame Street were significantly more likely to demonstrate a positive attitude towards children from different ethnic backgrounds than those who didn't. Ruga Sesam and Ulica Sezam airs across Kosovo on RTK, and is also broadcast regionally by two Serbian language broadcasters, TV Most Zvecan and TV Herc Strpce.

CROATIA'S NEW 7

Croatian state broadcaster HRT plans to launch seven new digital terrestrial TV channels by analogue switch-off in 2012. Competitor Nova TV is launching two new cable TV channels, while RTL Televizija has launched the RTL Plus channel on T-Com's IPTV service Max TV. DTT's introduction in Croatia will enable the transmission of up to 32 TV channels with national coverage (currently five). Local TV channels are expecting to receive one of the five channels on the country's first multiplex.

IN BRIEF

DESTINATION TV FIRST

Southern Africa Direct, the FTA lifestyle and culture TV channel launched on the UK's Sky platform in November 2007, already delivers over 100,000 households per week. It is the world's first 24/7 'destination TV' channel, providing an authentic information source for anyone interested in visiting or building commercial links with 25 African countries and islands with a capital city on or below the equator. The vision is to be a multi-platform destination marketing company. More TV channels will be launched and new services such as video-on-demand, travel guides and transactional ability will be added in the coming months.

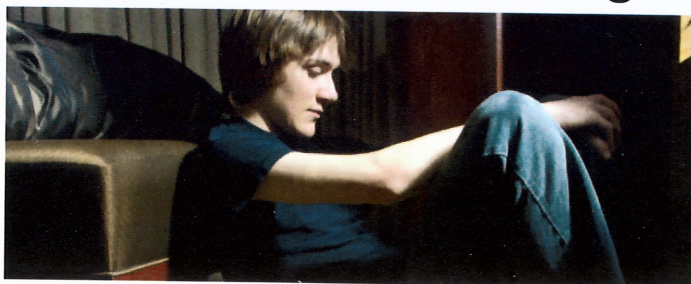
ABU HIV AWARD

The ABU has launched a new award to honour outstanding reporting on HIV/AIDS in the Asia-Pacific region. The contest is open to all ABU members. Judging of the winning entries will take place in October 2008 and the prize is \$2,500 in cash and a trip to Bali, Indonesia, to attend the awards ceremony during the 45th ABU General Assembly.

SATELLITE INTERFERENCE

The problem of interference to the satellite signals of broadcasters is growing worse, delegates heard at the World Broadcasting Unions International Satellite Operations Group in Atlanta. Most of the interference is accidental, caused by human error or faulty equipment, but a small amount is deliberate, some of it politically motivated. WBU-ISOG is campaigning for all encoders to include data that would identify the source of the signal, to help pinpoint where interference is coming from.

Young consumers struggle with news fatigue



The Associated Press engaged Context-Based Research Group to conduct anthropological research to obtain a more holistic understanding of the news consumption behaviour of young people. This group is driving the shift from traditional media to digital news. The study examines news consumption patterns of young adults aged 18 to 34 in Britain, India and the US. Based on the observed behaviour, the AP and Context developed a "new model" for news consumption. Among the key findings of the study was that the young subjects of the study experienced news fatigue, meaning they were overloaded with facts and updates and had trouble connecting to more in-depth stories. Participants yearned for quality and in-depth reporting,

but had difficulty immediately accessing such content. This experience was common across participants' race, gender and geographic location.

Interestingly, participants in this study almost always consumed news as part of another set of activities and therefore were unable to give their full attention to the news. Multitasking prevented participants from becoming completely engaged with a news story and therefore interaction with the news was limited to headlines and news updates.

As a result of this project, AP has developed a programme for linking news content across platform and brand to help connect consumers to relevant news more easily. The complete report is available for download at www.ap.org/newmodel.pdf.

Pakistan cable boom

According to a government ICT report, Pakistan's cable TV sector is employer to some 30,000 people.

Pakistan TV employs 6,000, Radio Pakistan 3,000 and fast expanding private electronic media have provided 16,000 jobs.

Private radio stations and companies have generated 1,000 jobs with satellite TV generating employment for 4,000 people.

Subscribers to cable TV across Pakistan have increased sharply from 1.5m in 2004-5 to over 3m. The Province of Punjab tops the number of cable TV licensees with 353 network operators followed by Sindh 313, Balochistan 70, NWFP 52. Islamabad has 118.

The number of homes with TV sets is 12,280,000. The report also pointed out a huge increase in the advertising revenue of national TV networks, which jumped to 25bn rupees from 12bn rupees in 2003-4.



Bloomberg covers emerging markets

As part of an ongoing effort to increase news gathering ability, this year Bloomberg Television expanded their coverage of emerging markets by installing newsroom cameras in their Istanbul, Johannesburg and Tel Aviv bureaux.

"Having the ability to bring our viewers more up-to-the minute breaking news and in-depth analysis from key emerging markets gives us the opportunity to tell the story of developing economies to the world", said Bloomberg Television's EMEA Managing Editor Brian Martinez,

"This puts us in a unique position."

From Johannesburg and around the region, Bloomberg Television recently produced a week of special reports entitled "Emerging Africa" which included daily reports on investing in Africa, coverage from the World Economic Forum in Capetown and a special dedicated to South Africa's development. From Istanbul and locations around Turkey, Bloomberg Television produced "Turkey in Transition" which examined privatisation and foreign investment, the credit squeeze, Islam versus Secularism and EU negotiations.



Global Media Forum searches for peace; proposes alert system



The first Deutsche Welle "Global Media Forum" with 900 participants took place in June in Bonn, Germany. High-ranking media professionals and representatives from governmental- and non-governmental organisations came together to discuss the role of the media in peace building and conflict prevention. A highlight was the speech of Shirin Ebadi, the Nobel Peace Prize Laureate, who stressed the importance of "closing the digital divide between North and South." A sequel of the conference is planned for 2009.

Speaking at the GMF, Jan

Hoek, DG of Radio Netherlands Worldwide (above), said hate media, and specifically electronic media that incite people to kill others, is making its return. He said the military in certain failed or fragile states were gaining a better understanding of how hate media could be used for localised psychological warfare, specifically to incite ethnic hatred. Mr Hoek proposed that an independent media monitoring and research centre be set up with a strict mandate - to act as an early warning system for instances of incitement to genocide.

Also at the GMF, VOA Director

Danforth Austin called for enhanced legal protections for journalists around the world to complement increased training for international broadcasters. He said the growing use of digital media had resulted in fundamental changes in the way international broadcasters operate. The same inexpensive software and hardware that enables citizens to communicate across borders, also empower those who want to censor content.

Austin also said that governments must respect the dividing line between honest, thorough reporting and attempts to covertly influence public opinion.

French tax

Advertising on French public TV will be phased out from 2009, and a levy on telecoms operators and private broadcasters (0.9% of sales) will make up the shortfall.

The plans are part of a general overhaul of the French public broadcasting system.

Under the proposals announced by president Sarkozy, advertising on public TV would not be allowed after 8 pm from next January, and would be banned from December 2011. This leaves a huge funding gap for the four main channels controlled by France Televisions, which raised approx. one-third of its revenue (EUR 834m) from advertising and sponsorship in 2006.

Telecoms operators and European Union authorities say the tax will hurt investment in a key strategic sector. The proposals would also give the government the power to appoint the head of France Televisions, who has previously been appointed by the CSA, an independent audiovisual supervisory body.

FARS suspension

As reported by BBC Monitoring, the suspension of Iran's Fars News Agency in June is seen as a new government tactic against media in Iran. Regarded as a "reliable and valid" news source, Fars has official permission to operate and unofficial government news agency status.

The suspension appears to have been provoked by a Fars report about the possible replacement of the governor of the Central Bank. Voices in Iran see the ban as a precursor to Iran's Culture Ministry interfering in the work of other agencies.

It is a sign that the

government of President Ahmadinejad is increasingly uneasy about criticism of its policies, also from sources regarded as close to the government.



New times in UK

In one of the largest Indian media deals outside India, Indian media company Bennett, Coleman & Co (owner of the Times of India newspaper) has bought UK's Virgin Radio Holdings and its subsidiaries in the UK from SMG Plc through wholly-owned unit TIML Golden Square Ltd.

TIML will manage the station along with Absolute Radio, and invest £15m in 'developing and re-launching the brand'. Bennett, Coleman also has a presence in TV (Times Now, Zoom) and operates FM radio stations in India under the Radio Mirchi brand.

Indian media group Zee Entertainment has launched a 24 hour FTA movie channel 'Zee Aflam' in the Middle East. Available on Nilesat, the channel features subtitled Hindi films that are adapted specially for Arab family viewing, ranging from the latest Bollywood blockbusters to classics. The Middle East is also the target area for India's INX Media which is planning to launch its Hindi general entertainment channel and music channel in countries of the Gulf Cooperation Council. INX has appointed Dubai-based Media Solutions to spearhead the move.

IN BRIEF

MAJOR ACQUISITIONS

RRsat Global Communications Network Ltd, a comprehensive provider of end-to-end transmission via satellites and fibre to the TV and radio broadcasting industry, has announced two major acquisitions: "Hawley Teleport" located in Pike County Pennsylvania, USA, and the satellite business of "Bezeq Sat" in Israel. RRsat has also started operating a new MCPC platform on ABS1, a new solution for cable operators in Russia and Asia in addition to the 30 platforms RRsat already operates.

AMENDMENTS OUT

Russia's president Dmitry Medvedev has criticised a bill introducing amendments to the law on the mass media and requested it be withdrawn from Duma hearings where it was adopted in its first reading in April 2008. The bill had raised alarm about media freedom – it would have allowed courts to close media outlets for publishing libellous statements. Critics saw this as an additional tool for the authorities to crack down on dissent.

WOHLER SIMPLIFIES CANAL OVERSEAS

Canal Overseas is using the Wohler HDCC-200A HD/SD-SDI closed-captioning bridge to enable efficient handling and storage of World System Teletext (WST) subtitle data in an HD/SD payout environment. Installed at Canal Overseas HD facilities outside Paris the system simplifies payout of various programmes on 14 different channels transmitted by satellite to Africa, Polynesia, the Caribbean, Caledonia, Reunion and Mauritius. The cost-saving system allows Canal Overseas to store content in HD, rather than both SD and HD, while maintaining payout in both formats.

Control web TV & save our cultural heritage

ABC Head of TV Kim Dalton has called on the Australian government to extend TV content standards to web-based video.

He argues that with more TV being delivered through broadband internet services, there is a risk of the country's own culture being lost under a tide of cheap-to-access overseas programming. An urgent revision of the old analogue policy framework is needed as market forces will not deliver the diversity of Australian content.

Although regulating the online industry is problematic, the Government has shown it is capable of such regulation in the

areas of online gambling and pornography. Policy-makers in Europe and North America are also working to make sure their cultures are not being undermined by the globalisation of content.

In Canada, the Government is proposing a range of options such as directly regulating broadband content, with new media or multi-platform distribution requirements as part of licence obligations, including new media explicitly in trade agreements and even developing terms of trade between portals, ISPs and content developers.

Quantel up for IBC Award

Quantel has been short-listed for the IBC Innovation Awards in the Content Creation category alongside Walt Disney Pictures and FotoKem Digital Film Services, for its contribution to the "Hannah Montana & Miley Cyrus: Best of Both Worlds Concert" stereoscopic 3D movie. It was one of the most technically and creatively challenging film projects of recent years. Quantel's new stereo3D software, combined with its Pablo 4K colour

correction system's ability to handle two streams of high resolution imagery simultaneously, and the further boost to workflow provided by its Genetic Engineering team-working infrastructure, were key in producing the movie in an incredibly short timescale.



Which ads work best?

New US research on advertising found that ads appearing in traditional media like TV are still "much more likely" to have made a positive impression with consumers than ads running in digital media.

The study by Yankelovich and Sequent Partners covered 16 types of media, traditional and digital. While consumers using traditional media were in a more positive mood and more likely to be interested in entertainment and relaxation, consumers using

digital media were more likely to be in busy moods, seeking control or solving a problem and they were more likely to be by themselves.

That may mean that "advertising will always have to work harder to make a positive impression in digital media". For the UK, Enders Analysis predicts the Internet will overtake TV as the biggest advertising medium this year, with over 19% of total ad spend. The main engine for growth continues to be paid search on sites such as Google

TV very personal

Axel Springer and Philips are teaming up in the sector of Personal TV. Their new offering, TV Digital Personal, combines the programme guide technology and editorial programme information services of Axel Springer Digital TV Guide with Aprico, a software-based technology solution from Philips.

Viewers will be able to create personalised TV channels that reflect their viewing preferences on the basis of both conventional TV programmes and available internet video offerings.

In the UK, digital satellite platform Sky is launching a new electronic programme guide this autumn to offer its customers even more control over their viewing.

The HD Sky Guide takes advantage of the latest set-top box technology to meet the needs of customers in the HD era and creates a foundation for future on-demand enhancements.

Its introduction follows extensive customer research and builds on Sky's experience of offering one of the most easy to use EPGs anywhere in the world.

Communication in disaster and conflict

VT Communications has unveiled a new combination of capabilities to restore communications infrastructures inside disaster and conflict areas.

The priority is to help survivors so the first phase is to transmit critical messages into disaster regions within 24 hours of a disaster striking. VT Communications can use its global network of transmission sites to target almost every global region.

Phase two supports delivery of information out of crisis areas by bringing on-the-ground production, communications and localised broadcasting facilities into them. This comes either in the form of a portable production and transmission unit, or customised vehicles that let users produce, communicate and transmit programming wherever they can drive.

The final phase is the total design, rebuild and operation of a new permanent communications infrastructure once the crisis has abated. This utilises VT Communications' strong

communications heritage to provide a tailored and robust new infrastructure. The entire offering is supported by VT Communications new Media Management Centre that will offer 24/7 support to customers as they look to re-establish communications in disaster areas.

"We go beyond the remit of traditional broadcast services, providing a bridge between broadcasters and their audiences in times of real need," says Bryan Coombes, Broadcast Director of VT Communications. "We can help to manage the urgent need to communicate when a disaster strikes and then help plan for the future."



Pharos in Singapore



Pharos' new sales and support operation in Singapore will be managed by Patrick Keys, above, one of the original members of the Pharos team. Russell Grute, Director of Marketing at Pharos, says broadcasters and service providers in South East Asia face unique content management and distribution challenges to localise and promote content for their viewers across a complex region.

Singapore's supportive business environment with its advanced communications infrastructure make it an ideal location for Pharos. Workflow management specialist Pharos offers a next-generation platform to better manage multiformat content, and its software architecture, integration and support services enable disparate broadcast and IT processes to be unified across the enterprise.

IN BRIEF

"NEW TV"

During BroadcastAsia2008, German systems and consulting company S4M – Solutions for Media showcased its latest technology of media related software and gave a glimpse of future requirements for 'New TV' initiatives, looking at the business needs that drive these initiatives, and drawing up a wish list for functionality of future broadcast management systems. Exemplary business drivers are support for ad sales cross platforms (classical TV, web, community streaming, VOD); management of rights for all the different Play-out channels; effectiveness, transparency and flexibility of the business management for integrated media companies.

BABIES FIRST

BabyFirstTV, the US cable and satellite channel with programming designed to inspire viewers up to three years of age, is going to be carried by Spanish satellite pay-TV operator Digital+. Digital+ Móvil, Sogecable's mobile TV operator will also include it in its programming. The channel offers 24/7 DVD-quality programmes with a unique parent co-viewing experience.

DTH SUCCESS

Hellas Sat, the satellite operator offering services in Europe, Middle East and Southern Africa, says it is worth noting the commercial success of the two main DTH platforms of Dolce in Romania and Bulsatcom in Bulgaria. Since 2007 Hellas Sat has also been cooperating with the national PTT of the Republic of South Africa for its combined voice and data satellite services. This is now starting to contribute significant revenues from the region.

Media power shifts, Asian tiger wakes

PricewaterhouseCoopers' annual media markets survey says the global entertainment and media market is expected to expand by more than a third over the next five years, as more people in emerging markets move online and use mobile services.

The balance of media power will shift with Europe, the Middle East and Africa overtaking the US as the world's largest entertainment and media market by 2009.

China is set to become the world's largest broadband market, with more than 80m households on super-fast

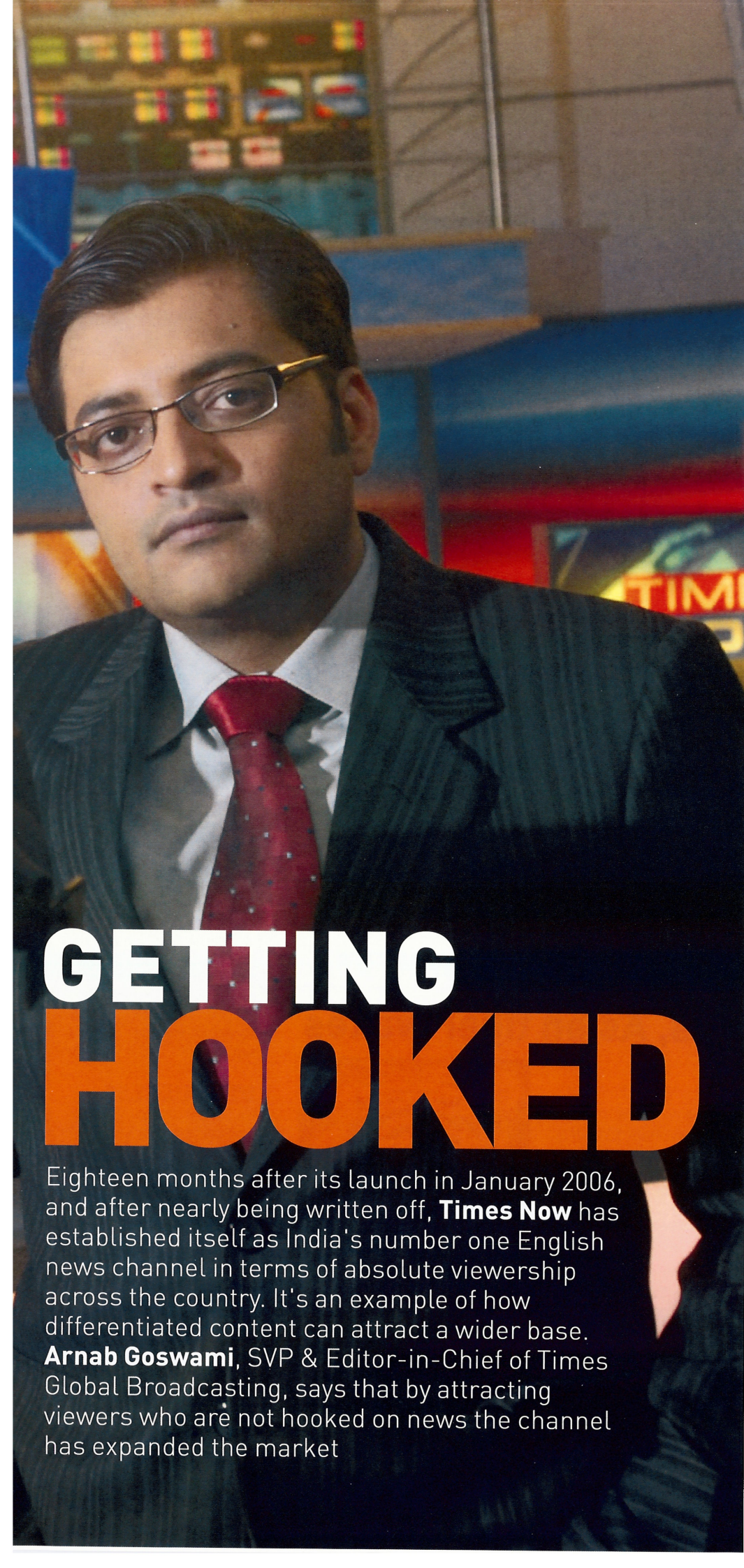
connections.

Europe, the Middle East and Africa will see its media market grow 6.8% a year from \$570bn in 2007 to \$792bn, while the US will grow by 4.8% a year from \$601bn to \$759bn.

Asia-Pacific will increase 8.8% a year from \$333bn to \$508bn, with Latin America expanding from \$51bn to \$85bn.

Turkey will be Europe's largest growth country in terms of Internet users, reaching 12m by 2012. The country's entertainment and media sector will grow by 16% annually to \$12.5bn in 2012.





GETTING HOOKED

Eighteen months after its launch in January 2006, and after nearly being written off, **Times Now** has established itself as India's number one English news channel in terms of absolute viewership across the country. It's an example of how differentiated content can attract a wider base.

Arnab Goswami, SVP & Editor-in-Chief of Times Global Broadcasting, says that by attracting viewers who are not hooked on news the channel has expanded the market

India is used to 45 years of state-owned TV. I was part of the first team that brought in private TV in India in the early to mid-90s. Since then growth in Indian TV has been in the number of channels, but largely stagnant in terms of what content we provide. At Times Now, we do the news differently. This channel has broken hundreds of the big stories in the country since its launch, the news stories on Times Now have set the national agenda politically. It has introduced new dimensions of interactivity, and given viewers a voice on the channel. Most importantly, what Indians love about Times Now, is that it sets the agenda without talking down to audiences. Times Now has learnt a lot in terms of production standards from international channels, the quality of our production is absolutely cutting edge and at a different level from our competitors. Those are the reasons why the channel has been able to stand out and become the number one channel in India in such a short time.

How far ahead are you ?

When we launched we were told it's a cluttered market. Yet Times Now commands at least 30-40% more viewership than the channel closest to us, which is CNN-IBN. We have consistently higher viewership than NDTV24x7. Our average channel share is between 32-36% in the English news viewing market. So we have a wide lead but I think that more can be done. More important than the absolute numbers is the rate of growth of Times Now. We have doubled our viewership in the last 18 months. People wrote us off six months after launch, we did a complete relaunch, we turned around the channel from being a semi-business, semi-news channel to being a popular English news channel, and this all happened in 18 months.

Compared to English news channels, are Hindi speaking news

channels still attracting higher audiences?

Hindi reaches out to more people. A large part of the cable and satellite homes are still hooked to Hindi channels but if you look at the Hindi news space, there is greater fragmentation than in the English news space. The number of English-language news channels has grown from one to three and the audience has doubled. That is not the case with Hindi news channels. Having said that, just a small observation: DTH is still to reach its peak in a market like India. We have about 117m TV-owning homes, of which we will have about 55-58%, that's about 70m which is cable and satellite homes and the number of DTH homes is only a fraction of that. As DTH grows you will have many more offerings, not just in the English news space but in the differentiated English TV channel space, with entertainment, niche channels, city based channels etc. And I think in the next year it is set to double. The market is still very much unexplored so things can change in the future.

What about competition from Doordarshan – does it still hold a place in people's hearts?

The chief area of future growth in the Indian TV industry will be cable and satellite, but DTH will grow, in the rural and semi-urban areas as well. That's also the area where you are really going to see the growth of the Indian economy, in people who have second TV sets, both rural and urban. The State-owned Doordarshan's DTH platform will be extremely important for private Indian channels as well as foreign and new channels. Traditionally, Doordarshan has been strong in rural and semi-urban markets. But unless it revamps its content, especially news, it could find that private channels take away its audience satellite becoming extremely popular. So the challenge for Doordarshan is quality of content.

Which audiences are you targeting?

I think the difference between Times Now and the other English news channels is that it is unapologetically urban in its viewership base. For any channel in the future to be successful in India, you will have to have a very accurate sense of what your target audience is. Traditional journalists have been a little sceptical about using the words 'target audience' to define what they do. Here at Times Now we believe that we are in the consumer business in the sense of bringing news as an offering that updates viewers. You need to be very sure about what kind of news people are interested in. By simply defining our target audience as young, aspirational city dwellers, we have been able to narrow-focus what our content is. We don't cover all issues equally, we focus on the issues that matter to our viewers. Let me give you an example. For one month, in January, we gave disproportionately high coverage to cricket – three times as much as we covered politics. A lot of people criticised us for it, but in that month we were way ahead of our competitors. We introduced around 23 new shows in 2007. I don't think any other channel in India can compete with that degree of change and dynamism. Ours is a combination of constant change and the courage to put non-conventional news stories higher than politics.

India's TV industry is very young – how difficult is it to recruit people?

We have 300+ TV channels now - more than 200 were launched in the last six to seven years. Where do you find the talent? That is the biggest challenge facing our TV industry. Today's TV professionals in India advance very fast, and sometimes it is difficult to keep pace with their expectations in financial terms and otherwise. But now that Times Now is number one we find it easy to draw people.

How difficult is it to attract advertising revenue?

“ I see India as the number one TV market in the world in my lifetime ”

It's a bit of a roller-coaster ride. I personally believe that the real challenge for Indian TV is going to come a year from now. In many of the segments like entertainment and news there are more players in the market than there is advertising growing. Also, the costs of distribution have really gone up, and in fact the distribution in your company today would be maybe three times as much as the total revenue that is earned by the TV channels themselves. If you have 15-16,000 crores being earned by distribution companies, you would have about 5-7,000 crores being earned by the broadcasters themselves. So it's horribly skewed in favour of distribution companies. Yet more people are coming into the pie, and why are they doing that? I think they are betting on the Indian economy, and they are betting on growth that has been promised to them by all the big players. Looking ahead, I think only the big people will stay, there is going to be much more consolidation. Costs will have to be brought down. Indian viewers don't have an endless appetite for 300+ channels, there will be a period of sobering up in the future. As far as advertising is concerned, if you are the top channel you are going to attract the top dollar. For the rest of the other channels it is going to be a big fight. The story of the future is going to be content, the competition is getting so much tougher.

It is going to be a question of marketing as well?

There is a lot of replication and a lot of outsourcing that goes on in the TV industry in India. If you were to look at the entertainment channels you'd find the same production houses providing different soap operas – which really aren't that much different from each other – to five or six entertainment channels. How long can this carry on? Also, because there are so many channels coming in, everybody is playing safe by providing roughly the same content under a different brand. I ►

think there will be a paradigm shift in terms of the focus on content in the future.

What about taking India to the rest of the world – is this something that Times Now wants to do?

Absolutely. We can be watched live outside India on the internet, and we are looking at hopefully distributing our channel in key markets like the US and UK in the future. I am sure this is going to move forward in 2008.

What about TV delivered to handsets - an important part of the media mix in India?

Times Now actually was the first ever channel in India to launch on a mobile platform – we launched first on a mobile platform through Reliance and then on air. Will it grow? Absolutely it will.

Technologies are changing, yes, people will view TV on phones, but it's going to be an add-on service, not the primary driver of any channel in the future. We are looking at using mobile phones and other forms of interactivity to give a more "surround sound" feel to the channel so that people can follow our news development right through the day, whether or not they have a conventional TV set in front of them. In India, the base of the TV viewing pie is still to grow, there is a very high potential even today of converting non-cable and non-satellite households into C&S [cable and satellite] households, and that's going to be the challenge. How many people do you convert? It's not just the upper middle class urban population but the semi-rural middle population which is going to grow. The focus of the TV channels is going to be on gaining audiences there. TV on mobile is an add-on, I don't think it's a revenue driver for any TV channel right now, but it could well be in the future. I think there are a few spectrum issues which need to be sorted out, the allocation of the 3G spectrum to private operators is one part of the problem, also technology issues

“
For any channel to be successful in India you need a very accurate sense of what your target audience is
”

Cricket is a prime driver for TV news ▶



like a new generation of handsets which support 3G technology. People don't look for the service, they look for the quality for the service.

Private FM stations are not allowed to carry news, but this is likely to change. Is this a threat or an opportunity?

A tremendous opportunity. As far as I know, the legislation that the government is thinking about makes it very clear that you have to access the news from the most credible sources – authorised news channels or authorised news agencies. News channels will look at obvious synergies in radio in that case, and I think specially credible news channels like Times Now will surely look at expanding our foothold with an added presence in radio. There is a lot of excitement in the air but it is clearly the government's job to take this legislation to the final stages. I think that there is a wide, wide market out there in terms of interactivity on radio, and the way the radio market has grown in the last few years, it just has to grow beyond music and Bollywood as its base.

What would be your advice to companies from outside India wanting to get into the Indian media market?

My basic advice would be: Be sure of what you want to do but understand the Indian market. Pure foreign content does not work in India, have a strong India quotient to your local offering and make sure that you are investing in human capital that is of the highest quality. The story of India is that anyone who understands the Indian market and who is sensitive to the offerings that Indian viewers want is successful. Most importantly it takes time to grow brands – have patience. Probably the largest TV market in the world is going to happen in the next ten years because there is a tremendous democracy, and if there is any place that can sustain this level of growth it is India. India will probably become as the number one TV market in the next ten years.

And the future?

I still want to have the gumption and the courage to keep launching new channels for the next two or three decades. I think Times Now has been a tremendous learning process and as of now, it is very satisfying. As for India as a media market, it offers great opportunities and the world has still to discover it to its full potential.

Arnab Goswami, thank you. ■
www.timesnow.tv



THE FUTURE OF CONTENT MONITORING

Content monitoring across multiple distribution platforms is vital in a growing market for content rights and rampant content piracy. Media giant **Thomson** with its wide range of offering to the media and communication industry has organised its cross-network content tracking into a small independent business unit. We talked to Thomson Group CTO **Jean-Charles Hourcade**

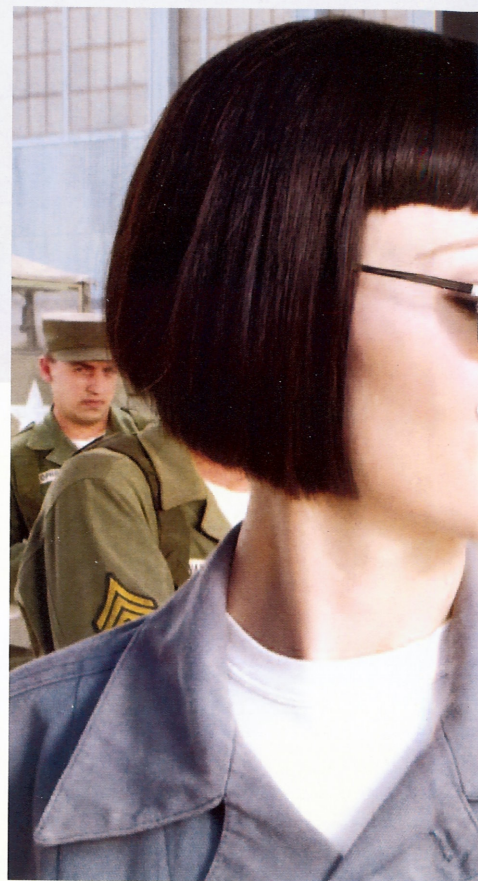
Two challenges appear quite fundamental to me. The first one is convergence of networks – the consumer looking seamlessly at content coming from either broadband or broadcast worlds. It is going to be really seamless when people don't really care about "where does that come from". We are not yet there but my feeling is that we don't have far to go. It is about simplicity of user interfaces, and transparency of billing/payment.

The second challenge is the move towards community oriented communication services rather than

one-to-many or one-to-one. Wikipedia is part of this trend, along with YouTube, Facebook and others, as well as virtual worlds. I am convinced that some kind of convergence between existing broadcast and broadband media and these new trends will occur. This transition is very difficult - it is one of the things we technologists and marketers will need to anticipate.

At the moment the broadband network – particularly in Europe – does not support IPTV, especially streaming anything like HD into the home. We have infrastructure problems to solve...

Yes, but this also is an opportunity ►



because broadcasting remains the most cost-effective way to forward rich content to many people. I believe that a great number of creative technical solutions and business models remain to be invented to bring the consumer compelling services at the right price. Today the all-broadband avenue is not there. It's reserved for affluent people living in city centres and so it is not yet a mass market.

Content owners want to know who is using their content and when. Are the systems in place for this?

I think it is important to track content in a finer way than it is done today, both from a rights owner and the distribution industry point of view. You need to monitor the proper usage of rights is enforced and that integrity of content is there. Quality of service is also one of the things that can be monitored in automatic ways through enhanced versions of content tracking, using digital watermarking for example.

What is Thomson proposing in this area?

Several flavours of audio and video watermarking technologies. Watermarking is a technology looking for a compromise between having

something extremely difficult to remove but which is also imperceptible, both inaudible and invisible. And it is something that survives repurposing, resizing, analogue to digital conversions, changing of resolution. Perfection is not always achievable, so in some situations you want to make no compromise whatsoever in terms of inaudibility and invisibility against the expense of easiness of removal, or the opposite.

The system part of the technology is able to provide the right tools for inserting [watermarking] at the right place in the right format, and the detection and reporting tools go with this, right up to forensic tools which can be provided to customers and content owners allowing them to track content. That can be done either in a broadcasting mode or in a web context, through internet distribution, and it is also used in super high-quality digital cinema.

What I think is interesting is that it has the potential to offer the industry what I would call the holy grail of content tracking and measurement: one unique technology that can be used for tracking content on all digital media. It does not exist today, but I

▲ Valuable sports and film rights need protection

am sure that it will by 2010 – which is a strong statement considering that we are in 2008.

Presumably it needs to be tied up with the metadata that broadcasters put on their content?

The more information to convey, the more difficult it is to keep it invisible or inaudible. So the choices of what you want to embed are very strategic. For example, if you want some information about the users who receive content, download, record it, repurpose it and upload it to the internet, you can decide to put the ID number of the set-top box in the watermarking payload.

At Thomson we are running our first field trials on mobile devices, detecting content and then adding some customer-originated information on the payload. These are experiments but the technology works, as was demonstrated last year both at NAB and IBC. I would say there are more questions today about the business model and the legal implications than about the technology itself.

What was the reaction from content owners and broadcasters?

Overall positive interest with a few



“The biggest challenge is anticipating problems”



▲ Jean-Charles Hourcade

questions about cost! You need some inserters at the headend but one inserter per headend means nothing in terms of system cost. And you need to add some software on set-top boxes. Most of the additional cost is probably at the operations end. The insertion is automatic but you need to track what happens in the field - you need to collect the data, to organise it, to report it. On the added-value side you have much more accurate and structural information about the audience and you will ultimately get an understanding of the audience from a cross-media point of view. People will say "Okay, I have produced this piece of news or sport, I sign contracts with several secondary distribution channels, people are used to catch up TV services - so, at the end of the day, 24 hours later, how many people have looked at this piece of content on how many channels?" Nobody today is able to answer that, which does not matter because the impact is still perfectly negligible. But in years from now it will change.

Are you going to move into providing monitoring stations for the Thomson watermarking tracking system?

A good question. At the moment, we do not offer this kind of service. We have some guys internally who are working on this as a business plan but no decision has been taken yet. We cannot rule it out because this kind of service will have to become more sophisticated when it becomes a cross-media activity. We may be in a situation where our larger customers ask us to seriously consider that.

It seems that the return on investment for content owners could potentially be fairly high. You are looking at two different things, though, piracy type issues and advertising tracking?

The positive impact on the advertisement flow is relatively easy to track and to measure, although it is more difficult to predict. The impact on reducing piracy is more difficult. For Thomson, in absolute numbers the business directly related to security will remain of relatively modest size compared to the rest of the company. But I think as an enabler and as a key feature in systems-offerings it is very important.

We have organised content security, content tracking and these new technologies into a small but

independent business unit which is leveraging our broadcast operations. I would say 20-30% of the business is being done through system offerings or joint business with Grass Valley. What is essential is that it allows us to interact with customers, issues and problems that two years ago we were not even aware of.

Looking ahead, where do you see Thomson going?

I think this company should really concentrate on being a good technology company, which means properly anticipating the problems - this is the biggest challenge. For that you need to talk with your clients but also, very importantly, with the clients of your clients. You also need to talk with other technology suppliers, listen to your best people and then mix it all. Thomson can really excel if it properly anticipates the industry's needs, develops the answers to problems and brings these new ideas and answers to market as quickly as possible - and quicker than others.

Jean-Charles Hourcade, thank you very much. ■
www.thomson.net

MUSHROOMING RADIO

Nadra Garas, Vice President of Research at **InterMedia**, examines the trend in vernacular and community radio in Africa, drawing on data and analysis from African Broadcast and Film Markets, a new report published jointly by InterMedia and Balancing Act



A rapid increase in the number of radio and TV channels in Africa over the last three years has piqued the interest of international broadcasters. TV broadcasting outlets have increased steeply: out of 40 markets featured in a new report, nearly half (18) have licensed Free-To-Air TV channels. Similarly, liberalisation of radio broadcasting in many countries has led to an explosion in the number of stations, particularly those broadcasting in local languages. Known in East Africa as the “vernaculars,” these stations have been a high-growth area over the last five years. A striking example of this trend is in Uganda, where there are now more than 150 radio stations, 69% of which cater to audiences in the country’s 38 different languages.

INDIGENOUS RADIO INCREASING

Liberalisation of media markets in some parts of sub-Saharan Africa has led to the rise of indigenous vernacular radio. This recent shift

both reflects and contributes to the overall trend in the region of the growth of a more diverse, competitive and consumer-driven media marketplace in some countries, while others are hampered by legislation that hinders the growth of private independent media. Media are consolidating into large conglomerates all over the world, but the trend in sub-Saharan Africa is increasing diversity in radio outlets. This has led to fragmentation of audiences and advertising revenues, a challenge for international broadcasters contemplating entering this growing market.

Indigenous radio stations cater to the diversity of languages within each country, allowing them to reach wider, local language-specific audiences. Indigenous and community radio, which is fast becoming the most popular, has exploded on the regional media scene. Given the limited access to newer technologies and terrestrial TV, Sub-Saharan Africa is still largely a radio market where listeners access radio through traditional terrestrial FM and AM.

“The trend in sub-Saharan Africa is increasing diversity in radio”

SUSTAINABILITY CHALLENGE

The growth of local radio offers a wide range of opportunities for the rise of alternative voices expressing local concerns, cultures and issues communities grapple with in everyday life. Stations reach a narrow target audience, and invite community participation, including as producers of content. In this sense, community radio parallels the trend in new media that has seen increasing fragmentation combined with greater audience involvement in content production and dissemination. On the other hand, African community and vernacular radio are often regarded suspiciously, seen as fuelling marginalisation, exclusion, ethnic tensions and community conflicts. The challenge indigenous and community radio faces is sustainability, both financially, technologically and in terms of relevance, in an increasing competitive environment.

EAST AFRICA LIBERALISATION

In Kenya, the past five years have ushered in the rise of a number of private and public regional languages radio stations (up to 49)



catering to speakers of the regional languages such as Radio Kameme and Radio Inoro, both broadcasting in Kikuyu. Uganda has over 70 private commercial FM stations and local community-run stations. The majority of these new stations started since media were liberalised in 1993 but the largest growth was evident after 2000. In a six year period, there was a dramatic increase in private FM and community radio in Tanzania, from 14 stations in 2000 to 47 stations in 2006. Similarly, the radio market in Burundi has experienced an increase in the variety of stations available on the FM airwaves. Since the mid-1990s, the EU, the UN and other funding agencies began supporting non-state radio to broadcast news, education and programmes aimed at national and ethnic reconciliation. In 2004, the first private station was launched in Rwanda, which is now joined by a cluster of competitors – 21 are licensed and 14 currently on air.

RADIO STILL DOMINATES

In Nigeria, radio remains the dominant medium for acquiring news and information. With 36

state run radio services, and a growing number of private FM stations, radio is still the most ubiquitous medium nationally, despite the slow but steady growth of TV and restrictive legislation. The number of stations has mushroomed in Senegal over the past seven years, reaching 80 stations including local, community, national state run and commercial stations, and the dense FM dial of Dakar-based stations. The year 2000 ushered in a rapid growth in radio stations from about 40 to 60 local stations. The boom in radio stations includes community radios, which more than doubled from seven in 2000 to 19 in 2007. In Togo, 80 stations were on the air by late 2006, mostly in the entertainment-based market evolving since the late 1990s.

The growth in radio stations also holds for the southern countries of Africa (with the exception of Zimbabwe.) There were 122 licensed radio stations in South Africa in 2005. Of these, there are about 90 community radio stations. Many of the new channels are regionally based, for example, Ukhozi and UW FM have much of their audience among the Zulu speakers in the Eastern Cape, Motswedding FM in the Northern Cape. In Mozambique, since the signing of the peace accords in 1992 and elections in 1994, new private radio stations, such as Radio Miramar, SFM and RTK, are primarily aimed at city-level in terms of reach, but cover both national and local issues. Locally based radio stations received a big political push in 1994, when international donors launched programmes to support decentralised media outlets throughout the country.

STRONG COMPETITION

This new tier of radio broadcasting poses strong competition for international broadcasters who are increasingly criticised for being too far removed from the events on which they are reporting, limited in the number of languages and

◀ Tuareg community radio station in Timia, Air Mountains, Niger

dialects in which they broadcast, and challenged to develop pertinent programming to retain and attract listeners across the board. On the other hand, international broadcasters have more potential partners.

The implications of proliferation of radio stations for programming by international broadcasters may be increased customisation and targeting; where the international broadcasters have to make strategic decisions about developing programming for single format stations or increase the number of broadcast languages to reach audiences that may listen to radio on vernacular stations. The existence of these stations implies a larger effort to acquire more information on local radio outlets to target the most credible and suitable broadcast partner. Research has confirmed that damage can be done to an international station's brand if its chosen partner is perceived as being weak. In terms of credibility, an international broadcaster's reputation is usually defined by its partner.

International broadcasters may choose to use a variety of incentives to recruit local partners: monetary, increased access to high calibre and/or branded programming, exclusivity of content, and customised content. ■

www.intermedia.org

REPORT

This article is adapted from **African Broadcast and Film Markets**, a new report published jointly by InterMedia and Balancing Act. The report is a detailed look at the state of broadcasting in 40 African countries, including data from 17 in-country audience surveys. For a detailed breakdown of contents: http://www.balancingact-africa.com/broadcast_markets.html

CV

NAME

Abubakar B. Jijiwa

DATE OF BIRTH

March 1961

CAREER

Mallam Abubakar Bobboyi Jijiwa was born in Fufore, Adamawa State, Nigeria. He holds a B.Sc. in accountancy and other qualifications in broadcasting, management and accountancy. He started out in 1977 as a Junior Producer in Gongola Broadcasting Corporation, Yola. In 1993, Jijiwa joined Voice of Nigeria as Director, Finance & Supplies. After serving as Commissioner of Finance, Economic Planning & Budget in the Adamawa State Government he returned to VON as Director, Administration & Finance, Acting Director-General. In March 2005, he was appointed substantive D-G/CEO. Jijiwa served as chair of various NGOs and has headed special committees and delegations in Nigeria and abroad. He is Chairman of Broadcasting Organisations of Nigeria and President of the Commonwealth Broadcasting Association.

MEDIA USE

Switches on the radio when he gets up – VON is not on air then so he listens to BBC and other large stations to help him compare

FAVOURITES

Family life with children is important, making sure he has time for them at the weekend. Enjoys the gym and swimming. Thinks the educated elite in Africa has a duty to give leadership and direction – so gets involved in community issues.



TELLING AFRICA'S STORY

Africa is not normally the source of encouraging news in the Western media. The Channel spoke to **Abubakar Jijiwa** who, as DG of one of Africa's largest external broadcasters, thinks it is important that there is more balance.

What's the background to the Voice of Nigeria?

Voice of Nigeria was set up in 1961, a year after Nigeria's independence, with the mandate of broadcasting to the outside world by radio. For a very long time, VON was a department of the National Broadcasting Corporation but in 1990 it became autonomous and a fully-fledged corporation, similar to the BBC World Service. Initially, VON broadcast in English, Arabic, French, and German and Hausa. At the moment we broadcast in eight languages – English, French, Arabic, Kiswahili, Hausa, Fulfulde, Igbo, Yoruba. Africa is the centrepiece of our broadcast distribution. We cover North, West and Central Africa very well, although we have some challenges in East and Southern Africa. We cover Europe and the Mediterranean basin effectively, as well as North America. We also get a lot of letters from East Asia and the Pacific region. For Arabic we target the North African countries and the Middle East.

Is the programming the same across the international languages and the African languages?

We are basically Afro-centric. We try to tell the stories coming out of both Nigeria and the rest of the continent. We emphasise the good stories coming out of Nigeria – you know Nigeria has had its image battered due to so many years of military rule. But as soon as we returned to democracy in 1990, we

tried to get our act together, maybe rather slowly but surely. Of course to our non-African audiences, in addition to taking the Nigerian viewpoint, we also want to tell the African viewpoint. In our programming we look at all countries in Africa.

VON is the largest external broadcaster in sub-Saharan Africa, with the exception of Channel Africa perhaps. Is there a synergy or collaboration between the two?

When SABC wanted to strengthen Channel Africa, they actually sent the head of Channel Africa to VON to observe our operations for two weeks – back in 2001. Since then we have signed a Memorandum of Understanding for programme exchange, co-productions and exchange of personnel. We have had a very active collaboration. Channel Africa is a newcomer – but they are progressing strongly and rapidly. We don't see them as competitors, we see ourselves as partners in the information delivery on Africa to the outside world and the African continent.

Regarding news from Africa, the big stories are Darfur, Kenya and Chad. Do you report on this for your listeners?

We sent a team to Kenya to cover the election and the first few weeks of the conflict. We share a common boundary with Chad and there is a very high influx of refugees into Nigeria, and so we have a natural interest in what is going on in Chad. We also have a lot of people of Nigerian origin in Sudan. We had a collaboration with Sudan radio but because of the complexity of the issues relating to Darfur we had to find independent ways of getting our own news. Each time the Nigerian peacekeepers are going to Darfur we have been able to send one of our journalists with them.

“ It is important that stories coming out of Africa are not just about war, corruption, famine or dictatorship ”

Which is more important – covering Africa for listeners in Africa, or to reach audiences in the rest of the world?

The world is getting smaller and smaller. VON started basically as a tool for de-colonisation, for a very long time our signals were beamed deliberately to the southern Africa region because we were concerned with apartheid and the colonial situation in those countries. What we are now looking at is prosperity for Africa, having good governments, making our leaders accountable. And from this perspective you can see that we cannot just target Africa, we must look at the other emerging economies, China, India. Europe will continue to be very important because a lot of Nigerians are there, working legitimately, but there are also illegal immigrants, and they are not good for the image of Nigeria. Our priority will continue to be to galvanise opinion within Africa, but it is also increasingly important that stories coming out of Africa are not just about dictatorship, military rule, famine, war and corruption.

You mentioned China a moment ago – China is very active in Africa. Do you see an opportunity to expand into Mandarin?

Absolutely. We are planning three new languages, Chinese and either Hindi or Urdu, and Portuguese as we also want to reach out to Lusophone Africa. The Chinese are already doing very well in their Hausa service of China Radio International. Hausa probably has capacity for 100m listeners, and that's why others are targeting in the Hausa language. We are currently looking at the funding for Mandarin – our signal gets into China very well and we get a lot of letters from English listeners in China.

Are major broadcasters like the BBC, RFI and the VOA competing for your audience in Africa?

Very much so. The competition is ►



▲ The West tends to hear bad news stories from Nigeria, such as this oil pipeline explosion. Jijiwa wants to tell a broader story

very fierce. For the BBC, their largest audience for English is in Africa. We cannot pretend to beat the BBC or VOA, but if you are able to listen to a VON programme you get a refreshingly different perspective that emphasises more the positive side of African development such as democratisation, development projects, increasing levels of accountability and transparency in politics. Of course we don't forget about the situation in Chad, Darfur and Kenya and other crisis flashpoints.

What about the web – what's VON doing in that respect?

I want to achieve full utilisation everywhere in the world. The culture of shortwave listening is dwindling by the day. Our answer to this is audio-streaming of our programming. The over seven million Nigerians in the Diaspora can listen to the stories coming out of Nigeria in their own languages via their computer. This is the future of broadcasting, especially with convergence of computer, radio, TV, mobile phone and so on. We are taking this very seriously.

Is VON going to get into TV?

Absolutely. We have already sent a proposal to the authorities on the subject of VON TV. And we believe we are well placed in terms of personnel to really go into this once we have some equipment. TV is becoming very important – a number of private stations in Nigeria are also going international.

What about getting onto FM across Africa – by setting up local relay stations?

This is one of our big challenges, also for our political leaders. It appears to be more difficult for an African station to have a relay in a fellow African country than for some of the big players from Europe. It is basically a matter of economic clout. Those big Western stations are ready to spend so much money – and we don't have the resources to set up the infrastructure which is required by the rules in a very short time. I have personally proposed that this should be addressed at the political level of our ministers of information so that the rules can be relaxed for fellow African broadcasters.

“ It appears to be more difficult for an African station to have a relay in a fellow African country than for some of the big players from Europe ”

So you need to convince the people that pay the VON budget. How easy is this?

We now have a lot of understanding from the National Assembly, whose responsibility it is to appropriate resources. We are in the process of commissioning the biggest relay station on the African continent, here in Abuja to complement what we have in Lagos.

How do you see the future?

I want what happened in India to happen in Nigeria. Five or ten years ago, the BBC dominated the airwaves in India - today the situation is very different. I want VON to be the authoritative voice of Africa. We should be able to beat some of the bigger players, despite the challenges in technology and so on. The next ten years we will want to convert into positive outcomes for us, especially with the impending digitalisation. When TV comes, we want to be the dominant TV station in Africa.

Abubakar Jijiwa, thank you for talking to The Channel. ■ www.voiceofnigeria.org

Shanghai Media & Entertainment Group, China's second-largest media group by revenue and one of the most dynamic in the country, launched its English TV channel on 1 January 2008. SMG is a diversified business, including a home shopping platform and sports clubs. SMG president **Ruigang Li** is keen to exploit all new media platforms and use his early mover advantage

In China most of the media – TV stations, radio, newspapers – belong to the government so basically SMG is also state-owned. It was set up in 2001 when all the separate TV and radio stations in Shanghai merged into SMG, that means we own and operate all the broadcasting media in Shanghai. Right now we have 13 TV channels, 2 satellite TV channels - for example Dragon TV which covers the whole of China. In Shanghai city people can access channels via the cable platform here. We have 11 radio stations with news, traffic, entertainment. This is our core business – SMG developed from the broadcasting media – radio and TV – in Shanghai.

In the past five years, we have expanded into print media. For example we launched, own and operate a financial daily newspaper - the first of its kind in China. We also have some entertainment, fashion and children's magazines. Our TV channel China Business News is a dedicated financial channel so we used this brand to set up a cross-media platform – CBN TV channel, CBN radio, CBN web site, CBN magazine and newspaper.

In the past few years we have also gone into 'new media'. We have commercially launched IPTV, mobile TV, broadband TV, and those channels have nationwide coverage. We are the first company in China to get a licence from the central government for IPTV and mobile TV. In this area we are working with China Telecom, China Mobile, China Netcom, China Unicom. Sometimes we are faced with very fierce competition from the cable side. Although I think this 'new media' is still at a very early stage, we can feel the future potential and we've got the early mover advantage. So this is quite a diversified business but our focus is on the media and entertainment area.

Is SMG the largest company of this sort in China?

No, China Central Television, the national TV platform, is number one. I reckon we are number 2. We ►

**GOOD
TIMING**

always try to do something in a commercial way and to learn from international experience. CCTV is very powerful in the area of news reporting, but in the new areas we are quite aggressive.

If you compare CCTV channels to your local Shanghai channels, who gets the largest audiences?

Definitely SMG. Currently in Shanghai city at prime time, our market share is around 70%. And in radio, it's even higher – over 90%. It's a cultural thing – as you go from North to South in China, the rating of CCTV gets lower. Our strategy is to tailor our programmes to the local audience taste. Also the loyalty to the brand is strong.

There are stories that government officials in China watch Phoenix rather than CCTV to find out what's going on in the country. How different is your news to the CCTV news?

Regarding news, CCTV is number one, they control almost all the news resources and so are quite strong in the local news. And for the big political events, like the Congress meeting, the only way we can cover it is to work with CCTV. But we have our own correspondents in some provinces, and the other thing we are doing

▼ Shanghai is readying itself for the 2010 World Expo and SMG has already launched its English TV channel in anticipation

right now, we have a strategic partnership with Xinhua News Agency.

What about covering international news - is there pressure from Beijing for you not to cover something like Burma?

In China we have a kind of routine, we have to follow CCTV in terms of international news reporting.

Do you think that will ever change?

I cannot see this happening.

China is saying it is going to go digital in time for the Olympics, is that really going to happen?

Right now, in Shanghai SMG have launched more than 30 digital TV channels, of those 14 channels can cover the whole country - we send those digital signals to the satellite and cable operators put them in their local platforms. I think CCTV will launch a terrestrial HD channel before the Olympics. We are also preparing for HD channels.

Is this new International Channel Shanghai a springboard to take SMG outside China?

No, at this stage our focus is only on Shanghai city. SMG is still quite young and I just want to use this platform to train my team. Shanghai city has become more and more international. In 2010

Shanghai will host the World Expo. I think we should take on the responsibility to help promote the city's international image and also to create an international cultural and media environment in Shanghai. International Channel Shanghai will be a valuable platform for future development.

What about working with other broadcasters from around the world?

SMG holds a lot of value in its international partnerships. It has working relationships with different content providers all over the world – in that respect we are definitely the number one in China. We have a lot of co-productions and events.

What do you see as your greatest challenges?

In China it is difficult to see far ahead because everything changes so fast, including the regulatory policies. The drive for this is coming from the government, they are so influential for us. I always talk to the government. We understand in this country, you have certain regulations but still Chinese media has its characteristics of how to promote a market, how to build up a brand, how to promote this industry. We invest a lot of effort in this area. Secondly, very important is the internet, broadband, wireless. In China there is huge potential. For example, China Mobile right now have a newspaper called MMS – I also subscribe to this. China Mobile told me the subscriber figure is 30m – can you imagine a paper newspaper reaching this circulation? One day, when 3G services in China become mainstream and when wireless goes broadband, TV signals will be on these platforms. Then we will be faced with an even bigger challenge. That's why we are moving to the new media area so early. In China there are lots of new applications, new ideas, new inspirations, it's a very exciting time.

Ruigang Li, thank you very much. ■



Sun Wei, Head of SMG's International Channel Shanghai, joined **Shanghai Media Group's** strategy development department in 2001. Today he is responsible for the international operations of the group

What was the impetus for launching in English?

Shanghai is one of the biggest cities in China with more than 160,000 international residents. We have the World Expo 2010 coming up, the Olympic Games in Beijing, football games in Shanghai - a lot of visitors use Shanghai as a portal to entering China. So the information service for them is very important.

How does ICS differ from CCTV 9?

CCTV 9 is a platform to promote the whole of China, it is focused on political issues, the broader, bigger issues. Shanghai's International Channel, we call it the English channel, focuses more on the city life, fashion, lifestyle, finance, it also offers a news service at lunchtime and evening news at 10 o'clock, it is comprehensive but lighter. We also cover a lot of stories about the international communities in Shanghai. We provide them with information which is really useful to them - how to get a job in Shanghai, information regarding the education of their children, how to tackle problems. If they have complaints, they can come to us for help. Also, we organise quite a lot of events for the international community to establish direct contact with the Chinese community and Chinese culture.

Is your programming more commercially viable than that of CCTV?

Yes and no. We are trying to provide high quality close to the audience's need. Ours is also a different business model. Basically ICS right now is an advertising-supported channel - we get sponsorship from different international brands and cooperate with media companies from

abroad. The government does not give us any subsidies, all our revenues come from the market. In terms of output, we have a block of 7.5 hours, and some of the programmes will repeat once or twice in the day. We broadcast 19 hours per day, right now it is not a 24 hour channel. 45% of output is produced by ourselves, the rest is acquired domestically and internationally.

How many people work at ICS?

Right now we have 164 employees. The journalists are all bilingual, and we have more than 10 international staff. Some of them work as presenters, reporters or copy editors and language consultants.

The channel is in Japanese as well?

Only a very small portion of our channel. We have a 2 hour Japanese programme every week. The Japanese are the biggest international community in Shanghai - about 30-40% of the international residents.

Is it likely that ICS becomes an international channel that's available globally?

Right now it is still a local cable channel but some of the in-house produced programmes are on our satellite channel which covers North America, some of the European countries, Japan, Australia, Hong Kong and some of the countries in South East Asia. Most of the users are the overseas Chinese. For the international community, if they would like to watch, they can access ICS via the internet and broadband TV.

Is broadband TV something that you see as potentially very large?

It is quite large already and it is growing rapidly. Right now SMG



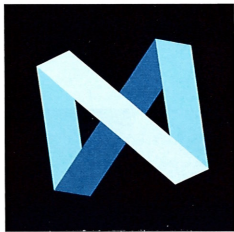
“ Our business model is different - all our revenues come from the market ”

has four new media platforms: digital cable which goes outside Shanghai to nearly 50 major cities in China; IPTV platforms which cover Shanghai and about 20 other big cities; broadband TV with more than 1m registered users - they pay for some of the content which is quite unusual in this country. We also have a mobile phone TV service - ICS has at the moment only a very small English teaching programme on it.

What are the most interesting media developments in China at the moment?

Platforms have diversified and the audience needs are very much segmented so right now the broadcasters and the platform and technology operators are trying for convergence to provide the media service to the audience on dedicated platforms. Secondly, all the traditional media sectors, including TV, are trying to integrate the new platforms. The third point is, on the content side, right now the government is actually encouraging journalists to report with a critical attitude towards some of the political things, to be helpful to the government in a more active way.

Sun Wei, thank you. ■
www.smg.sh.cn



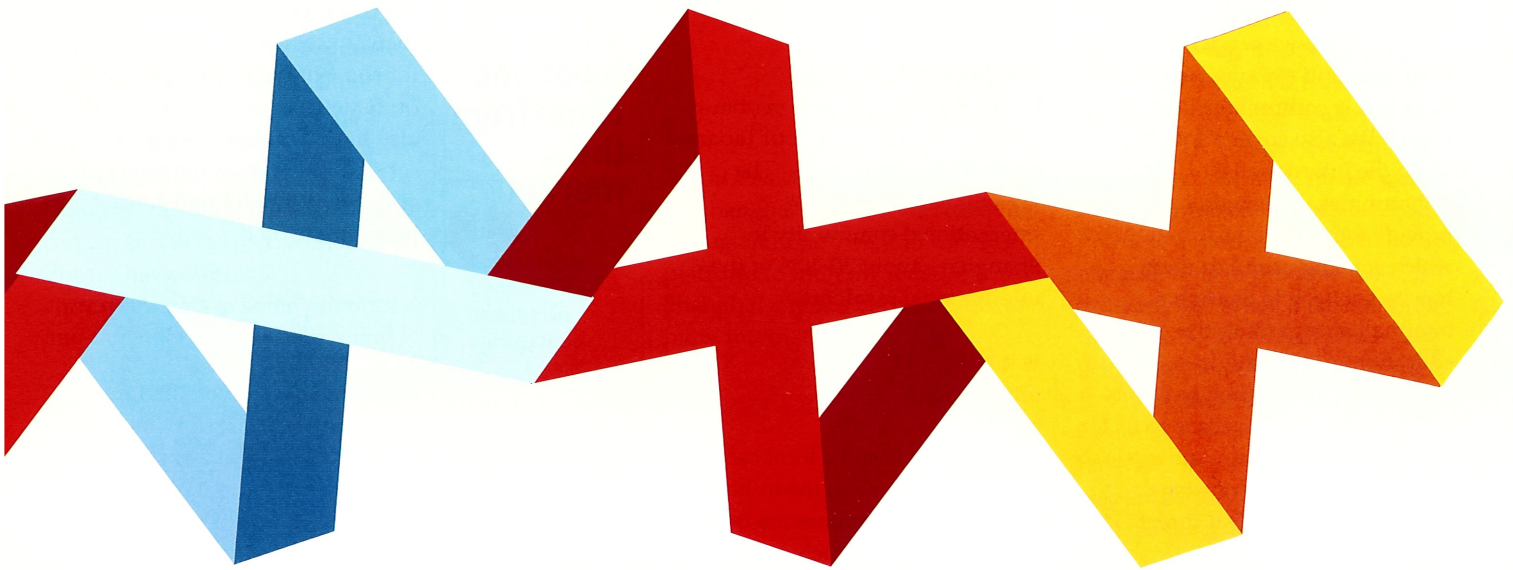
News
Xchange

for broadcasters
by broadcasters

Joined up yet?

The world's largest international
broadcast news industry event

Valencia - 20/21 November '08



Register today for
News Xchange 2008
www.newsxchange.org



IT'S OUR JOB TO GO OUT OF BUSINESS

At the end of the year **Radio Free Europe/Radio Liberty** is moving out of its headquarters in the old communist parliament into a brand-new state of the art building. It's like getting into a new car, says RFE/RL president **Jeff Gedmin**. In his first year in office his quest has been for great standards of professional journalism, greater visibility and more funding

To be absolutely candid, the two biggest challenges in the first year have been the drop of the dollar, and keeping our journalists safe and protected. We pay people in dollars, and for broadcasters who have families it is difficult to make ends meet. That is why we are getting more resources - but I thought I would be getting more resources for greater strategic objectives.

The second challenge is one

that I was aware of, but not intimately I suppose. During my first eleven months here we have had two murders in Iraq and one kidnap, two go missing in Turkmenistan, one beaten up in Armenia, one arrested in Azerbaijan, journalists intimidated in Russia, and so on.

On the positive side, our visibility is increasing with articles in the International Herald Tribune, New York Times, Wall Street Journal, Washington Post and the Economist. ►

Do you need visibility with stake holders in the US or with your target audience?

Our primary audience is in the broadcast regions. That's what the budget is about, that's why people come to work for this company. People want to broadcast in Russian to Russia, and in Farsi to Iran, so that has always been, is and will be our primary audience.

Having said that, I think we have a very important parallel audience, and that is Europe and the US for general purposes of information – we'd like to be a resource for people. And last but not least, since the US Congress is our funder and since there are media, politics and think-tanks in Washington, they need to be aware of what we are doing, how we are doing it and how effective. Otherwise we have a problem.

Most of the world's history is currently being written in the Middle East - are we forgetting about other places that aren't going towards democracy?

I am hesitant to say that we are applying too much resource and energy in the Middle East because it's important for all the right reasons. However, I think a somewhat subtler and somewhat deeper take on these issues does remind you that for example Russian history hasn't ended. Putin has proven that any kind of democratisation that had taken place under Yeltsin can indeed be reversed.

From an American point of view, a certain level of participation activity in Russia, in Central Asia, in the countries we cover – Afghanistan, Iran, Iraq – is an operating cost for peace and stability. We are in the soft-power business, the information business, we know you can't do it with soft power alone, but I think broadcast must be an important element.

Does one mission apply across the whole of RFE/RL's work?

Broadly, it is a single mission - accurate, objective, independent

“ I want to see us keep moving with broadcasts to the Middle East and sub-Saharan Africa



journalism which supports democratic values and institutions. Now, drill deeper and you see that there are different categories of countries we are broadcasting to. In the category of unfree or largely unfree, you might put Iran, Uzbekistan and Turkmenistan.

Then you have countries that are becoming increasingly unfree, let's say Putin's Russia. As an example of countries that are somehow in between, in transition, take Armenia – they are freer than Egypt but less free than Georgia and Turkey. We broadcast to Belarus, Europe's last dictatorship - you quite naturally become more of an opposition radio as we were during the Cold War.

The freer the country and the richer the landscape, the more challenging it is to do what we do. When a country gets to a certain point where we can argue that they have a reasonably well established free independent media, we go out of business. And that's it, that's our job, to go out of business.

How are you counteracting the difficulties of getting signals into those countries?

Every case may be a little different. Iran is a place where we are not permitted to have a bureau by the Iranian authorities, we do broadcast but we are jammed, we do have internet but we are blocked and we are experimenting now with SMS communication with our audience. In Iran you have a regime which is generally hostile to free and independent media and very specifically hostile to us, they intimidate our journalists.

In Russia, three years ago we had about 30 affiliates, today we have about 5. The Russians have used much softer, shrewder tactics, they will send a health inspector or a fire inspector.

The argument will always be 'we are operating in the framework of the rule of law' but the law is either inconsistent with our objectives to practise free journalism or the law is applied in such a way that makes it very



difficult for us to do our job or the affiliates to cooperate with us. In the case of Armenia - we have a bureau there - you have a government that clamped down fairly aggressively on demonstrators, and to be very blunt, the Armenian government has accused us of doing reporting that led to the atmosphere in which violence took place.

In fact one government spokesman actually said that Radio Liberty must take some responsibility for having 'blood on our hands'. We reviewed the transcripts word for word and we found that by no stretch of the imagination could one accuse us of inciting violence.

In each of these countries, which are not democracies, there is a rather prickly and difficult relationship with the authorities. This ranges from not letting us in, blocking us and jamming us, through to sometimes allowing us in but then there is a rather ambivalent and sometimes aggressive relationship.

Are FM and MW affiliates the principal way of getting programming into Central Asia and Russia?

They are when they are available to us. One thing that we are looking at more and more is using internet as a central platform, with text, with audio, with video. We have to figure out who the audience is and what their technological access and capabilities are. We have to think about where our countries are going and where we want to be in two, three or four years from now.

In Russia for example we are almost certainly going to move to internet, with video and audio attached. In many instances people may not have access to internet at home but they will at work - we are talking about certain professions, doctors, lawyers, engineers, politicians and so forth.

The shift from audio to video in RFE/RL has been slow and painful. We have now brought on board a terrific TV and video producer to help develop the visual strategy for the company. It's an important area

▲ Far left: Radio Farda reporter in the field

Top middle: RFE/RL newsroom, Prague

Bottom middle: Jeff Gedmin

Far right: Gathering opinion in Helmand province

- you either get on and participate or you get left behind.

Looking ahead - what's your preferred future?

I think that eventually we will be out of Europe altogether. The future of RFE/RL will be a great deal more video, robust internet, radio where relevant. I think we will still be in Russia, Belarus and Central Asia, I have no doubt we will still be needed in Afghanistan, that's a huge market for us: over 50% market share.

But I like to think there is going to be a new intense conversation with our board and with the US Congress on the value of surrogate broadcasting - giving people news and information that their own governments deny them, mostly domestic news.

I hope that conversation emerges about greater surrogate broadcasting in the Middle East and in sub-Saharan Africa. I'd like to see us keep moving.

Jeff Gedmin, thank you very much. ■

PROFILE

**NAME:****Andy Nobbs****JOB TITLE: President and CEO****COMPANY: Teletrax****MY CAREER**

After graduating from Nottingham University in 1983, I started out working as a newspaper and magazine editor and have worked in the media industry ever since.

After developing roles on the editorial side of the business at Archant, EMAP and Granada, I joined IPC Media as a senior editorial executive, working on *eva*, *TV Times* and *Woman's Own* magazines and was one of the founding editors of *Now Magazine*.

In 1997, I was tasked with leveraging all of IPC Media's intellectual properties in online and offline environments and managing

a portfolio which included: international magazine editions, content syndication, merchandise licensing, digital image library, web platform content syndication, and digital and studio photography. Also on the editorial Board of IPC Media, I delivered papers to the PPA and PIRA on the digital future.

After ten years at IPC Media, I joined the team that launched Teletrax, the global broadcast intelligence service company, where I oversee all aspects of daily activities around the world, including strategy management, business development, global operations and marketing.

TELETRAX TODAY

Teletrax is the world's only global broadcast intelligence service that allows organisations to track, monitor and manage their broadcast content around the world.

A joint venture between Royal Philips Electronics and Medialink, the Teletrax OnAir content tracking service embeds an imperceptible watermark into video, enabling clients such as entertainment studios, news organizations, TV syndicators and advertisers to know exactly when, where and how their broadcast video is being used, providing media executives near real-time, factual data about the reach and performance of their video assets.

Over the past six years, Teletrax has successfully built-out its monitoring network to include television broadcasts of over 1,500 channels from more than 50 nations, including all 210 DMAs in the US. The breadth of this network combined with Teletrax's ability to provide clients with crucial data on the performance of their video has enabled us to steadily build our client base to include many leading media organisations that rely on us to determine when, where and how their broadcast video is being used around the world. We are proud to be working with a number of high-profile clients, including ABC, NBC, CBS, Fox, Reuters Television, the United Nations, Twentieth Television and the Associated Press.

STRATEGY

Over the course of the past six years, Teletrax has been able to provide specific intelligence required in helping make its clients successful, and we are now focused on expanding our services to evolve with their needs. In addition to the continued expansion of our network into other countries, we are planning to introduce new services that provide content owners greater accountability and understanding of how their media assets are utilised. ■

AIB MEMBERS

Gold

demonstrating strategic support of international broadcasting and the AIB



Bloomberg
TELEVISION



Corporate

demonstrating an active role in international broadcasting

Al Arabiya; Al Hurra/Radio Sawa; ABU - Asia-Pacific Broadcasting Union; APTN - Associated Press Television News; ABC Radio Australia; Autocue; Broadcasting Agency of Montenegro; Broadcasting Board of Governors (BBG); Deutsche Welle; Getin Media; GlobeCast; Hellas Sat; InterMedia Survey Institute; The Islam Channel; KBS WORLD Radio; Linx Productions; Media Asset Capital; Norcom Information Technology; Pharos Communications; Quantel; Radio Free Europe/Radio Liberty; Radio France Internationale; Radio Netherlands Worldwide; Radio New Zealand International; Radio Prague; Radio Romania International; Radio Taiwan International; RadioScape PLC; RRSat; S4M Media Solutions; SA Direct TV; Teletrax Limited; Vizrt; VT Communications; Voice of Nigeria; Wohler Technologies; WRN

AIB AWARDS 2008: BEST EVER

Thank You! The 2008 AIB Media Excellence Awards have clearly caught the imagination of broadcasters, journalists, producers and editors from every continent.

As this edition of The Channel went to press, several hundred entries have been received. Your feedback shows you share in our philosophy to be different.

Yes, there are already awards contests around the world. But too many of them have become predictable. There are award ceremonies that have become national TV shows. Producers in the wings are more interested in what people on stage look like, while policing prize winners to say no more than ten seconds of "thank-you" speeches.

The AIB has also noticed an increasing trend in awards events becoming commercial "gong" factories. These awards have hundreds of prize categories. The law of averages means that if you win nothing, your entry must have been truly awful.

There is a different way. The AIB believes it is unique in taking a serious interest in the profession of international broadcasting where people are working to share ideas across borders. This is very easy to do badly. It is actually extremely difficult to do well.

The AIB has been inspired by people it has seen at work all over the world who have that special talent to communicate both across borders and across cultures.

The AIB Awards create just the right atmosphere to celebrate real success and to shine the spotlight in places that are currently in the shade.

As this edition of The Channel goes to press, the AIB is shortlisting entries for the panel of judges to assess over the next few months. We allow time for our experts to make considered choices.

The Awards will be presented to the winners at a special evening in London on 12 November 2008. The AIB Diner Pensant and Awards will bring together the most senior figures in broadcasting worldwide together with those who have entered the Awards.

The results are always completely secret until the Awards event, to ensure that the surprises are genuine.

Tickets for the AIB Awards are now on sale, with reduced rates for those who sign-up early.

Sponsorship opportunities are also available.

Full details at www.aibawards.com

The Association
for International
Broadcasting

NEW SERVICES

The AIB, the industry association for international TV, radio and online, works constantly to provide its members with a range of exclusive services.

Based on your feedback, we've now expanded the scope and depth of our regular market intelligence briefings, highlighting opportunities and warning of threats. These briefings -delivered electronically and exclusively to AIB members-often provide information not available from other sources.

We have also accepted commissions for special reports that brief AIB members on trends in specific markets and evaluate emerging technologies.

We have also been involved with in-company training and brainstorming sessions, providing insights and arguments for change.

Our work is impartial, fast and competitively priced.

As a knowledge network, we're able to provide members with regular opportunities to meet opinion formers in governments, regulators and other media organisations throughout the world.

We prefer to use invitation-only seminars and dinners in key cities. Informality is key to these off-the-record events. They start conversations that regularly turn into business within a matter of days.

Through several important alliances, we're able to pass on a range of discounts on third-party conferences and media events. Offering genuine cost-savings, our specially negotiated - and often exclusive - discounts allow companies to attend major industry events at much less than the regular price.

Find out more about these and other benefits of AIB membership by calling us today on +44 (0) 20 7993 2557.

LINX DRIVES UNGIFT

The United Nations Global Initiative to Fight Human Trafficking is an ongoing campaign to raise awareness and find solutions to “a crime that shames us all”.

Linx Productions explains how it works with the media

UN.GIFT is a unique coalition of UN organisations, NGOs, and private sector companies, uniting to fight human trafficking on many fronts. Key members include UNODC, ILO, IOM, UNICEF, OCHCR, and OSCE, with private sector support from companies such as Microsoft and GAP.

VIENNA FORUM

For the UN.GIFT Forum held in Vienna in February, Linx fielded a ten-strong team of senior producers, PR experts, cameramen, video editors, and uplinks engineers, providing round the clock support to print and broadcast journalists covering the event. Linx supervised and distributed press releases throughout the forum; arranged media interviews with politicians, dignitaries and celebrities attending the event; provided daily video highlights to the TV news agencies and exchanges via its satellite truck, plus live spots for broadcasters; it provided background b-roll illustrating the many forms that Human Trafficking takes, and produced two Public Service Announcements.

THE BIGGEST CHALLENGE

Linx managing Director Faridoun Hemani says, “The biggest challenge was providing coverage that reflected the wide scope of human trafficking. It’s not just about girls being



tricked into the sex trade. There are millions of children and adults round the world being trapped and traded into servitude against their will, from sweatshops to construction sites to begging, petty theft, and militia. UN.GIFT is a unique example of several UN organisations, NGOs, and private sector companies joining forces to fight a global problem on many different fronts. Our media monitoring shows that well over five thousand articles, online and broadcast reports were generated worldwide during the Vienna Forum”.

OPEN YOUR EYES

The two PSAs produced by Linx in partnership with New Moon

“ Even as a seasoned news journalist I had not realised the scale of this crime ”

are airing on major international networks including CNN, Al Jazeera, and Deutsche Welle. The first shows a tourist strolling through a marketplace which could be anywhere in the world. Under the banner “Open your eyes”, there are scenes of human trafficking happening all around him. Forced labourers scavenge the scraps of food left by their boss; a young beggar boy is seized from the street; a young girl is sold for sex. The second PSA features the Oscar-winning British actress, Emma Thompson – an ardent campaigner against human trafficking. Speaking direct at the camera in close-up, she mouths the words of victims, young and old, male and

female, who have been trapped into slave labour, forced to fight in wars, or sold into prostitution.

SECOND ONLY TO DRUGS

Linx London Bureau Chief James Thomas says, "It was an honour to be asked by UN.GIFT to play such a central role in their campaign. The stories we heard and told are extremely harrowing. Even as a seasoned international news journalist, I had not realised the scale of this crime, or the sheer brutality and inhumanity it almost invariably involves. It is second only to the international drugs trade in terms of the money it generates and the misery it causes. On the other hand, it was uplifting to be surrounded by so many people from so many walks of life who are passionate about exposing and solving a crime that is very much an ignored by-product of the globalised economy."

THE GOOD NEWS

Faridoun Hemani adds, "The good news is that many journalists in both print and broadcast are already producing powerful and often dangerous reports – infiltrating human trafficking rings, and exposing the crime. Part of Linx's ongoing role with UN.GIFT is to help journalists access spokespeople, experts, and field officers from the various organisations involved in the fight against human trafficking, so I hope any journalists reading this article will not hesitate to contact us if they are looking for comment, content, or cooperation from the UN and its partners". ■

THE ANTI-HUMAN TRAFFICKING PSAs and associated B-roll can be previewed and downloaded in broadcast quality from www.linxproductions.com. More information at www.ungift.org. Media queries should be sent to ungift@linxproductions.com

▶ **TOP:** Actress Emma Thompson speaking at the UN.GIFT press conference

CENTRE: Linx MD Faridoun Hemani producing a live insert to Al Jazeera

BOTTOM: Antonio Maria Costa, Executive Director, UNODC (left) and singer Ricky Martin demonstrate the scale of the problem



managed
broadcast services
whatever your broadcast needs...

VT Communications does it all

- Multiple platform delivery
- Cost-effective, end-to-end, IP contribution and distribution services
- Content aggregation and management
- Online archiving and compliance services
- Value-for-money analogue HF, MF, and digital (DRM™) transmission services
- Design, build, operation and management of transmission facilities worldwide
- Performance assured through service level agreements

VT Communications for the ultimate in fully managed broadcast services and solutions

VT Communications will be exhibiting at this year's IBC exhibition and conference in Amsterdam (12-16 September) in Hall 4, Stand No. 4b 88



VT Communications

Blue Fin Building
110 Southwark Street
London SE1 0TA

Tel: +44 (0)20 7969 0000

Fax: +44 (0)20 7396 6221

Email: vtcommunications@vtplc.com

MOBILE CALL TO ACTION

Many media organisations are finally taking mobile seriously. Telecom providers are providing broadcast content through their networks. And Nokia says it is becoming an Internet company. AIB Chief Executive Simon Spanswick reports on rapid change and ways to keep up



Unless you've been on Mars for the past five years, you'll have noticed the way that people are interacting with media is changing. Not just in the Western world: African mobile networks are growing at the rate of the size of France per year. Some argue that Africa's rapid adoption of mobile payment services gives them an advantage over Europe.

In many countries media is now more than passively listening to a TV or radio set. People the world over have discovered that they have choices – choice of devices they can use for watching and listening, choice of channels, time-shifting, and sharing. The next billion handsets will be sold because of services on them, not just because you can use the phone to converse.

DIFFERENT JARGON

In recent months, we've been expanding the consultancy services offered to AIB members. The majority of the requests has been from broadcasters looking at ways to embrace mobile platforms. The mobile market has been very difficult to understand, especially since the network operators use a completely different set of jargon. But with the launch of several new generation phones, like the Apple iPhone 3G or the Nokia N95 8GB, it looks like

there's a rapid loyalty shift by users from the network operators to the handset manufacturers. People choose their next phone because it can provide something they need – maps or streamed audio, for instance, or because it has a design that fits their lifestyle. Only then do they look at the deals being offered by local network providers.

Apple was rather slow to wake up to the power of co-creation. Early iPhones would freeze if they were hacked. Now there's a whole store of third party applications and services being rolled out for the new iPhone 3G. We noted the New York Times as one of the new information suppliers to users of the iPhone 2 software. AIB award-winner France 24 tells us they will be one of the world's first TV networks to give away an iPhone 3G application in late July. Expect a lot more alliances between content makers, handset manufacturers and network providers. Some of the telecom portals (like France's Orange) are starting to look like complete TV/radio stations in their own right. But, for the most part, they all rely on partners to provide the content.

OBJECTS OF DESIRE

Mobile phones have become one of the most desirable of objects, especially for people under 30, and irrespective of cultural barriers. They are trusted devices that stay with people all day long, inhabiting their personal space – just like an MP3

player, but with a much wider range of capabilities.

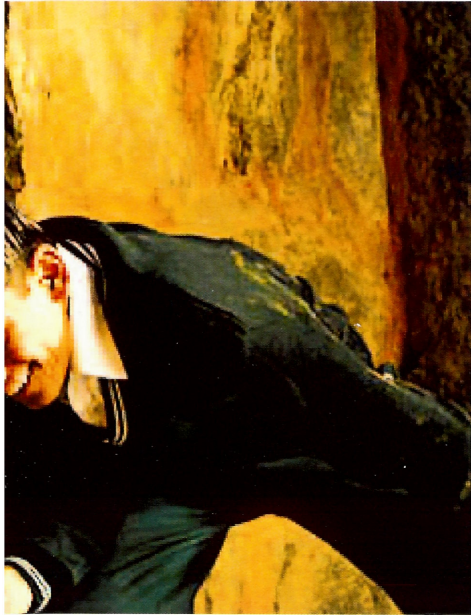
Apple seems to be able to encourage people to queue outside stores for days before product launch, the scenes on July 11th for iPhone 3G the most recent example. We haven't seen those kind of queues for other phones. But then some handset manufacturers sell more of their phones in a week than Apple has sold in the last 18 months. At any rate, the mobile phone store seems to have replaced the record shop in most cities of the world... people of all ages are drawn to them like moths to a lantern, eager to see and touch new phone models, or swap front covers to personalise them.

MOBILE OPPRESSION

Earlier this year I saw a report in Spain which said that 30% of Spanish children between 11 and 17 feel "extremely oppressed" when deprived of their mobile phones. China Mobile has just launched a deal where mobile users can ensure callers to their number hear a short ad instead of a ringing tone in return for a (small) share in the profits. A similar scheme exists in Europe, offered by Blyk, where users under 25 can have free phone calls in return for listening to adverts and being part of an advertising network.

Today's emerging generation of handsets have all the functionality of laptops, increasingly equipped with wi-fi, 3G connectivity as well as incredibly bright high-definition

“The AIB takes relevant information and turns it into opportunities for its members”



screens that make watching a football match with earphones a pleasurable experience. I have been particularly impressed with the Nokia N-series phones (the most sophisticated they make). They were ahead of Apple in realising the value of third-party applications, encouraging others to come up with useful widgets like Fring or Nimbuzz, as well as in-built satellite navigation. There are TV stations using the high-quality still and video camera in the phone as a way to get the first shots of breaking news. The FM radio application is actually better than most traditional radio sets. For many countries, you can pre-program all the FM presets for popular stations in your town at the touch of a button - perhaps this is the mobile equivalent of a Swiss Army knife.

Whilst it is true that these smartphones are still very expensive, some features like FM radios are now standard in most phones - in India around 30% of the phones sold have a FM radio built in, and are found in models that retail for well under 5000 rupees (£58). This reminds me of the ABS braking system which started off as a luxury feature on expensive cars but is now regarded as standard feature on almost every model. This is certain good news for countries in Africa and Asia where FM radio is a more recent phenomena.

MEDIA BRANDS ON MOBILE ROAD
Mainstream broadcasters and

publishers have already started to ensure that their programme brands transfer well to mobile users. MTV, for instance, is using Adobe Flash Lite to support its Nick programme Sponge Bob. Adobe has embedded Sponge Bob at the root level of the phone, so that a Sponge Bob-branded screen launches as a handset is switched on. There's even a Sponge Bob branded clock which replaces the handset's standard clock. In addition to relatively straightforward "wallpaper" type applications, the users of Sponge Bob can access programme-related games and clips on their handset, keeping the Sponge Bob brand constantly in the hands (and minds) of the user.

BBC Worldwide recently purchased the Lonely Planet brand of travel guides and is busy combining video from its travel series into an on-line presence. During the "Mashed08" developers festival held by the BBC in London in June, Lonely Planet demonstrated their first mobile beta site to us (<http://mobile.lonelyplanet.com>) and encouraged the public to co-create new applications.

It is clear to use that this type of embedding of brands within handsets - and the associated triggering to pull relevant content from the web has only just started.

MINI-SCREEN CHALLENGES

Formatting video content for the mobile handset is one of the major challenges facing broadcasters. As a majority of the world's TV content is recorded in 16:9 aspect ratio for viewing on large monitors, how is it possible to follow the action of a sports game on the small screen of a mobile handset? We have seen some evidence of solutions emerging. Close-Vu, for instance has ingenious software to track and crop the ball automatically - making it easy to use TV footage on the handset.

Meanwhile, Vizrt has developed a mobile platform which generates the graphics locally on the users' handset. This means that titles are much easier to read, there is a more economical use of bandwidth and advertisements can be generated to fit the profile of the user. These technologies make use of what's called MPEG-21, whereby

the handset tells the content producer how the game needs to be formatted to perfectly fit the screen.

HANDBET SEEMS CONTENT

Nokia has said publicly that its future is as an Internet company. As well as the FM radio in handsets, it seems an increasingly mobile audience wants to watch or listen to programmes while travelling abroad. They have started with an Internet Radio application which can already be accessed on their more sophisticated handsets such as the N95. Nokia is also working on its Video Center. This will bring together video and TV content from producers worldwide which Nokia handset users will be able to access. Later this year, Nokia will release its new generation handset, the N96, which will have the Nokia Video Center integrated along with a DVB-H receiver. AIB has been asked to recommend radio and TV stations that would have suitable output for the Nokia application. Nokia is obviously keen to differentiate its handsets from its competitors by "sideloading" its products with added value services.

INTERESTED? GET IN TOUCH

We're convinced that the future of mobile content is important and that it should be shaped by the content producers. We've already formed a group of interested broadcasters within the AIB network to monitor developments and establish relationships with mobile operators and handset manufacturers. This is new ground for everyone, which is why our cross-border comparison is proving to be so useful. If you're interested in joining the mobile group, let us know at AIB headquarters. Now is the time to get involved, for if you don't seize the opportunity, we guarantee others will. ■

www.aib.org.uk



► Simon Spanswick

JEWEL IN THE CROWN

In 1991 Sheikh Waleed bin Ibrahim Al Ibrahim launched MBC1, the first private Arab satellite FTA channel, out of London. MBC Group today is the leading media group in the Arab world, with 40% audience share and even higher ad revenue shares. In March 2003 MBC launched its **Al Arabiya** news channel - five years on, it is the market leader in the region's largest consumer markets, Saudi Arabia and Iraq. **Mazen Hayek**, MBC Group Director of Marketing, PR and Commercial, says the news channel is the jewel in MBC's crown



I start my day with Gulf News at home which is a very good English language newspaper published in Dubai, I watch Al Arabiya, I watch CNN. When I get to the office I have three more newspapers waiting for me to read. I do watch TV but given the time constraints I rely more on my mobile for alerts on breaking news. I am a happy media consumer - I also look at billboards at the airport.

Al Arabiya is five this year - why did MBC see the need to launch news if it was making money with entertainment?

MBC has a clear policy of customisation of content and specialization of outlets which are genre-related. This is why you see most of our channels clearly targeting a specific audience. At the time the group felt there was a market gap in news broadcasting because the region was served by only one satellite news channel launched in 1996, and there was a clear need to provide viewers with another source of unbiased credible trusted political and business news.

Over the last five years, Al Arabiya has managed to be a commercial success and is endorsed by the region's largest advertisers because of its ratings and reach. The ad spend on Al Arabiya is around 7 to 8 times more than on its closest competitors. Our audience ratings come from launching rock solid business news, a fully fledged current affairs grid, strong news bulletins. I think Al Arabiya was able to really get under the skin of Arab viewers because it belongs to the region and has the capability of tackling real issues, and if you do that the audience identifies itself with you.

What's been most difficult?

The most difficult is losing our own reporters and journalists while they are doing their job out in the field. Also, this a region that has a huge pool of talent, so you have to do talent spotting, training and retaining - it is very difficult to lose staff you've trained to a competitor. You have to remain a talent magnet.

How do you cover this huge region from a base in Dubai?

Dubai has market proximity, but

“ It is very difficult to lose staff you've trained to a competitor. You have to remain a talent magnet ”

what is more important are our correspondents and offices all around the region. Our people are everywhere and the challenge is to engage viewers in your story, by making sure that what you are covering for them is of relevance to their lives and to the future. That is part of the success of Al Arabiya.

What about editorial policy?

Very very different, clear cut. To quote our General Manager, Abdulrahman Al Rashed, Al Arabiya is an ideology-free news channel, about news not views, fact based, not blowing things out of proportion to get audiences. You know that the region is a source of "bad news" - usually 90% bad versus 10% good news. Al Arabiya has contributed to improving this ratio - by digging for stories that matter to the lives of the people of the region. Real stories and issues, also cultural and social, sports - but you have to go and find them.

What impact will BBC Arabic TV have?

BBC is a very strong brand, and it has a history of presence in the Arab world through its radio



Main Image: Sheikh Mohammed bin Rashed Al Maktoum, Crown Prince & Ruler of Dubai, on a visit to the Al Arabiya studios, with Al Arabiya presenters
Right: Mazen Hayek



broadcasts. But on the TV front it's a comeback to the region – we hope that they will stay the course this time. It's definitely good because competition is healthy. But BBC are launching with 12 hour broadcasting in a 24 hour news culture so they are launching with a big handicap from day one. How will Al Arabiya address this competition? By being audience focused, available on many platforms and by providing advertisers with the highest return on investment. We will do all to live up to our brand promise which is "Know more!"

What do you make of the Arab satellite broadcasting charter from the Arab League?

Most of the Arab media on satellite is privately owned and media is part of the economic activity. I think the leading media in this part of the world know their job very well, we belong to the region, we know the audience, we respect the traditions. You are talking about a region that has 300m consumers, that comprises tens of countries. Viewers and advertisers are the sole decision makers on who

should stay on air in a liberal economy with open market practice.

Are there opportunities for other broadcasters to work with Al Arabiya?

We have clean feeds of most of the global channels, we share footage, stories and resources sometimes. We have a mutually respectful relationship with most of them. In terms of partnerships, we started a number of joint marketing activities, with the likes of the World Economic Forum for example.

What is your vision for the next ten years?

I think Al Arabiya should ideally have a greater global presence, recognition and clout. It should succeed in being really audience focused and earning the respect of both viewers and advertisers. It should succeed in improving the ratio of bad news versus good news, and in building more bridges while breaking news. It should be able to anticipate the changing habits and patterns of news channel consumption, and be the first to make the right changes. I

don't know what technology will be dominant in five to ten years' time, but I hope Al Arabiya will be at the forefront of it. Ideally we will be in a better world, where there is less hatred, less intolerance, less terrorism, less clashes over differences between east and west. Yes, I know that news channels get their peak audiences when the going gets tough but we would like to see the ratings of news channels go up even when there are no wars.

Mazen Hayek, thank you very much. ■
www.mbc.net

KEY FACTS

- Launched 3 March 2003
- General Manager
Abdulrahman Al Rashed
- Director of News and Current Affairs
Nakhle El Hage
- Head of Business News
Jamil El Hage
- Head of Media
Nasser Al Sarami
- Chief Editor
Nabil Khatib
- Head of Sports News
Yazid Benani
- Budget privately funded – not disclosed
- Staff 55 correspondents in 20 countries - 120 journalists in Dubai
- Distribution see www.alarabiya.net

**NAME:**

Jeff Trimble

JOB TITLE: Executive Director

COMPANY: US Broadcasting Board of Governors

MY CAREER

During more than ten years in US international broadcasting, I've rarely met an employee who came to this business for money or career. For most it is a calling, a mixture of passion and idealism. My path to international broadcasting came via a career in private-sector journalism that took me throughout much of the world as a correspondent and editor at US News & World Report magazine. Assignments ranged from township riots in apartheid South Africa to the Iran-Iraq war to the Gorbachev era and collapse of the Soviet Union. The locations and details were varied but there was one constant: the urgent desire that people have for comprehensive, timely news to inform their decisions about what kind of societies in which they want to live. I joined Radio Free Europe/Radio Liberty in 1997 at its broadcasting headquarters in Prague, Czech Republic. From November 2005 until March 2007 I was Acting President. My other posts were Counselor to the President for Programs and Policy, Director of Policy and Strategic Planning, Director of Broadcasting, and Associate Director of Broadcasting. I shifted to the Broadcasting Board of Governors in October 2007, as Director of Programming, to manage the development of BBG-

wide strategies, plans and objectives for coordinating, developing and improving the broadcast programmes of the BBG's broadcast entities. The Board appointed me BBG Executive Director in April 2008. My duties include advising the Board on developments in international broadcasting and managing the BBG staff, which provides the Board with technical, professional, and administrative support as well as strategic guidance and programme oversight.

ABOUT THE BBG

The BBG is the independent US federal agency that oversees the civilian international broadcasting funded by the US government. The agency comprises three key components. First, the broadcasting organisations, including the Voice of America (VOA), RFE/RL, the Middle East Broadcasting Networks (MBN: Alhurra TV and Radio Sawa), the Office of Cuba Broadcasting (OCB: Radio and TV Marti), and Radio Free Asia (RFA); second, the operational support arm, in the form of the International Broadcasting Bureau, which provides personnel and administrative services for VOA, OCB and the Board as well as transmission and marketing support for all the broadcasters; and thirdly the head of agency, the Board itself, a nine-member, part-time, bipartisan body of eight private citizens and the US Secretary of State (ex officio), served by an executive director and other professional staff for strategic, budgetary, legal, and other operational support and oversight. The BBG is one of the largest newsgathering and reporting operations in the world. It distributes content in 60 languages targeted to some 75 countries on an annual budget of about \$700m. The BBG employs over 3,400 journalists, producers, technicians, and support personnel in headquarters in Washington, DC (for VOA, IBB, RFA, and the Board), Miami (for OCB), and Prague (for RFE/RL) as well as some 90 news bureaux and offices worldwide. Correspondents and

stringer reporters number an additional 3,000.

BOOSTING AUDIENCES

New broadcasting services developed by the BBG since 2001 include Radio Sawa and Alhurra TV in Arabic for the Middle East, Radio Farda and expanded VOA TV in Persian for Iran, Aap ki Dunyaa Radio and TV in Urdu for Pakistan, a joint RFE/RL-VOA 24/7 programming stream to Afghanistan, and new broadcasting programmes and content streams for countries including Indonesia, Nigeria, and Somalia. Collectively, this additional broadcasting has boosted the BBG's global audience levels from 100m to 155m in the past six years.

FUTURE STRATEGY

To meet the challenges of the digital, multiple-media world, the BBG has adopted a new strategic plan for the next five years. Its main elements include enhancing programme delivery across all relevant platforms; launching new and expanded broadcasts to better reach audiences in the Muslim world; helping audiences in authoritarian countries understand the principles and practices of democratic societies; facilitating interactive discourse utilising the Internet on PCs and hand-held devices with e-mail, chat rooms, blogs, and other methods; engaging the world in conversation about America, emphasizing dialogue; and rationalizing the broadcast enterprise by continuing to consolidate transmissions and programme delivery and to eliminate or reduce lower-priority language broadcasts while adding and expanding higher-priority services. When VOA first went on the air, in German, in 1942, it did so with the pledge: "The news may be good. The news may be bad. We shall tell you the truth." This has been the credo of US international broadcasting ever since. For all the changes and modernisation, we stick closely to our core competency of professional, objective journalism. And we do it all with passion. ■



GETTING ETHICS BACK INTO THE MEDIA

Mohamed Ali Harrath knows what he is talking about when he speaks about the East and about the West – he has lived in both, speaks the main languages, and has studied cultures and politics in detail.

Founding the **Islam Channel** in 2004 is his contribution towards defusing the tension between the Muslim and the Western world – so how is he doing?

After 9/11 Islam as a religion and Muslims as a community became a topic for discussion for everyone. The channel – an initiative of British Muslims – is a small contribution towards that debate. We are now a 200 strong team, based in the UK. What we want to be is an interface between Islam and Muslims and the West, and we are hoping that it works both ways. We have to accept there is a tension now between the Muslim world and the West, and we have to do something about it. Doing

something about it is to celebrate the common values, and I believe there are plenty of common values. So far at least in the UK I believe we have achieved some success.

Are there similar channels in other parts of the world?

There isn't any other channel doing what we are doing. We discuss issues raised in the West, using the main language of the West – English. We discuss the issues of the day, sometimes with great controversy. We get people involved in that debate – whether they are the leaders of the Muslim community or scholars or the top decision

makers of the establishment. Also, here in the UK we are acting as a melting pot. Muslims in the UK are a recent community, we have only been here for the last 40 to 50 years, and we come from different parts of the world. We help the process of positive integration - what we mean by that is for Muslims to take part in the activities of wider society, but at the same time to be themselves.

Who is your audience?

It is a much wider group than the Muslim community. Of course our core viewers are the Muslims, but increasingly we are seeing a broad spectrum of society watching the channel. Our output is entirely in English – even with Holy Verses or recitation from the Koran we make sure that there is a translation.

What about funding?

Initially we put in some investment, but now we completely rely on our own resources. Although the channel is FTA, we have a scheme of voluntary subscriptions. So our main sources of income are advertising, sponsorship and voluntary subscriptions.

Take us through some typical programming.

Although it is called the Islam Channel, politics is part of the religion, everyday life is part of the religion. We have religious programmes which mainly explain the verses of the Holy Book and the sayings of the prophet – trying to find solutions for the problems our communities are facing and suggesting solutions to the wider society. We also have current affairs programmes where we discuss issues of the day, at international level or relating to the UK. We ask the community to take part in political life – for example to take part in the elections. Taking part is giving them an alternative to violence; they feel they are part of the decision-making process, not only at the receiving end but also contributing.

Do you see your role as helping to integrate the Muslim community into the wider British community?

That is the main role. Often what people mean by integration is in fact assimilation: 'I have to be like you so that we can work together'. We don't want Muslims to lose their identity, we ask everyone to be proud of what he/she is because if people are at peace with themselves, they can make a positive contribution. We call it positive integration. In the UK multi-culturalism is there, it needs to be directed the right way so that we can get the benefits.

How do you market the channel?

This is the fourth year that we are organising the Global Peace & Unity Event – a huge event where you get top politicians sharing the platform with scholars, human rights activists, etc. Part of it is a huge exhibition, and we had musicians performing in English, Arabic and Urdu. In the past nearly 60,000 people attended and it was hugely successful. In March we supported the Muslim Writers Awards in Birmingham – encouraging Muslims to write.

What about the immediate future?

We just relaunched this March with new branding and new programming, 6am to midnight. We are also in discussions to launch in other countries, Nigeria, South Africa, Sri Lanka, Pakistan, the US. In South Africa the discussions are quite advanced now, we are talking about DTH distribution. 80% of programming will come from London and 20% is going to be local programming. So if we borrow the HSBC slogan: "Your local global TV". We are also looking at launching in another language. There are newcomers to Europe who have not mastered the English language, and we want to take care of those as well.

Which platforms are important?

We buy maybe less than 10% of our programming. We are on the web,

“ We have to accept there is a tension now between the Muslim world and the West, and we have to do something about it ”

with streaming TV. Sometimes you have up to 5,000 watching at the same time, mostly in the US and Canada, Singapore, Australia. We are in discussions to deliver on mobiles as well.

And looking further ahead?

We are a big channel in the Muslim community, our hope is to move on to mainstream. There is a huge number of channels available that you can watch – so what makes someone come to your channel? I want to be an alternative to what is already there. I believe in the mainstream media we are in desperate need for a liberal, truthful voice – not affected by the interests of media ownership -, and we hope to be that voice. We want to be that shop that you can come to for another angle of the news. If you watch BBC, CNN, even Al Jazeera English, Sky News – I think it's very similar because the people who are working there are basically people with the same training, the same mentality, the same interests. As for entertainment, many families want programmes which can be watched by the whole family and we want to cater for that section of the population as well. Media is a tool, used by different people for different reasons. My aim is to get morals and ethics back to media.

Mohamed Ali Harrath, thank you very much. ■

www.islamchannel.tv



STEPS TO CHANGE

The origins of **Radio Taiwan International** go back to 1928 but the last five years have brought momentous changes. Leaving behind its image as a propaganda tool to broadcast to China, RTI now faces increasing competition in the wake of Taiwan's liberalisation of the media after 1987. RTI president **Shao Li-chung** says the media landscape has gone beyond any previously imagined horizon



There have been many major changes over the last five years. RTI's role has changed from a KMT-party-owned broadcaster to a national radio station that serves the interests of Taiwan. There is diversity: apart from the conventional way of broadcasting, RTI is developing Internet broadcasting and the station is increasing its cooperation with other broadcasters in the area of programming and personnel exchange. Also, to serve the growing number of migrant workers and Taiwanese new immigrants, RTI has been broadcasting in Indonesian, Thai and Vietnamese since January 2006, in conjunction with the Voice of Han FM broadcasting network.

What are your priorities?

Firstly, the integration of our 9

“ Since the lifting of martial law in 1987 Taiwan's media landscape has gone beyond any previously imagined horizon ”

transmission sites will help to put resources to better use and at the same time, RTI will modernize equipment and facilities. We are also building a virtual studio and a professional internet news portal. Other projects are developing partnerships with more international partner stations, establishing a 24 hour domestic foreign language station, and inviting our listeners to participate in the production of programming on the internet.

How do you reach your audience?

Some of our programmes are broadcast directly from Taiwan from our nine transmission sites, while others are relayed by our partner stations. In terms of international broadcasting, our reception quality in South Asia has been greatly improved through the relay of programmes by RFI. Some of RTI's programmes are available on mobile phones in Taiwan and we are hoping to make this service

available in other countries as well. We are looking at the European and US markets now. Our audience via the internet has increased tremendously over the last few years – RTI is currently increasing its broadband bandwidth so that it can be more interactive and more video clips of an interview or an event can appear on the web site.

You broadcast in 13 different languages – which ones are the most important in terms of audience share?

Mandarin - since we believe China is one of the most important markets for us. For our international audience, English is definitely one of the most important. Taking up a large share also includes languages that I mentioned earlier, Indonesian, Thai and Vietnamese.

Are you planning to start broadcasting in Arabic too?

It is undeniable that Arabic is an



KEY FACTS

Launched 1928, restructured Jan 1998
Chairman Cheng Yu
President Shao Li-chung
Vice President Chang Cheng-lin
Vice President Lee Wen-yi
Secretary General Sun Wen-kuei
Funded by the government, annual budget US\$20m
Staff over 100 journalists
Mission To broadcast accurate and up-to-date information about Taiwan to the international community including China

important language. Due to budget constraint, we can, at this moment, only prioritize some languages based on the government's policy.

You broadcast news and features – what is your mission?

We, of course, hope to market news about Taiwan to the world. That is why we hope to increase our presence in the international community for example by exchanging our programmes with other partner stations. We also hope to co-produce programmes with other broadcasters, for instance, we have worked with Radio Australia's "Breakfast Club".

How is the media landscape changing in Taiwan?

Taiwan has just been ranked as number one in terms of freedom of speech and the press in Asia. Since the lifting of martial law in 1987, the media in Taiwan has gone through gradual liberalisation, for example call in radio stations were

all legalized in 1994, making the sky of Taiwan the busiest in the world with about 200 radio stations serving the public today. Taiwan, a country with a population of only 23m, now has more than 600 newspapers (during the martial law era there were only about 31) and the public can now access hundreds of cable channels broadcasting both domestic and international programmes. The digitization of both radio and TV is underway and all TV stations will be digital in the next few years. Audiences in Taiwan today have access to news, programmes and movies on demand either on the computer or TV at home. The media landscape has gone beyond any previously imagined horizon and developed into a plural media environment.

That means more competition?

Competition among broadcasters has become fierce. We believe only through competition can

▲ **Far left:** Mount Alishan, a popular beauty spot in Taiwan
Top: RTI Chairman Cheng Yu (centre) and President Shao Li-chung (left)
Bottom: Shao Li-chung

broadcasters achieve the best quality. So what we are trying to do is to increase our domestic and international influence so that we can beat the competition.

Is that your goal for the next few years?

We hope to become a more influential radio station both in Taiwan and abroad. We are also trying to engage in more public service work. I believe more efficient management and healthier finances will allow us to provide better public service. What I also hope to do is to step up our professionalism in the face of changing technology so that all colleagues at RTI are able to cope with the demands of our changing times.

Shao Li-chung, thank you very much. ■

www.rti.org.tw



In March of this year, the Broadcasting Agency of Montenegro celebrated its fifth anniversary. As Djordje Vujnovic reports, the regulator has ample reason to be pleased

Late last year, T-Com's Extra TV, one of the first IPTV services in this part of Europe was introduced in Montenegro, a clear signal that this small Balkan country is keen to keep up with the fast developing TV industry in the rest of the world. The greatest challenge will be the digital switchover deadline set by the EU for 2012, and for 2015 by the ITU. Eager to join the EU as soon as possible, and already an ITU member, Montenegro will do its best to meet at least one of the two deadlines.

Fox TV and CME Group, two American media giants, are entering the small Montenegrin broadcast market after obtaining national licences for Fox Montenegro, and ProFM and ProTV, making this already difficult transition process

“The greatest challenge is the digital switchover deadline set by the EU for 2012”

even more complex. It makes sense for them to spread their coverage to Montenegro, since they have already been present for some time in neighbouring Croatia and Serbia.

COMPLEX SITUATION

The viewers will certainly welcome the greater plurality of media, but what about the small radio and TV stations with a long tradition of reliance on donors and public support and low-quantity and low-quality production? They will not be as happy as the audience, but this might be their last chance to become professional networks profiting from the opportunities presented by new advertising techniques and TV platforms. The market will absorb the flexible ones, while the rest have no chance against strong international competitors, even more so since the viewers are

rapidly turning to the new platforms (cable, DTH, IPTV, etc.) offering TV programmes coming from neighbouring countries, with no language barriers and much better quality programming.

The Broadcasting Agency of Montenegro is trying to regulate this complex situation by drafting a new Development Strategy which will primarily deal with the switchover issue – with its technical, social and other aspects – and provide a technology-neutral regulation of the broadcast industry. A Slovenian consultant, who reviewed the first draft, has given some very valuable comments based on the experience of the national PBS in Slovenia, which has already digitalised 50% of its territory.

DIGITALISATION

With a similar terrain and worse

road infrastructure, Montenegro will certainly have the same problems, but its Broadcasting Centre, a public company in charge of the transmission of broadcasting signals, will be quick to set up an SDH network. In partnership with a Norwegian branch of Nera, an international broadcast technology giant, and with a new and competent management team, the Broadcasting Centre is promising to solve most of the digital transmission bottlenecks, making the broadcasters' lives easier, and leaving them to concentrate on the digitalisation of their studio facilities.

The social segment of the policy here unfortunately does not go hand in hand with the technical one. The choice of compression standard – MPEG2 or MPEG4 – has social implications as to who can afford to buy this, with set-top boxes ranging from €50 (MPEG 2) to €150 (MPEG 4). A pilot project planned by the Broadcasting Agency aims to solve most of the dilemmas and show the citizens all the benefits of digital television. Hopefully, prices of set-top boxes will also go down.

CULTURAL IDENTITY

The concern however remains whether the existing Montenegrin media will be able to cope with the growing technological requirements, and turn digital in time to compete with the new American entrants. The issue involves much more than technology and money. The question of cultural identity might be at stake as well, considering the low level of local production and the expected invasion of American-style reality shows and Hollywood productions. This battle of David and Goliath will be interesting to watch, even though it will take place behind TV screens this time.

Montenegro's fragile national public broadcaster, with uncertain independent funding, and a few private national networks, the biggest ones being IN TV and Atlas TV, will certainly try to keep at least a part of the advertising market, but without the benefit of the new

digital technologies the situation looks grim.

TIMING

However, the switchover timing is perhaps fortunate. Considering the scarcity of analogue frequency resources and increasing competition it is seen as the only plausible solution for most broadcasters.

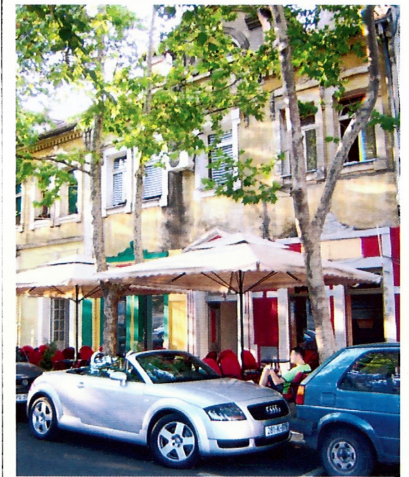
Another new entrant to the market, Vijesti TV, an aspiring news network, will try to cover as much of the Montenegrin territory as possible using all available platforms and wait for the digital switchover to start using terrestrial transmission systems. The competition from News Corporation might prove to be very difficult even for Vijesti's new American shareholders, who replaced the German WAZ.

It is very difficult to guess what will happen when the rest of mobile operators come to the TV market, with the imminent introduction of mobile TV, and the expansion of the cable market. What will happen when the battle for advertisers, the biggest ones surprisingly being mobile operators, moves to the Internet Protocol platform? The Broadcasting Agency sees its main role precisely here, trying to strike the right balance between fast-changing technology and protection of the cultural identity of Montenegro, provision of new and better services for its citizens and protection of the struggling national and local public broadcasters.

However difficult it might sound, we believe we are on the right track primarily by defining the right strategy and trying to cover all the angles through an ongoing public debate. We expect all the stakeholders to get involved, including the Government, NGOs, universities, and foreign and national private and public broadcasters. Our task then will be to make sure that the final word is not dictated by money, but reflects the views of the Montenegrin viewers. ■

www.ard.cg.yu

► From top: Montenegro at the ITU; Podgorica; Djordje Vujnovic; St Stefan; Montenegro Broadcasting Centre's Director Jovan Ivanovic and Nera Networks' Director Ture Tuen sign an agreement for a digital radio relay system



ON THE EDGE

You have a two to three year lead time when you order a satellite, and after launch that satellite is in orbit on average for 15 years. So it needs to be future-proof for applications on and beyond the horizon, says

Christopher Baugh of Northern Sky Research



Video and broadband are the two things, in Europe with Eutelsat buying a Ka band satellite and also in the US with Viasat. There is a lot of hype - operators are calling us all the time to ask about Ka band and should they be putting up satellites. Through the Ka band you can do more than broadband, you can do video broadcasting, e.g. in the US Ka band is used by Direct TV and EchoStar for HD. There is a big trend there but the issues on the ground have to be resolved for it to work. DTH satellite TV is the biggest growth engine in the industry right now for capacity. It's a global phenomenon.

Will the move to HD add to the growth factor?

In the US for example, the digital

conversion has to happen in 2009, but there are still a lot of analogue channels that will have to be switched off next year. The biggest factor for growth in this industry is not necessarily HD channels but it's SD channel growth worldwide in the next 5 to 10 years.

Let's talk about satellite radio - for example WorldSpace in the States, ONDAS Media in Europe. Is satellite radio a driving force?

If you look at the financials of the companies, they are losing money fast. I think that given the appropriate model it could work. Some solid lessons have to be learnt from the US model in terms of the spending. Content drove the model and signing radio personalities to drive the business - otherwise what's the reason for a customer to turn to satellite radio? Most of satellite radio in the US now does have commercials. I think that

regarding the business case the technology is not the issue.

We are used to seeing a dish on a building to get DTH services - now we are talking about broadband and mobile satellite services. What is the latest?

Satellite broadband is bi-directional - it does a very good job on a forward channel, from the source to the end user, but when the user on a remote island somewhere is sending content back that's where the satellite technology became very inefficient. The issue was for years satellite technology was bandwidth-limited because the costs were so high for ISP to provide services. Now new satellite technology is coming online using spot beam, Ka band technology which is basically taking the capacity and creating circles of coverage. A circle could

“ Operators are calling us all the time asking about Ka band ”

be a city, a metro area, a state or a small country. Each of those has its own amount of capacity provision, so you are actually making the bandwidth more efficient. You are not sending the signal down to all of Europe but just to the Alps region. WildBlue is a company in the US who launched a broadband play a couple of years ago, and they have outpaced our expectations by how they have grown. The problem they could run into is bandwidth - once your beams fill up you are pretty much stuck. Broadband is rolling out fast with new satellites being ordered, for example in Australia and Europe.

How does that compare with ADSL?

I guess the rule of thumb is in a direct head to head battle today, satellite versus cable, DSL, satellite loses every time. This is why most of the models today, like the WildBlue and others go after the rural user who has no connectivity and no options for connecting. In the US, millions of homes aren't covered by cable and DSL, so the opportunity is there and then you have the developing countries or markets like Australia - NewSat has done a great job there, they are ordering a Ka band satellite for that market. If you have the right distribution partners and really understand the user and the pricing, it can be quite successful but it takes a pretty hefty upfront investment.

What about mobile satellite services - are we talking about serving devices the size of mobile phones?

Mobile satellite services use capacity that isn't FSS capacity. The best example is Inmarsat based in London - they have a global network with L-band satellites. They do distribution to a big antenna, to a small antenna the

size of a notebook, and they also will have a hand-held in the next few months. You can alternatively say MSS are anything that's not bolted down, that can move from point to point. Historically, the MS space has been dominated by voice, offering voice handsets and SMS and low data rate. The trend of course is going to broadband, like everything else. Iridium is buying a new satellite network, Globalstar is putting up new satellites, Ico will be launching a new satellite later this year, TerreStar as well, there is lots of new capacity coming online to enable new applications, and mobile video of course is one of those applications. It's an interesting market. S2M is a company in the Middle East who is putting up an S-band payload for mobile TV to handset via satellite. Now that the hype has died down on mobile TV everyone is figuring out how to build this - which technology do we choose, what content do people want, etc.

If you were advising the content industry, what should they be looking for?

Channel growth will continue, so the broadcasters should be pretty comfortable with the direction the industry is heading. With new distribution models like mobile TV, IPTV, the issue is getting the broadcasters on board. I don't think that the broadcasters can get away from satellite technology. Satellite is a component of a broader telecom network. It's a positive market and I think the broadcasters know this, they are almost driving the space, video is 60-70% of satellite industry revenue. With all the talk of broadband, with all the talk of MSS, I think that this industry has to keep the broadcasters happy.

Christopher Baugh, thank you. ■
www.nsr.com

“ Now that the hype has died down on mobile TV everyone is figuring out how to build this ”

OVERVIEW

Statistics from the **Satellite Industry Association's** 'State of the Satellite Industry Report' June 2008
www.sia.org

World revenues by sector
\$123bn in 2007 divided between
satellite services 60%;
ground equipment 28%;
satellite manufacturing 9%;
launch industry 3%

World satellite services revenue
Broadcasting
satellite radio \$2.1bn
satellite TV \$55.4bn;
mobile - telephony and data \$2.1bn
fixed and other \$14.3bn

End-user terminal numbers end-07
Satellite TV 100,507,651
Satellite radio 18,022,951
Mobile satellite services 1,833,126
Mobile satellite TV 950,000
End-user broadband 683,700
Growth of end-user broadband 2006-7 occurred primarily in the US;
mobile satellite TV is currently offered only in Korea and Japan, with services pending in the US and Europe

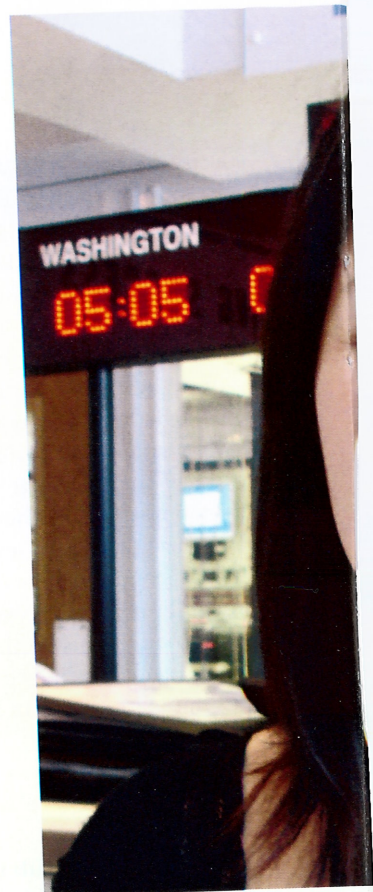
Satellite carriage of HDTV
The number of HDTV channels worldwide grew by 150% from 2006 to May 2008
Forecast for satellite-delivered HDTV channels is 350% growth by 2013

Trends and outlook

- Fundamental robustness and flexibility to weather business cycles
- Proportional industry composition has remained constant in the past three years, reflecting a steady interdependence and maturity of each sector
- Consumer services, both satellite TV and satellite radio, continue to lead overall satellite services growth
- Ground equipment growth, particularly in the consumer equipment side, will continue to be a major driver
- Overall satellite manufacturing revenues remained nominally unchanged in 2007, with commercial demand growing faster than government
- Commercial satellite operators continue to replace and realign their fleets
- Robust global appetite continues for consumer satellite applications, mobility and convergence
- Carriage of HDTV continues to reach critical mass in major markets globally

MUCH MORE THAN RADIO

Founded in 1992, today with a team of 25 full time staff **WRN** is a major international broadcaster and transmission service provider, based in London. As Business Development Manager, **Sophie Wilson** plays a key role in developing WRN's TV product offering and expanding mobile, web and IPTV services



There are two very distinct branches to the business. On the broadcast side, we started 15 years ago as an aggregator of radio content. We put together content from PSBs from all over the world, package them up as the World Radio Network and transmit on various different platforms. We have got five language networks altogether. The other side is transmission. At our London headquarters we can downlink content and send it out on our global fibre circuit. We have Points of Presence in America, the Middle East and also in Singapore.

What are the most exciting developments at the moment?

I would say the drive towards television. We have always been known as radio experts but now we rebranded from the World Radio Network to WRN to reflect that change. It's really been only in the last nine months that we have been offering playout and ingest

services, we have also now got mobile streaming products, we are offering streaming services online, so the TV side is really taking off.

Why did you change direction?

We have always done backhaul for TV so we have always pushed and pulled TV content around but in terms of actually uplinking TV we did not do that until October last year when we launched two channels of our own in the religious genre on Sky. It was initially a question of demand and supply – we had clients who wanted to launch a TV channel. We had to invest in the equipment and the infrastructure, and from that, it has exploded.

Do you as a rule follow client demand, or are you leading by offering innovative solutions?

It's a bit of both really. We pride ourselves on the fact that we can do things just in time for clients. If a client comes to us and says right, I want to launch a TV channel, then we can advise on the entire process.

“ At the moment we are preparing ourselves for what our clients are going to want in the future, hence the foray into mobile streaming and IPTV ”

We have always been innovative. We were the first company to stream radio online, and we put digital radio on the map. At the moment we are preparing ourselves for what our clients are going to want in the future, hence the foray into mobile streaming and the IPTV and IP solutions.

Services for mobiles is currently a big growth area. How does your partnership with Gorillabox work?

It's a technical partnership to give broadcasters the opportunity to reach their audiences through mobile phones. Gorillabox is responsible for the deployment of content on the streaming platform, billing integration and customer care, while we at WRN manage the service for our clients. For example we can provide marketing in particular languages to particular target groups. We are currently in talks with a number of our clients about streaming TV to mobile, not just live TV, but special events and such like. We also do a lot in the area of interactivity – the use of



mobiles not just in terms of streaming but actually viewers texting in and interacting with the TV stream and getting involved in games and quiz shows.

In geographical terms, where have you expanded your presence?

We have always had a very international slant. We are doing a lot in the US at the moment with American clients in the TV industry, interestingly for the US Christian market. We have also expanded our rebroadcaster radio network in the Middle East. We can now get our radio stations onto local, regional and national FM relays in the Middle East. Our two biggest new additions to the WRN inventory in the past year have been the FM relays in Turkey and Afghanistan. These two areas have seen phenomenal media growth in the last few years and they are building up a first class media infrastructure. In Turkey our clients can tap into an FM network with over 28 relays, giving them the option of local, regional or even

national transmissions to Turkey's major cities and districts. In Afghanistan, we can offer direct contact with listeners in Afghanistan's major cities including Kabul, Herat and Kandahar as well as more localised population centres such as Sheberghan and Talogan.

What would you say is WRN's unique selling point?

We are a small company. When you phone us, you know who you are going to talk to – it's that personal approach. If you go to the bigger providers, you won't have the same kind of engagement. Also the fact that increasingly we can offer a full service now, from radio to TV. We are happy to talk to anyone – about the market place and where the industry is going.

What changes do you see in the way global media is developing?

The UK Sky platform is no longer accepting new channels so I think we are reaching maturity in the UK market. The emphasis now is very much on the Internet and

▲ **Main Image:** Sophie Wilson
Top right: WRN Master Control
Bottom right: Listening in Afghanistan

increasingly on streaming. People are seeking out content that they want online. Young people are making content themselves and uploading it to YouTube. That for me is the most significant change. I think people will always want to engage with good content, just the way in which people access content is going to change. The BBC are doing a great job with the BBC iPlayer.

What is your wish list for the next five years?

We want to continue expanding and building our profile of TV clients. I would like to see 5 or 10 online channels up and running by then, the streaming and the video on demand content provided by WRN. We have got a TV project in the pipeline that will mirror the radio network, this could be very exciting.

Sophie Wilson, thank you very much. ■

www.wrn.org



ACTIVE WHERE CONFLICT IS ENDEMIC

The Swiss-based Hironnelle Foundation aims to create or support independent media in regions where there are open hostilities or in post-conflict areas. Its guiding principle is the belief in the universality of human values. **Morand Fachot** reports

Chilling calls to slaughter Tutsis, broadcast on Radio Television Libre des Mille Collines in Rwanda in 1994, were instrumental in the genocide which killed up to half a million people in this country. Philippe Dahinden, a Swiss journalist reporting from Rwanda in April 1994, recalls “at every roadblock set up by the militia, I could hear the radio, RTLM, designating the targets to be hit. We came to realize how information – or rather disinformation and propaganda – could actually kill.”

FIGHT AGAINST HATE MEDIA

On his return to Europe Dahinden addressed the UN Commission of Human Rights, on behalf of Reporters without Borders, proposing the creation of a “free radio station (...) that will allow Rwandans to receive honest and independent information”. RSF International mandated its Swiss section to set up a radio station that would fight against the damaging consequences of hate media in Rwanda.

The station, Radio Agatashya (‘little swallow’), broadcast for the first time in Kinyarwanda and French (later in Swahili and English) from the South-Kivu region of Zaire (now Democratic

Republic of Congo) in August 1994, reaching an estimated audience of 4m. Radio Agatashya's 60 local and three expatriate journalists had to follow a charter to ensure complete editorial independence in the content of broadcasts: only carefully checked facts could be broadcast and commentary was not allowed.

FOSTERING PEACE AND DIGNITY

In March 1995, Philippe Dahinden, Swiss journalist Jean-Marie Etter and RSF-Switzerland President Francois Gross set up the Fondation Hirondelle which took over the management of Radio Agatashya from RSF and the Hirondelle Association. The Lausanne-based foundation used its Agatashya experience as a blueprint for a number of international media projects aimed at fostering "peace and human dignity" around the world, particularly in conflict and post-conflict situations. These currently include three radio stations in Africa, a production studio in Sierra Leone and a press agency. Their output, which for the radio stations and the production studio, includes news, magazines, feature programmes and entertainment, is also available in text and live audio on the Internet.

Successful projects now completed include Blue Sky, a radio station set up in Kosovo in June 1999, which later became the second network of Kosovo's PSB RTK; and Moris Hamutuk (Living Together), a one-hour daily radio programme for refugees in East Timor broadcast under the authority of the UN Transitional Administration in East Timor.

More recently, Hirondelle was asked by the Nepalese authorities to help Radio Nepal create programming adapted to the electoral context in the run-up to the April 2008 elections. Each Hirondelle outlet has its own mandate and objectives, tailored to its audience and specific market, but has to abide by certain rules set out in the Hirondelle Charter outlining its role, the scope of its

activities and editorial guidelines.

Hirondelle's current sponsors, donors and partners include international organisations (EU, UN, UNDP); government development agencies or ministries of foreign affairs in Switzerland, Canada, France, Germany, Ireland, Luxemburg, the Netherlands, Norway, Sweden, the UK (DFID, the foundation's largest donor) and the USA; broadcasters and media organisations (including DW, Radio Suisse Romande, RFI, VOA and the Reuters Foundation) and corporations (such as Global Giving).

ONGOING PROJECTS

Radio Okapi is the radio of the UN mission in Congo, run in partnership with Fondation Hirondelle. It went on air in February 2002. Its round-the-clock programmes in four national languages plus French, produced in Kinshasa and eight regional studios, are available nationwide on FM via 20 relays, and also for three hours a day on SW from Meyerton, South Africa.

Miraya (Mirror) FM is a radio station based in Sudan, run in partnership between the UN Mission in Sudan and Hirondelle. On air since 30 June 2006, it broadcasts in Arabic and English on FM and SW, the latter allowing its programmes to be received in the whole of Sudan, as well as in neighbouring countries, like Chad.

In late March 2000, the Hirondelle Foundation and the Central African Republic government signed an agreement leading to the launch of Radio Ndeke Luka in Bangui. Broadcasting around the clock in French and Sango on FM from Bangui, the station reaches around 1m people in the CAR as well as listeners in the neighbouring DR Congo. One hour of programmes are broadcast daily on SW (from CAR itself), reaching the whole country. The station also rebroadcasts programmes from some international broadcasters.

Star Radio became a fully-

“ In truth, all Tutsis will perish. They will vanish from this country (...) they are being killed like rats (...) Come and sing: Come, dear friends, let's congratulate one another! ”



independent Liberian entity in January 2008. It was established in Monrovia in 1997 with funds from USAID. Broadcasting on FM and shortwave in 18 Liberian languages in addition to English, Liberian English, and French, Star was heard throughout Liberia and beyond. Forced off the air by the Charles Taylor government from March 2000 to May 2005, Star broadcasts in 14 languages. Its FM programmes are available to some 60% of Liberia's population and its daily 90min of SW broadcasts (from Ascension Island) to the whole country as well as to the sub region. Star is intended to be the hub of a regional radio network in West Africa that will also include stations in Sierra Leone, Guinea and the Ivory Coast.

BALANCE SHEET

In spite of its claim to be "a modestly-sized organization with no ambition to become bigger", the Hirondelle Foundation's achievements are remarkable. With its very modest budget of £4.9m and its relatively small staff of around 200 (at both its Lausanne seat and various media outlets), it has had a remarkable impact on millions of people living in zones of conflict or post-conflict situation, fostering democracy as well as understanding and dialogue between people often divided by prejudice and hatred.

Hirondelle conservatively estimates the current audience of its stations at 25m – other estimates give it an audience of some 40m. Whatever the real figure is, it is comparable to that of some not so small international broadcasters, no mean achievement.

The dedication of Hirondelle staff to keep on with what it started in 1995 is beyond doubt. One can only hope that international donors, who have so far underwritten its operations at a modest cost, will continue to share the same commitment. ■

◀ **Main Image:** Cotton Tree News reporter Edward Kargbo, on the Guinean border with Sierra Leone

www.hirondelle.org

EUROPEAN UTOPIA MADE REAL

Since April of this year, the EURANET radio consortium has been bringing EU news to European citizens, in ten languages. Deutsche Welle and Radio France Internationale were instrumental in coordinating the network. We talked to Antoine Schwarz, recently retired RFI president, and Erlends Calabuig, RFI's VP Strategy.

ON EDITORIAL INDEPENDENCE

[Schwarz] Our journalists are used to getting programme projects financed by the French government and also from the EC. Our journalists have never considered that their independence has been compromised. I don't think this kind of subsidy creates a bias. The consortium's editorial freedom is guaranteed by an editorial charter. [Calabuig] Our journalists are completely free in their choice and their treatment of the news, we are just obliged to cover European affairs in a broader sense. I think there is a richness of aspect. Normally coverage of European affairs is weak, now there is more value-added content on Europe that you don't get on domestic services.

ON OUTPUT

[Schwarz] All consortium members will produce original content. RFI will produce European-centered news bulletins, in-depth dossiers and magazine programmes. [Calabuig] For the whole consortium output is around 1,800 hours annually produced in 10 languages for the first year. The share of RFI is around 350 hours annually. Our input will be identified as 'RFI for Euranet'. In the first year all the radios are going to host their own programmes. The first step is that we have to host the specific share of our production in all our delivery systems, and

“ Up to 19 million people across Europe will be tuning to Euranet every day



basically for RFI this means Paris, and also of course the internet. [Editor's note: RFI's contribution to this project in terms of transmission may include the use of frequencies in Berlin, in Budapest, Prague and Belgrade. The practical details of this remain to be defined.]

ON WHO CAN JOIN

[Schwarz] We have chosen to organise ourselves as a consortium which allows our organisation to be both collegial and structured at the same time.

[Calabuig] The consortium is comprised of regional, national and international radios. There are many potential candidates. Our main problem will be to have clear criteria for joining and to keep the budget under control. It has to be a club of radios that share the same European feeling about the coverage of news.

ON HOW TO LISTEN

[Schwarz] It is a bi-media network – it uses both specific radio programmes and the Internet. Someone living in Cannes or Dijon can access Euranet through our web site only for the moment. The medium of the internet is of great

importance for us, firstly, on the production level as a shared platform for the exchange of content and sounds, and secondly, in terms of broadcasting. [Calabuig] We are going to use all the existing channels but of course we have the perfect product for digital radio – perfectly multi-lingual and multi-channel. It is an utopia at the moment and it depends on the speed with which digital radio will develop in Europe. Just imagine that you can listen to us from Lisbon to Prague in five, ten, or 20 languages at the same time with the same programme...

ON CHANCES OF SUCCESS

[Calabuig] When we started this project in 2005, it was some kind of utopia. Many of us had previous experience with European programmes – for example we have used Radio E as a laboratory for this full-size radio project. This time something was different - the timing is good and also the dynamics in the consortium are quite exceptional. The radios have the feeling that you are stronger together than separately. For this reason it could work now. ■

www.auranet.eu

► Top right: Antoine Schwarz
Lower right: Erlends Calabuig

KEY FACTS

Fact in Europe's national media, information about European issues remains limited and fails to help Europeans understand their neighbours

Name of radio network launched in April 2008 EURANET

Budget €5.8m per year from the European Commission

Consortium members national or regional public radio stations - RTBF, Polskie Radio, Polskie Radio Szczecin; private radio stations - Skai Radio (Athens), Punto Radio (Castilla y Leon); international radio stations - RFI, Deutsche Welle, Radio Netherlands Worldwide, Radio Praha, Radio Romania International, Radio Slovenia International, Magyar Radio, Radio Bulgaria International

Audience 12-19m daily in the EU + another 30m globally

Delivery platforms radio and internet

Languages Bulgarian, English, French, German, Greek, Hungarian, Polish, Portuguese, Romanian and Spanish, expanding to all 23 official EU languages within five years

Mission to encourage the media to develop the European portion of the news that they produce and broadcast



**It's about knowing
the right direction**



**It's about having
the right connections**



**It's about devising
the right strategy**



Success in the global media industry means knowing what's happening in target markets, knowing the right people there and knowing what the best strategy for success will be.

That's where **AIB Consulting** can help.

Recently retained by major media companies including Discovery Communications, Associated Press, ABC, Deutsche Welle, ABS-CBN and others we can't mention, AIB Consulting delivers insightful market assessments, confidential strategic plans and other thoroughly researched intelligence-based solutions.

To explore how **AIB Consulting** can add value to your business in the competitive global media marketplace, contact:

The Association
for International
Broadcasting



T +44 (0) 20 7993 2557
F +44 (0) 20 7993 8043
E consulting@aib.org.uk
www.aib.org.uk

**We have bought
this page in
The Channel
to bring our new
corporate identity
to the attention of
the international
broadcasting
professionals.**

distribution@euronews.net

euronews



pure