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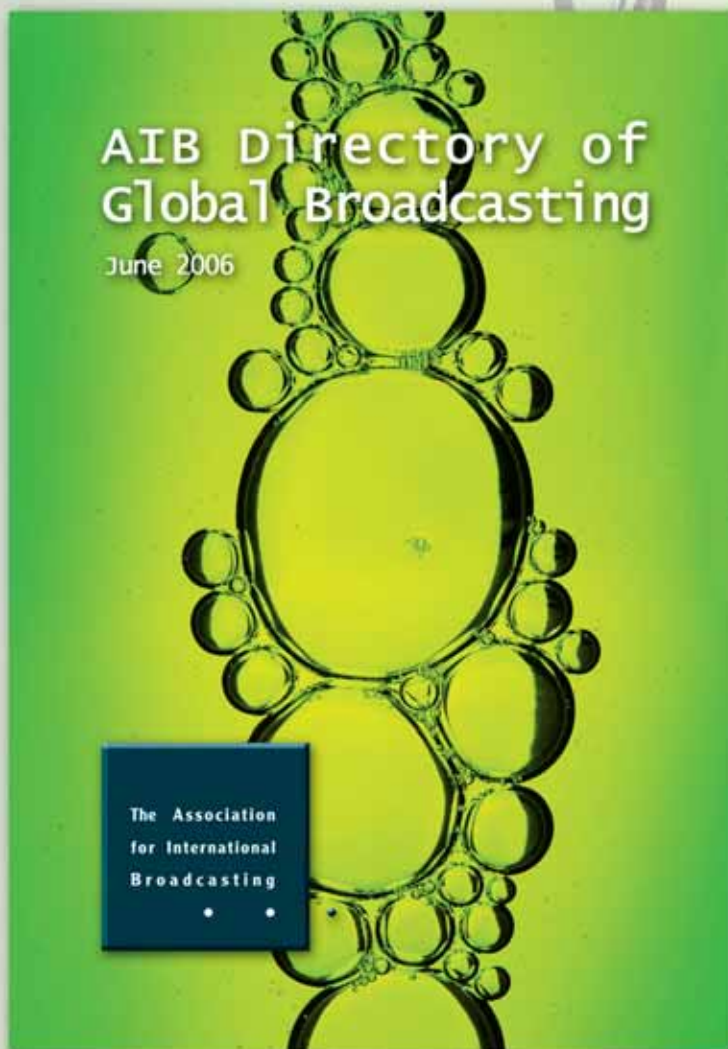
**Media leaders 2006:
the ones
to watch**

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Play-out has become a major industry as the multichannel environment develops

Articles published in *The Channel* do not necessarily reflect the views of the AIB.

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Al Jazeera going ahead in Madrid

Al Jazeera has restarted the process of opening a new bureau in Madrid, Spain. The first steps were taken over two years ago by Al Jazeera's correspondent Tayseer Allouny but the process came to a halt with his arrest and imprisonment. Now Allouny has sent a letter from jail urging Al Jazeera to proceed with the opening of the bureau. Al Jazeera has announced that Allouny will head the Madrid Bureau as planned, and an acting bureau chief will be appointed until Allouny's release. When earlier this year the Spanish Supreme Court upheld the conviction of Al Jazeera's correspondent in Spain, despite the fact that he was acquitted over alleged links with Al Qaeda, the channel stated that it was considering an appeal to the Constitutional Court to help Allouny regain his freedom. "Tayseer is recognized by the journalistic community as a distinguished correspondent known for his integrity and commitment to the profession and Al Jazeera will continue to fully support him and the efforts to appeal his case," said Wadah Khanfar, the Director General of the Al Jazeera Network. In a similar development, on 17 July Al Jazeera issued a statement calling for the immediate release of its Jerusalem bureau chief and said that the Israeli authorities had obstructed Al Jazeera crews from covering the present confrontation with Lebanon in northern Israel.



RNZI goes Pacific with the BBC

Radio New Zealand International has launched a weekday 30-minute programme exchange with the BBC Pacific service. The BBC's Pacific service now relays a bulletin of Pacific regional news and RNZI's Pacific current affairs programme Dateline Pacific. In exchange, RNZI broadcasts a BBC World news bulletin, followed by detailed BBC correspondent's reports on the latest global news and a round-up of the latest in international Sport. RNZI manager Linden Clark is delighted with the launch: "This will allow us to get more listeners for our flagship current affairs programme across the Pacific. It's also recognition of the relevance of the Dateline Pacific programme which is already relayed by Radio Australia around the region." The RNZI programme is on the BBC's Pacific network of FM relays and satellite services. RNZI's short wave broadcasts cover the area from Papua New Guinea in the west across to French Polynesia in the east and all the countries in between. A new digital (DRM) short wave service is just now being launched across the Pacific region with partner relaying radio stations in Vanuatu, Solomon Islands, Fiji, Samoa, American Samoa, Tonga and Niue all now equipped with digital software receivers. More countries will be equipped so they can receive the new digital signal over the next few months.

RNW helps victims of Indonesian earthquake

Radio Netherlands Worldwide (RNW) has made 1,000 radios available to the victims of the earthquake in Yogyakarta, Indonesia. Three partner stations of RNW in the region will distribute the radios among local people. Dutch ambassador Nikolaos van Dam handed the first radios over to the radio stations. In his speech he said: "The Yogyakarta relief effort, in which the Netherlands has played an important part, is now well under way. The survivors are trying to pick up the pieces of their lives. Access to news and information is an important part of those lives." People in the Yogyakarta area will be able to use the radios to receive Radio Netherlands Worldwide Indonesian-language short wave broadcasts and the partner stations' FM broadcasts. Radio Netherlands Worldwide's Director General Jan Hoek adds: "Many of our Indonesian programmes are also broadcast by our partner stations, which means our voice will be heard in the region in FM quality." The three partner stations have an audience of about one million families.



Webby for the Voice

The International Academy of Digital Arts and Sciences has named the Voice of America Special English service's web site an "Official Honoree" in its 10th annual Webby Awards. www.VOANews.com/SpecialEnglish is a tool for non-native speakers to practise and improve their American English, complementing the VOA's Special English radio and television programmes. One of the most popular destinations within www.VOANews.com, it receives an average of 500,000 visits per month.

Now there are 21

RFI president Antoine Schwarz and Voice of Nigeria's DG, M. Aboubakar Jijiwa, have signed a cooperation agreement for daily RFI broadcasts in Hausa which will reach 100 million listeners in Nigeria, Niger, Ghana, Cameroon and Sudan. Starting this autumn, the new RFI Hausa service will operate from Voice of Nigeria's premises in Lagos. This brings the number of RFI's languages to 21.

DW-TV boosts Arabic

DW-TV's Arabic news is just one element of Deutsche Welle's long-term strategy for the Arab world. Using sub-titles, DW-TV began broadcasting three hours a day in Arabic, starting in 2002. Since 2005 the show has had its own anchor - Dima Tarhini from Lebanon. She has become a well-known presenter in DW-TV's target region. Born in Beirut, Dima worked for Al Jazeera and CNBC Arabiya before she joined the Arabic team at DW-TV in Berlin. DW-TV's Arabic news complements the already existing services provided by DW-RADIO, and the online output of DW-WORLD.DE. From Morocco to Oman, from Rabat to Abu Dhabi, DW-TV continues to provide what remains the only international programme from Europe to be broadcast in Arabic, via Nilesat 101. The programme is based on two daily news shows of 26 minutes each with the latest from the world of politics, business, culture and sport. The programme is watched by approximately 10 million viewers weekly in more than 20 countries. Together with Abu Dhabi TV, DW-TV also produces a monthly political talk show, *Meet Europe*. It highlights an important current affairs topic with Arabic-speaking European experts. The programming is highly popular throughout the region and DW-TV is planning to expand output to 6-8 hours daily, starting in autumn 2006. Deutsche Welle sees the need to expand in an important market and to intensify European-Arabic dialogue.



Teletrax gains major monitoring contract with UN Radio • SES ASTRA increases shareholding in ND SatCom to 100% • Harris Corporation wins major contract with Japan's SkyPerfectTV • Australian media law reform plan delayed indefinitely • RTÉ, BT and RadioScape team up to provide live TV to mobile phone users via DAB-IP • KBS World launches in the Middle East • Deutsche Welle and ERTU co-productions during Football World Cup • Croatia abolishes prison sentences for defamation • New business TV station DAF to utilise NorCom's NCPower • EBU elects Fritz Pleitgen of ARD, Germany as its new president

First Al Arabiya forum

On 21 June in Dubai, the first Al Arabiya forum entitled *The Challenges: Academia and Media* brought together students, media professionals and educationalists to examine the challenges faced by academia and the media industry. In his inaugural speech, His



Excellency Sheikh Nahyan Bin Mubarak Al Nahyan, Minister of Higher Education and Scientific Research, emphasised that there is need for immediate action from both media and academic establishments to cooperate and create a bridge between theoretical learning and practical training. His Excellency added: "Universities are primarily responsible for defining the demand for highly skilled media reporters and provide the adequate training in this regard. Academic institutions

should collaborate with existing media organisations to provide scholars and students with the knowledge and understanding that is required for them to perform efficiently as this will help elevate the standards of Arab media industry to international levels. This can be done by focusing on the following issues: first: the need to practise proper journalism, which can be achieved by researching the facts, evaluating and verifying the source and being able to differentiate between facts and personal opinions. Second: the ability for a journalist to present the news in an organised and orderly manner in correct and proper language.

Third: media professionals should know a second language as well in order to stay connected with the rest of the world. Fourth: reporters should be aware of worldwide issues in several fields and sectors, in order to have a better understanding of the matters they are dealing with. Fifth: media scholars should

be geared to keep up with any technological development in the work field, regionally and globally. Sixth: media professionals are to give more importance to team work. Seventh: No efforts are to be spared when it comes to gaining professional experience, be it during academic training or professional work. Both media professionals and scholars are to abide by the ethics of this noble profession, regardless of circumstances." His Excellency the Sheikh expressed his greatest appreciation to Al Arabiya Channel for initiating what described as an unprecedented gathering. Dr Nabil Al Khatib, Executive Editor of Al Arabiya commented on this unique opportunity to create the next generation of Arab broadcasters: "I hope a time will come when we will witness the emergence of an academic or press publication which is not a direct reflection of its owner's opinion, and which serves its community freely. The board members of such a publication should include academics, who have earned their professional titles thanks to their know-how and invaluable expertise, rather than pure theoretical research". During the day-long forum, interactive debates analysed the differences between media studies in the region and the practicalities of working in the field. Leading regional experts exchanged knowledge and best practice, and conclusions and recommendations were presented by Dr. Nabil Al Khatib at the end of the forum.



Copying ideas is good

Media consultant Jonathan Marks

of Critical Distance said broadcasters should be quick to realise that they have good on-demand content as well as to set up the required infrastructure to cash in on the current publicity generated by the technology companies. Radio broadcasters should adopt ideas seen in other media such as search engines, digital recording via TiVo, iPods and mobile broadcasting in order to stay current and relevant to the consumer.

Speaking at RadioAsia 2006 in Singapore, he said: "Let the newly rich technology companies pay for the expensive ads to launch the technology. It's all useless without relevant content. That means a great future for speech, as well as music," he said. Marks believes radio broadcasters must have a better understanding of people's entertainment and information needs and how alternative platforms such as mobile and the web are already targeting their audiences. There is no single strategy for radio - the balance between analogue and digital distribution technologies will differ from country to country. According to Marks, organisations such as the ABU and the EBU have a major role to play in coordinating metadata from its members, and ensuring that search engines such as Google, Blinkx and Technorati are able to access it.



Sliding down the freedom scale

It does not look good for independent media in the countries of the former Soviet Union. 'Freedom Of The Press 2006', the latest edition of Freedom House's annual global survey of media independence, makes grim reading. Only Georgia and Ukraine are categorised as 'Partly Free' while no country in the region achieves the designation of 'Free.' The downward trend was particularly evident in countries with regimes that place a premium on controlling the airwaves. Azerbaijan, Belarus, Tajikistan experienced declines, with Uzbekistan and Russia suffering the most dramatic backslide. Chris Walker, Director of Studies at FH, called for "keeping lifelines open," to help journalists who are "under siege" in these countries. In Russia, an informal self-censorship exists among journalists. Three state-controlled television networks supply the news to 79% of the Russian population. The head of the Russian Agency for Press and Mass Communications recently hinted that the major state companies would dispose of their media assets in the near future. The largest media owner in Russia is the state natural gas monopoly Gazprom which owns stakes in the national TV channels NTV and TNT, Echo Moskvy radio station, Izvestia daily and other media. The State Railroad Corporation is also a big media player. A further unsettling signal about the state of press freedom in Russia is the fact that authorities have dramatically curtailed the number of stations broadcasting RFE/RL and VOA news programmes. Russian officials say the matter is simply one of stations' conforming to their broadcast licences. But radio station owners feel the restrictions close down an essential source of information, particularly in far-flung regions where media outlets are fewer than in Moscow and St. Petersburg. Between May 2005 and May 2006, the number of stations broadcasting programming by Radio Liberty fell from 30 to 'no more than a handful,' according to Jeffrey Trimble, the service's acting president. For VOA, the 42 affiliates that used its programmes in August 2005 has dwindled to just five.



• OSCE asks Kazakhstan to withdraw restrictive media bill • Arab Broadcast Forum co-hosted by Al Arabiya News Channel and Abu Dhabi TV • Dart Center for Journalism and Trauma appoints Bruce Shapiro as new Global Executive Director • Australian radio ad revenue still growing Italian government intends to revoke media-reform laws • New French international news TV channel to be called 'France 24' • GlobeCast provides satellite delivery of the 2006 Tour de France for France Télévisions and the EBU • Taiwan's new pay-TV regulator NCC to relax regulations • RAI elects Claudio Cappon as new

Quizzed

In recent years, **Radio Romania International** has successfully staged quiz contests for its listeners. Earlier this year, RRI ran a contest on Romanian contemporary sculpture entitled *From Brancusi to Guuguianu*, focusing on the personalities of the two leading figures of Romanian modern art. The first prize consisted of a nine day trip to regions of outstanding natural beauty in Romania, Barlad and Tirgu Jiu, visits to famous monasteries, museums, exhibition compounds, sculpture workshops. The winner was Lennart Holm from Linkoping, Sweden who was accompanied on his tour by RRI editor Daniel Bilt. At the end of his visit to Romania, Holt said: "I have been impressed by the meetings I had with Romanian sculptors, and by their works. I was particularly impressed with the Brancusian compound in Targu Jiu, which is very well maintained. I will take great pleasure in keeping and looking over all the photos I took during my tour. The people are friendly and hospitable and it will take me hours to tell my friends in Sweden about this experience. I would like to thank the organisers, and I'm particularly grateful to the local authorities and to RRI, who made this wonderful experience possible."



AIB members provide combined solution

Large sporting events require more than just high-quality video links – they require a great deal of communication between the many parties involved. For the 2006 FIFA World Cup, GlobeCast needed a solution to transport private voice and data traffic over existing DVB/ASI links between Munich and the UK for their customer, a major television broadcaster operating in the United Kingdom. GlobeCast UK turned to their partner, A.R.G. ElectroDesign, to provide this solution. A.R.G. answered the call by supplying their model 2500 Network Adapter, which takes standard E1 telephony signals (G.703 compliant) and converts them into DVB/ASI compatible streams, complete with PAT and PMT tables that allow the streams to be transported through standard DVB/ASI multiplexing and transport equipment. This completely removes the need to set up and manage a separate voice/data communications network. Richard Wardle, Systems Engineer of GlobeCast UK, believes that private communications are very important during live video broadcasts. He says "At a large sporting event there are a number of presenters and reporters deployed at different locations. In this environment, communications between sites is essential for producing a professional quality video programme. We found the 2500 units



to be extremely simple to configure for transporting voice and data over our existing DVB/ASI network – A.R.G. has made it easy for me to make my customers happy."

On cue for IBC

Autocue, leading provider of newsroom automation and teleprompting solutions, is launching and showcasing a number of new products at IBC 2006. The WINCUE IP network-based prompting system introduces radical new operation and control features that deliver significant benefits to both the presenter and operator alike. Autocue's affordable, turnkey broadcast studio provides the ability to produce professional broadcast output at an affordable price. Targeted at businesses, religious groups, educational facilities and AV professionals, this bundle of products has at its core QNet, Autocue's multi-user scripting, production management and scheduling application. Also on display will be Autocue's Master Series and Professional Series prompters which were launched earlier this year. In addition, the Qsmart is an affordable newsroom system which provides a robust and expandable solution to meet the specific NRCS requirements of smaller market and non-traditional broadcasters. It is priced to match the budget of even the smallest news operation yet provides an enormous range of functionality already proven in much larger organisations around the world.

director general • Fox chooses Teletrax for affiliate promotion monitoring • TV Vlaanderen launches full DTH bouquet via ASTRA • ENPS signs Asianet as new Indian client • Digital TV stations in Czech Republic form association • ABU and UNDP award programming grants on HIV/AIDS • BBC makes formal complaint to Egyptian authorities following assaults on journalists • VSC Design uses Harris infrastructure at London Abbey Road studios • Controversial Kazakh media law puts reporters under tight state control • Award-winning Swedish journalist shot while covering a demonstration in Mogadishu

Subs up in India

WorldSpace added 38,131 subscribers in the first quarter of 2006, an increase of 109% over the same quarter of 2005. In India, the company had 111,723 subscribers, up 50% from 74,574 at the end of 4/2005. WorldSpace has rolled out its satellite radio services in ten cities in India – Mumbai, Delhi, Bangalore, Chennai, Hyderabad, Kochi, Pune, Ahmedabad, Chandigarh, and Kolkata, India's second largest city, which was launched in February 2006. WorldSpace is now available to a population of nearly 63 million. "We are continuing to focus very closely on driving subscriber growth, especially in India, as we expand our services to more cities, ensure the availability of our products at more retailers and upgrade our content and products," said Noah Samara, WorldSpace chairman and CEO. "We are confident that we have taken the necessary steps in terms of management changes, enhanced visibility, expanded marketing alliances and improved products that will enable us both to grow and retain subscribers."

Reaching 130 million from Morocco to the Gulf

Arabsat and Mlive have signed a five-year agreement to broadcast the *Mlive* channels on the BADR-3 satellite of the Arabsat fleet. Uplinked from Arabsat's strategic partner Jordan Media City, the digital distribution platform in Ku-band will allow *Mlive* to directly access the extensive Middle Eastern and North African audiences via Arabsat's constellation of BADR satellites @ 26° East. Furthermore, thanks to its dual-broadcasting on Arabsat's "SEE-DIGITAL" C-band platform on its BADR-C satellite, *Mlive* will also dramatically extend its reach towards the numerous sub-Saharan viewers tuned to 26°E already watching a C-band bouquet of 37 digital plus 18 analogue channels. In another recent agreement, Arabsat signed with London-based international broadcaster and transmission service provider WRN to distribute the new Arabic language radio station *Sawt Al Alam* or "Voice of the World" which brings together programmes and content from around the world. Tim Ayris, WRN's Marketing Manager, who has project managed the station's development said that Arabsat was a natural choice when they were looking for a satellite partner in the Middle East. The 24/7 Arabic language station was launched on 1 July on Arabsat as part of a global deployment on other digital satellite platforms in Europe and North Africa. In July Arabsat signed with Arianespace for the launch of its recently ordered BADR-6 satellite in 2008, as part of its fleet renewal and expansion programme for the next 3 years.

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New Zealand's changing landscape

The government of New Zealand has announced the country is to get free-to-air digital TV from 2007. Affected broadcasters Television New Zealand, CanWest, Maori TV, the TAB and Radio New Zealand have forged an alliance called FreeView and have leased satellite space to make the conversion. According to TVNZ Chief Executive Officer, Rick Ellis, this is the culmination of a lot of hard work over several years: "Broadcast Communications Limited will deliver transmission capability, and the concept has been finalised with a great deal of constructive dialogue with the Ministry of Economic Development and the Ministry for Culture and Heritage." TVNZ is already working on new programming and channel options. The move from analogue to digital TV will offer viewers a clearer and cleaner picture, fewer reception problems and ultimately access to more channels. TV owners will have to purchase a set-top box but there will be no on-going subscription costs. The government is setting aside NZ\$25 million to help establish FreeView, with the bulk of costs to be met by broadcasters. It will also provide free access to digital frequencies, estimated to be worth NZ\$10 million. It is anticipated the analogue signal will be switched off in six to 10 years.



ARTE goes for HD

Bizet's Carmen in Berlin was the initial HD offering on the German-French public channel Arte at the beginning of July – delivered by ASTRA. SES ASTRA's Chief Commercial Officer Alexander Oudendijk said he was pleased that their partner Arte had chosen SES ASTRA to broadcast its first HD programme in German. "We have played a major role in the creation and the development of HDTV and we will keep on promoting and supporting our partners for the great benefit of the TV viewers." Today, SES ASTRA is the leading delivery platform for HDTV in Europe. "We recently succeeded in showing some important HDTV events in France, but it is the first time that Arte provides the German TV viewers with such a high quality programme", said Dr. Gottfried Langenstein, Vice-President of Arte.

New newsroom for Radio Netherlands

Radio Netherlands Worldwide has a new-look newsroom – the largest foreign newsroom in the Netherlands. At the official opening Jan Hoekema, Director and Ambassador for International Cultural Cooperation at the Dutch Foreign Ministry, stressed the importance of Radio Netherlands in delivering information to countries where press freedom is restricted. The re-designed newsroom reflects the new policy of "one station, one sound." The new design is open-plan and is based around a large, central desk, which is used for the planning and coordination of news broadcasts in nine languages. Material and ideas will be shared across the different languages, and there will be more consistency in the way major stories are covered. In addition to the new layout, all computer workstations in the newsroom and throughout the Radio Netherlands Worldwide building have been upgraded. RNW Director General Jan Hoek says of the new-look newsroom "It's not only a striking symbol of the beating journalistic heart of our organisation, but also a milestone in its revitalisation and the introduction of the new working procedures."



From India with...GlobeCast

Content management and delivery company GlobeCast now offers teleport services from India, thanks to a partnership with Lamhas, a leading Indian satellite service provider. The Lamhas teleport is a full service commercial teleport from Mumbai – the entertainment and media hub in India – and is equipped with a range of high end professional quality equipment capable of providing production services, origination & associated services, and transmission services. The teleport also operates multiple dishes from its facility in New Mumbai and has much room to expand. This partnership emphasizes the important role that the large and growing Indian market plays in GlobeCast's worldwide basket of services. David Justin, CEO GlobeCast Asia said, "We believe that when GlobeCast's commitment of providing high-quality, end-to-end services is coupled with the professional teleport services available from Lamhas in this crucial market, it will provide international broadcasters with a higher grade of service." The partnership also provides Indian broadcasters with access to the global resources and expertise of GlobeCast. With the partnership in place GlobeCast now offers distribution services over India on the Indian hot bird satellite Insat 4A. Located at 83°E, Insat 4A is home to many Indian channels, including the must carry Indian state channels, which gives it virtually complete penetration into cable networks.

Our cameraman in Guantanamo Bay

Reporters Without Borders has called for the release of Sudanese assistant cameraman Sami Al-Haj of Al Jazeera Channel, who is being held in arbitrary detention in the US military prison at Guantanamo Bay, Cuba. Arrested by the Pakistani army on the Afghan border in December 2001, Al-Haj was handed over in January 2002 to the US military, who initially held him in Afghanistan and then transferred him to Guantanamo in June 2002. According to his British lawyer, Clive A. Stafford-Smith, he has been questioned more than 130 times during the past four years in Guantanamo, with his interrogators voicing threats against his family. The interrogations have for the most part aimed at getting him to say there is a link between Al Jazeera and Al-Qaeda.



Arabsat and BBC WS renew partnership

Audiences in Asia, Europe, Africa and the Middle East can now hear a range of BBC radio programmes in Arabic and English thanks to a renewed partnership between BBC World Service and the satellite operator Arabsat. Khalid Balkheyour, Arabsat President & CEO, welcomed the expansion of BBC Arabic and English broadcasts on ArabSat, saying he was honoured by the BBC's confidence in the extensive penetration of Arabsat's constellation of BADR satellites at the 26° East primary fast-growing DTH neighbourhood. Balkheyour also confirmed Arabsat's strong commitment to contribute to its customers' success by supporting their growth throughout the Middle East and North Africa.

• CASBAA Satellite Industry Forum hears calls for governments to lower regulatory barriers to the provision of cross-border satellite services • WRN assists Virgin Radio to launch five radio channels on Sky digital • VOA launches daily "Roundtable with you" to Iran • Spain's RTVE launches interactive on DTT • Maldives make final preparations to licence private broadcasters • BBC's commercial arm will launch ad-supported site • GlobeCast launches The Baby Channel and Racing World on Eurobird • NHK opposes government proposals to cut TV channels • Harris to acquire Aastra Digital Video • ABU Digital Radio

Going for platinum

German commercial TV conglomerate **ProSiebenSat.1 Media** AG is the first broadcaster in Europe to take delivery of the new Harris PlatinumT router. Jiri Srb, head of broadcast technology of ProSiebenSat.1 Produktion, said the Harris PlatinumT has enabled them to get all their input/output (I/O) points into a 28-rack unit chassis - replacing an existing routing configuration that was housed in a 66-rack unit chassis. The high-capacity, small-footprint Harris PlatinumT routing switchers provide high-quality signal routing up to 256x256 in 15RU and 512x512 in 28RU and support a mix of any signal - video and audio, from analogue to HD - all in the same frame. Built for maximum reliability in even the most harsh, 24/7 operation, Harris PlatinumT is ideal for network, local broadcaster, mobile production, cable, telco, military, government and corporate applications - any environment that requires routing of a large number of signals. ProSiebenSat.1 Group's Berlin facility houses the main studios for live recording of TV programmes and production, and is where news and TV programming is produced for the complete broadcast chain. Most content is created for entertainment channel Sat.1 and news channel N24. The Harris PlatinumT router serves as the backbone of the Berlin facility and is also used for live signals being routed to the Munich facility for playout.

Get your slot on DRM

For the past six months, **WRN's DRM** Regional channel has successfully broadcast the WRN English language network from a site in South East Europe. The channel offers excellent coverage of the whole of the UK and Western Europe. The directional antenna allows WRN to direct the signal toward specific regions, providing those key national markets with almost FM-quality sound. WRN is now officially launching the DRM channel, offering up slots to its clients. This is an opportunity particularly for smaller broadcasters to get onto DRM before it is commercially launched, when prices will soar. WRN also announced that it is providing extensive satellite and EPG services to VIP Radio, which recently launched on Sky digital in the UK.

Fly away with RRSat

RRSat operated flyaways in Munich and other parts of Germany during the World Cup. The company's transportable Flyaway Systems can be rapidly deployed on short notice and the digital Flyaway Systems are designed to operate domestically or internationally. RRSat engineers were on hand to ensure the feeds reached their final destination. At the beginning of June, RRSat joined forces with Eutelsat in order to strengthen its commercial proposal to the Asian broadcasting market. Using a digital video platform located in Israel that uses Ku-band capacity on Eutelsat's W5 satellite, Eutelsat and RRSat can offer content providers an efficient and reliable means for reaching DTH, cable headends, hotel and conference centres in south-east Asia. In addition to geographic reach, RRSat offers broadcasters network engineering and custom-tailored end-to-end solutions including conditional access and standards conversion. International broadcasters who have already selected the platform as their preferred point of entry into south-east Asia include EuroNews, Trace TV and World Fashion Channel.



Thumbs up for DVB-H

Over the past year, **Broadcast Australia** has used an Atlas Digital DTV660L liquid-cooled DVB-T transmitter from Harris Corporation to test the technical capability and commercial prospects for DVB-H applications in Australia and globally. Comprising the delivery of 16 channels of live-streamed, diverse content to 400 trial users, the trial explored the technical aspects and usage patterns of multi-channel mobile media services. The Harris transmitters have reduced operating costs through efficient energy consumption, along with compact and quiet operation, while permitting easy monitoring and control of the system from anywhere at anytime. Broadcast Australia also decided to upgrade the transmission system of its digital datacasting trial. This involved installing an identical Harris 3.4kW liquid-cooled transmitter, operating in DVB-T mode. The transmitter has been integrated into Broadcast Australia's existing 24x7 Network Operations Centre (NOC) for monitoring and forward control purposes. The SNMP, GUI and Web browser interface make it easy for the NOC team to interrogate the transmission system from the NOC or any other location.

Quantel for RTL

Luxembourg's national broadcaster, RTL Télé Lëtzebuerg, has selected a Quantel sQ integrated production system for all its news and magazine programme production needs. RTL chose the Quantel system after extensive evaluation, said Jacques van Luijk, RTL's production manager. The new system replaces a first-generation Quantel production system which RTL installed nearly ten years ago - one of the very first server-based news systems to go into operation anywhere in the world. The sQ editing interfaces are very accessible and easy to use - especially important for RTL's journalists, who will be 'soft-starting' into pre-editing then editing with voice-over directly on the system. Another key factor is the transparent workflow - a seamless progression from ingest to newsroom to editing and playout. The new sQ system will be used to produce a full two hours of news and magazine programming every day. It will also act as the playout server for all the commercials that will be broadcast within the programmes; SGT automation will upload these into the sQ system from archive and automatically place them in the running order. Installation is scheduled for July, and RTL is planning to go on air with the new system in September 2006. The system will be fully integrated with RTL's Norcom newsroom computer system via MOS, all running under SGT automation.

Convention, 14-17 August, Kuala Lumpur · European Parliament to launch own web TV channel · Australian PM calls for Big Brother to be taken off the air · Worldspace appoints Gregory B. Armstrong and Alexander Brown as co-COOs · Intelsat complete merger with Panamsat · VOA debuts 'TGRT live' in Turkey · UK Broadcasters launch terrestrial HD trials · Indian broadcasters reject price regulation by TRAI · Televisa brings 2006 FIFA World Cup to Mexico in HD · EC endorses financial restructuring plan for Portuguese public broadcaster RTP · GlobeCast comes to IBC 2006 with innovations in DVB-H Mobile

The flexible road to success in Mobile TV

At Broadcast Asia 2006, RadioScape's VP of Technology, Dr Les Sabel, presented a paper on the company's "flexible platform for multi-standard multimedia solutions in the mobile world". RadioScape is a key technology provider for Mobile TV trials that are taking place around the world: the DAB-IP trials in the UK in 2005-2006; the current joint trial by RTÉ and RadioScape in Dublin; the Centre of Excellence for Digital Broadcasting (CoEfDB) trial in the Netherlands; the DMB/DAB-IP Mobile TV trial in the UK that was announced in June 2006; and trials in China with over nine installations in operation, some of which are now broadcasting commercially. According to Sabel, RadioScape is unique in that it is the only company that provides both broadcast and receiver technologies giving integrated, end-to-end solutions that ensure robustness and reliability. The secret to the company's success is being able to provide flexible solutions which can be easily adapted to incorporate a variety of standards in the rapidly evolving world of Mobile TV. It does this through the use of software to define the functionality, in other words: Software Defined Digital Radio. Underpinning this is a framework called RadiOS that enables modular software functionality to be loaded only when needed, allowing a wide variety of applications to be incorporated into high-end, feature-rich products. The paper covered the rapidly evolving Mobile TV environment with numerous closely related but different standards, and the relative merits of ASIC versus a software-defined solution based on RadiOS in addressing this market. A copy of the paper is available from the RadioScape website at www.radioscape.com.

Mission possible

When Czech Foreign Minister

Cyril Svoboda presented a cheque for nearly US\$1.2m to the Broadcasting Board of Governors and Radio Free Europe/Radio Liberty, as contribution to the relocating of the RFE/RL broadcast centre outside the city centre of Prague, he said: "It is our moral and political duty to support Radio Free Europe"



which "has played an irreplaceable role in the life of my country, by transmitting the values of democracy, human rights and good governance." The foreign minister noted in his remarks that hosting RFE/RL is one way the Czech Republic is supporting the war against terrorism, and promoting democracy and democratic values in the world. RFE/RL's relocation will improve security of the station and its surroundings. Construction of the new building will begin later this year.

Dangerous talk

A human rights group

in China has reported that a Chinese environmental activist was brutally beaten up after giving an interview to German public broadcaster ARD. Fu Xiancai, a farmer and environmental activist gave an interview to German television in May about construction work on the Three Gorges Dam, in which he commented on Beijing's failure to compensate 1.3m people forced to relocate after the project began in 1997. Three weeks later, he was visited by police and questioned about his statements to German television. On his way home, he was attacked by unknown assailants. Since then, he has been under 24-hour police observation in hospital and is believed to be paralysed from the neck down. Last year, Fu was beaten up after talking to a US newspaper.



ASTRA's new 1KR operational

SES ASTRA's new satellite ASTRA 1KR has been deployed at the company's prime orbital 19.2° East and is now operational. The satellite was successfully launched from Cape Canaveral on 20 April onboard an Atlas V rocket and has now completed extensive testings of its hardware and broadcasting functionalities. ASTRA 1KR has 32 active transponders and provides distribution of DTH broadcast services for SES ASTRA customers across Europe, with an extended reach into Eastern Europe. The new satellite allows SES ASTRA to replace its satellites ASTRA 1B and ASTRA 1C at the same orbital position. ASTRA 1B has reached the end of its life after 15 years of service. "We are very pleased that our ASTRA 1KR mission has been completed and that we can welcome a new member in the ASTRA satellite fleet", says Ferdinand Kayser, President and CEO of SES ASTRA. "ASTRA 1KR will further strengthen the ASTRA fleet and allow us to maintain the best possible service and quality for our customers across Europe."



Pioneering DRM

With the launch of its dual-channel

Digital Radio Mondiale transmission service from Crystal Palace into Greater London, VT Communications is pushing the boundaries of digital radio broadcasting. Partnering with Deutsche Welle and UBC Classic Gold, VT Communications can now provide two discrete broadcast services over a single 20 kHz transmission band centred at 25.7 MHz. This is the first time the double channel mode of DRM has been used for extensive field trials and further enhances VT Communications' digital offering. The 26 MHz band is designated as an international broadcast band, but is underused and could also be used to provide local "FM" type coverage. Demand for both FM (88-108 MHz) and DAB (band III) spectrum in the UK is very high, and DRM could offer broadcasters access to additional spectrum revitalising existing MF and LF frequencies with enhanced audio quality. The ability of the 26 MHz band to provide local and digital radio coverage adds to VT Communications existing regional and international DRM capability. In 1999 VT Communications started regular "ITU compliant" DRM tests from the Rampisham transmitter site in Dorset UK, to Europe. In 2003 a new high power MF transmitter was added to the portfolio, which now transmits the BBC World Service in digital quality to the Benelux countries. In March 2006, VT Communications announced a significant investment in a new high power HF transmitter at its Woofferton (Shropshire, UK) transmitter site. This will be operational by mid 2006. VT Communications are also investing in a new broadcast centre designed to distribute audio in a totally digital format from studio to listener, including distribution of DRM.



TV, MPEG-4 IPTV as well as HDTV · Telekom Montenegro re-branded 'T' · Sweden's TV4 becomes Euronews' 21st shareholder · Nokia and Siemens merge units to form Nokia Siemens Networks · RFI equips all 18 on-air studios in Paris with AIR-DDO layout software · Over 100 countries across Europe, Africa and the Middle East sign digital TV pact · Eutelsat agrees Arena Bundesliga deal · PTS Taiwan receives US\$137 m from the legislature for digital TV platform · India's plan to launch international news channel in "infancy stage" · GlobeCast delivers HDTV world cup coverage for SkyItalia · NorCom first to offer an all-in

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The Somali situation

In July the Al Jazeera Centre for Studies organised a meeting titled “The Current Status of the Somali Situation: Dialogue, Reconciliation and Future Perspectives.” The meeting in Doha brought together researchers and experts on the political situation in Somalia, as well as members of the Somali Islamic Courts, the Transitional Somali Government, the Somali Land Government, and participants from Kenya. Sessions covered a range of issues, including the question of the roots of the Somali crises, the current situation, and future scenarios and solutions. The meeting concluded with a consensus on a number of key recommendations, one of them stating that international media and especially Arab and Islamic media should be accurate and objective when it comes to reporting what happens in Somalia in this critical time, as media can play a key role in facilitating reconciliation in Somalia.



Network Europe on the web

Network Europe, the weekly European Affairs magazine produced with input from Deutsche Welle, Radio France International, Radio Netherlands, Radio Polonia, Radio Prague, Radio Romania International, Radio Slovakia International, Radio Slovenia International, Radio Sweden and Radio Ukraine International, now has its own website. The website, <http://networkeurope.radio.cz>, is hosted by Radio Prague, and has RSS and podcasting facilities. Visitors can listen to the latest programme, or individual items, online, as well as an archive of previous programmes.

Cutting the cost of remote access

German public radio broadcaster Deutschlandradio has decided to deploy NorCom’s NCPower news distribution system. NCPower is the newsroom system within the NorCom Suite for Rich Media Content Production & Management Systems, offering customers a modern platform for uniform and transparent management of multimedia content. NorCom will be providing DLR with a cost-efficient solution allowing it to cut the cost of remote access by external correspondents. Thanks to its flexible XML bus, NorCom’s NCPower WebClient ensures remote access to a whole range of content from anywhere in the world and at any time and is thus particularly suitable for use by external correspondents and in-house newsroom staff, irrespective of whether they are working in a hotel room, at home or in an Internet café. Access is via a normal Internet browser, meaning that no special software is required on the client computer. The XML bus utilized by NCPower ensures investment security as it can be integrated in many different kinds of legacy and future applications and data sources.

Nine into two in Zimbabwe

The Zimbabwe Government has dissolved and merged into two the nine companies that were created from the then Zimbabwe Broadcasting Corporation to form the Zimbabwe Broadcasting Holdings under a leaner structure. The dissolved companies are Power FM, Spot FM, On Air Systems, Zimbabwe Television, Radio Zimbabwe, National FM, Newsnet, Sportnet and Transmedia – they are now operating as Zimbabwe Television Services and Radio Services. Each entity will have a new board of directors, one group chief executive officer and two managing directors.

It’s mine, only mine

The BBC will allow audiences to create personal radio stations from its content, revealed director general Mark Thompson at the Radio Festival in Cambridge, UK. The aim of the project, provisionally called MyBBCRadio, is to create a BBC iPlayer that will combine existing online radio services, along with TV on demand, to allow the audience greater flexibility and choice over when it can view or listen to shows. Thompson said MyBBCRadio would use peer-to-peer technology to provide ‘thousands, ultimately millions, of individual radio services created by audiences themselves’. He added that the BBC hoped to share these ideas with the commercial sector.

Incommunicado

The Broadcasting Board of Governors has called for the release of a reporter for Radio Free Europe/Radio Liberty arrested by authorities in Turkmenistan and held incommunicado since June 18. BBG Chairman Kenneth Tomlinson said a resolution condemning the arrest of Ogulsapar Muradova and her three children received unanimous approval by the Board. RFE/RL Acting President Jeffrey Trimble asserted that RFE/RL will maintain the focus of its Turkmen language broadcasts, to “provide the credible news, analysis, and discussion of domestic and regional issues expected by our listeners.” The resolution also calls on the Turkmen government to “cease all interference with the right of journalists in Turkmenistan to gather and report information freely.” Reporters Without Borders have also called for the immediate release of Mrs Muradova. The RFE/RL Turkmen service is the only alternative Turkmen-language radio that can be heard in the country, where all media are controlled by the state.

Australia opens up media ownership – or does it?

In June, the Australian government announced an ambitious programme of media reforms. Current foreign media ownership restrictions would be removed by next year with companies able to own print, radio and television interests in the one market. The changes are designed to steer the media industry into the digital future and boost investment in new technology and services for consumers. It now seems that most of the government’s planned media law reforms package will be delayed indefinitely, as Minister Helen Coonan admitted that crucial areas “will need a great deal more attention and detail”. As part of the proposed package, Australia’s free-to-air TV networks would no longer have to simulcast their services in HD, and would instead be able to offer a stand-alone HD channel. All genre restrictions on public broadcasters ABC and SBS’s digital channels were to be removed, and two new digital channels opened for “new and innovative services” such as mobile or interactive TV. Full multichannelling for commercial channels would be allowed after analogue switch-off, which is reset to 2010-2012.

Apple-based TV and media production solution from ingest to playout • Spanish-language broadcaster Univision agrees to USD 12bn sale • Chengdu TV upgrades digital infrastructure with Harris • Egypt passes divisive press law despite protests • ABU-ITU DTV Roadmap Project off to a good start • BBC launches Arabic e-newsletter • Egyptian journalist Dina Abdel Mooti Darwich wins new EU-funded press freedom award • European Commission consults public opinion on radio frequency identification devices • Harris Corporation strikes multi-million Dollar TV transmission and turnkey services deal with ANTV

The people formerly known as listeners

Media futurist Gerd Leonhard - one of the guests at the AIB's private networking dinner in Singapore last month - said during the RadioAsia2006 conference in the city that audience growth now lies in interactive services and broadcasters have to be quick to capitalise on this phenomenon. Technological advancements allow users to create and even send their own content through the Internet, which has become more of a social medium and a cheap and effective means for them to find new music and content. In just a few years, podcasting has outgrown the number of radio stations globally, as there are currently only some 30,000 radio stations in the world as compared with about 47,500 radio station podcasts. "The people formerly known as listeners are getting involved and even co-creating content. They once were just receivers. Now, they are senders. They can now interact with you and make their own contributions," Leonhard said. If broadcasters do not provide on-demand content that can be recorded and stored by users, they risk losing 50% of their market share. The second annual RadioAsia conference was jointly organised by the ABU, the Asian Media Information and Communication Centre, and Singapore Exhibition Services, with Deutsche Welle as one of the sponsors.

And now the good news

According to PricewaterhouseCoopers' latest *Global Entertainment and Media Outlook: 2006-2010*, entertainment spending is expected to reach US\$1.8trillion in 2010, fuelled by the spread of broadband and wireless technology. Consumer spending on entertainment through online and wireless channels alone will more than triple to US\$67bn by 2010, up from US\$19bn. Entertainment spending in the Asia-Pacific region will grow fastest, with double-digit increases on internet, TV distribution, video games, and casino and other regulated gaming. By 2009, China is expected to surpass Japan as the largest market for media and entertainment in Asia. The US will remain the largest, though slowest-growing, global media consumer. US media spending will increase by 5.6% a year, on average, to reach US\$726bn in 2010. That growth will be led by video games and the internet, the report said.

ISDB-T's Latin foray

With Brazil's choice of Japanese digital television standards, the ISDB-T format will be adopted outside Japan for the first time. Japan's format moves toward becoming a global standard with the decision by the largest economic power in Latin America to adopt it. The Japanese government has expressed its intention to cooperate with Brazil in digital broadcasting by conducting joint research and developing human resources. There are currently three types of DTV standard - Japanese, US and European. Malaysia and Singapore are going with the European format. Brazil had initially aimed to develop its own format, but later decided to adopt one of the existing standards. With the US standard said to have poor reception, Brazil had to choose between Japan and Europe.

Will it go through this time?

The Indian government is once again trying to get broadcast regulation in place. The latest Broadcasting Bill has been drafted after consultation with third parties such as the FCC in the US, CASBAA in Hong Kong and consumer groups. It is mainly aimed at domestic media companies, but one provision - that 15% of broadcast content must be produced in India - will also affect foreign broadcasters. India's media giants will be compelled to restructure, and Zee group, the largest listed media group, has already embarked on splitting into four broadcasting units that will be offered to public investors later this year. The other issue, which again could cause the bill to founder, is a cap on cross media ownership at 20% and even share of voice for a TV channel or cable TV network nationally at 15%. A newly created Broadcasting Regulatory Authority of India (BRAI) is to monitor content on TV channels and generally oversee the broadcast industry. The industry agrees that it is time a content watchdog was set up but broadcasters and cable TV operators will not readily give up a position acquired over years of operating in an unregulated environment. Information & broadcasting minister P R Dasmunsi has indicated that there will be no discussion with the media industry on the controversial bill - the bill would neither be "diluted" nor "polluted" and would be brought to parliament in the coming Monsoon session.

Meanwhile, the governing body for public broadcasting - Prasar Bharati - is without a head following the retirement of its chief executive, Mr K S Sarma. Sarma is tipped for a senior role at the government media regulator.

No criticism here please

South Africa's public broadcaster has banned high-profile government critics from its programmes - at least six political analysts who have on occasion criticised President Thabo Mbeki and his allies have been blacklisted, allegedly because they were ill-informed. The decision follows a spate of censorship rows that prompted accusations that the SABC had become a mouthpiece for the ANC, just as it was once a propaganda tool for the apartheid regime. The blacklist was drawn up by the head of news, Snuki Zikalala, an ANC member and former government spokesman. A spokesman for the broadcaster said it preferred professional commentators who were attached to academic institutions and research organisations relevant to particular news stories.



in Indonesia • Swedish public broadcaster SVT is cutting news budget in favour of more drama • Radio Polonia in studio quality via 192 kbps audio stream • Broadcast Electronics deploys FM gear to Ethiopia • German mobile communications industry issues Code of Practice • Brits out-connect American, French and German mobile users with 10% using social networking applications and user-created content • Germany's PSBs reject SES-ASTRA's plans for "basic encryption" • RTL to broadcast its TV services in widescreen • BBC used Security Service MI5 to vet staff • Berlusconi's Mediaset eyes Endemol



Solomon Islands beach – Radio Australia 107FM



Advertising Radio Australia in Phnom Penh

Radio Australia has become one of the latest organisations to join the AIB. To introduce the Melbourne-based organisation, Simon Spanswick talked to the station's head, Jean-Gabriel Manguy

What is the mission of Radio Australia?

The purpose of Radio Australia is enshrined in the Charter of the ABC, the national public service broadcaster in Australia. It is to foster an understanding of Australia, and Australian attitudes, overseas. In other words we are not here to promote Australia in any way, but to broadcast from our Australian perspective without any agenda. Under the Charter, Radio Australia is funded from the ABC budget.

You say it's not to promote Australia but to broadcast from an Australian perspective, so what do listeners hear when they tune in?

We do not broadcast programmes that extol the virtues of Australian products or values. We try to provide – in line with public service broadcasting values – a service that is useful to audiences in either Asia or the Pacific. That includes good, credible coverage of news and analysis of the issues that are relevant to people – so a strong focus on Asian affairs and Pacific affairs, as well as Australian affairs.

In the case of the Pacific in particular, we try to connect a region of the world that is very wide and sparsely populated, sharing information across the region. When you and I travel around the world we are always aware of the global agenda. Large media organisations from the northern hemisphere are very effective at bringing that [agenda] to everyone's attention. What is missing – certainly in the Pacific – is an exchange of information across the region, trying to connect people. RA does that through information-

Life's a

AIB INTERVIEW



based programmes, as well as interactive programmes – we try to give people a sense of a regional community if you like.

In that sense then you are not really competing with the major international broadcasters like Deutsche Welle, Radio France Internationale or the BBC, for example.

The ABC Charter makes no geographic reference but because of our location, because of the reality of our very modest budget, because of the reality of what else is available, we have identified that RA can be more effective at a regional rather than at a global level. Our content and our focus is on Asia and Pacific affairs and, of course, Australia's interaction with the region.

There are many languages spoken across the region – what languages does Radio Australia operate?

English, of course, as well as Mandarin, Indonesian, Vietnamese, Khmer, Pidgin English – for Papua New Guinea, Vanuatu and the Solomon Islands – and we have reintroduced a limited French service. Interestingly, this is not a broadcast service but an online text and audio news service, primarily for the French-speaking Pacific islands. The type of programming on our services varies by market. For example, output for Indonesia and Cambodia might concentrate on development issues including health, social and environmental issues and these are backed up by the web. Interestingly in Indonesia we're becoming very interactive and it's building in our programmes. Every day our Indonesian colleagues are involved in joint talk-back programmes with some of our [local FM] partners,

and now we are using the content from our partner stations and putting this on our own airwaves, therefore interacting with the audience in top of providing what we hope is useful information. In China, there's a curiosity about Australia so in our Mandarin programmes we have more content about the country.

Radio Australia has been moving away from the delivery of programmes over wide areas via short wave to more focused and local distribution of output to audiences in different markets. Is this a long-term strategy?

It's been our strategy for the last nine years or so. As some of *The Channel's* readers may know, ten years ago the Australian government switched off our transmitters to Asia, so we were left as a radio station without transmitters! Our strategy since then has been to move offshore and to try and deliver our content and reach audiences through a range of methods. Rebroadcasting and relays are at the heart of our strategy, in particular in the case of Indonesia where we have a number of local FM relays. In Indonesia we have now reached a stage where the audience to local relays is very important and so we have tailored our schedule to the needs of our local FM partners, with six half-hour segments incorporating news, current affairs and an attractive feature. That's what we put on our satellite link [for partners] and also on short wave. Our format is responding to the demands of the audience, as is our content.

We have maintained short wave capacity where we have been able to – for example in the Pacific we have a full 24-hour service in English via short wave and there's short wave to Papua New Guinea.

Is there a danger of relying on local relays given the plan in Indonesia to restrict or stop relays by local FM stations of international broadcasters' output?

We haven't been affected by this. We've been aware for the last two or three years of this piece of legislation [in Indonesia] and of course we were concerned. But it became clear that this legislation didn't have total endorsement and there were ways, perhaps by instituting a short delay of a few seconds [to our programmes], to get

beach

round the legislation; indeed, this was the advice given to us by Indonesian politicians. Earlier this year we had a visit from the Indonesian broadcasting authority and they also provided reassurance that relays and rebroadcasts would be OK.

Radio Australia has announced new plans for Cambodia and Vietnam. What's the strategy in these countries?

In Vietnam, Radio Australia has had dwindling short wave audiences for some years. We were doing a general radio service for a broad audience, so we decided to focus on health, agriculture, the environment – development issues. The strategy to establish local relays in Vietnam was not successful, despite our good relationships with Vietnam. A couple of years ago we changed tack, having asked ourselves what can we do to provide a service that would reach a Vietnamese audience. We decided to focus on the young in Vietnam and to reach them via the Internet instead of short wave. There's a long way to go with the Internet in Vietnam but usage there is growing very fast. We have revamped our Vietnamese website so it has not just the news headlines but is full of information on education, on health, on learning English and on aspects of life in Australia, particularly since there's a sizeable Vietnamese community here. It's still early days for this major change. In the case of Cambodia, we've also decided to stop short wave. Radio Australia has been successful in building a local audience through local relays in Khmer, and we decided this is a much more effective use of our limited resources.

It's a bit scary to stop something you're doing and go in a completely new direction, but I think these are considered risks for the business.

Is the pace of change in the electronic media in the Asia-Pacific region as fast as it is in the northern hemisphere?

Probably not and I think it's a challenge for us. On one hand you have the very sophisticated media environments of Singapore, of Hong Kong - urban Asia - while on the other hand you have the small villages of Indonesia, the small islands of the Pacific and the hidden valleys of Papua New Guinea. Change is happening quite fast in parts of Asia with an explosion of new radio stations and this is good for a broadcaster like us where we can provide content to them. In the Pacific, things haven't changed as much – take the Solomon Islands, Papua New Guinea, Vanuatu. Yes, in the capital you have a couple of FM stations, but you go into the rural areas and it's medium wave, it's short wave and quite often it's nothing! That's because the national broadcaster is struggling and is not even able to transmit to remote areas. So things haven't changed in many places.

What I find very interesting is that our service plays a crucial role in the Pacific because the local broadcasters are often struggling, so we are a safety net. People can turn to us knowing that we will cover an event credibly. In Singapore our content is valued because it has those public service broadcasting values of serious and credible content which is some places has been sacrificed at the altar of commercialism.

India is still ahead of us. We're looking at opportunities to be there. Radio Australia had quite a sizeable audience when, 20 years ago, it was available on short wave. We've moved onto a satellite platform that puts us in reach of the Indian media market.

For us here at Radio Australia, the challenge is trying to keep across a range of platforms and I'm happy to say that we are addressing the needs of the audience in the remote, rural areas yet at the same time we are finalising arrangements to be on the digital platform in Singapore. Perhaps the major change for us in the last ten years has a parallel with technological development. Whereas ten years ago we sat on our own shores and beamed our content out via short wave, today we go out and engage with the region and other broadcasting organisations, creating relationships which are not solely related to content, but also to training, mentoring, technical support, secondments. All this takes resources, of which we have a limited supply, but we have been able to gain the support of Australia's international aid programme. As a key public service broadcaster in the Asia-Pacific region we need to make sure that we have the means to contribute to the development of a free, professional and independent media.



Thanks for telling us about Radio Australia, but what about you - what's your background?

My name originates in Brittany in north-west France. I left France 37 years ago and came to Australia for, I suppose, sheer adventure and it's been an exciting ride all the way. Radio Australia has been my life here and it has allowed me to experience not just Australia but the Asia and Pacific regions, allowing me to travel throughout the region as well as broadcasting to there.

When I'm not in the studios here in Melbourne, I go back to my roots by growing cider apples and olive trees which I tend with love!

Jean-Gabriel, many thanks.

Radio Australia has an annual budget of roughly A\$15 million (around US\$14.5m) of which is A\$8.5 million is for operational, the balance for transmission and distribution. It has around 80 staff, of which 40% are drawn from Asia and the Pacific. It operates its own, specialised newsroom and is able to draw on the resources of the whole ABC news operation.

www.radioaustralia.net.au

Radio Australia is a Member of the AIB

AIB calendar

There are more events for the broadcast media in more places covering more subjects than ever before. With details of a new conference landing in your in-box or in-tray almost daily, how do you assess which you should consider attending? That's where the AIB can help – this is our calendar of events that we think are worthwhile and that you'll get something out of. We negotiate discounts on delegate fees for AIB members at many events

ABU Digital Radio Conference Kuala Lumpur **14-17 August**
Organised by AIB Member the **Asia-Pacific Broadcasting Union**
www.abu.org.my

Medienforum Berlin **30 August-1 September**
A major panel discussion on international news channels, co-hosted by AIB Member **Deutsche Welle**, is included in this event that is attended by key German and European media executives
www.medienboard.de

IBC 2006 Amsterdam **7-12 September**
The annual European conference and exhibition of the content creation, management and delivery industries. **AIB** at stand 8.545
www.ibc.org

Asia-Europe Media Dialogue Paris **11-13 September**
Organised by the Asia-Pacific Institute for Broadcasting Development in conjunction with Radio France International, TV5 and Canal France International. **AIB Chief Executive Simon Spanswick** is one of the conference chairmen
www.aib.org.my

European Mobile Satellite Radio Conference London **21 September**
The first major conference in Europe to examine the potential for satellite-delivered radio in the continent. **AIB in attendance**
www.tvconferences.com/dars

IPTV World Forum - Asia Shanghai **27-29 September**
The Asia regional event in a global series of conferences on IPTV organised by Junction PR
www.iptv-asia.net

BroadcastIndia Mumbai **24-28 October**
The annual exhibition and conference for the broadcast industry in India in the Bollywood capital of Mumbai. **AIB attending**
www.saicom.com/broadcastindia/

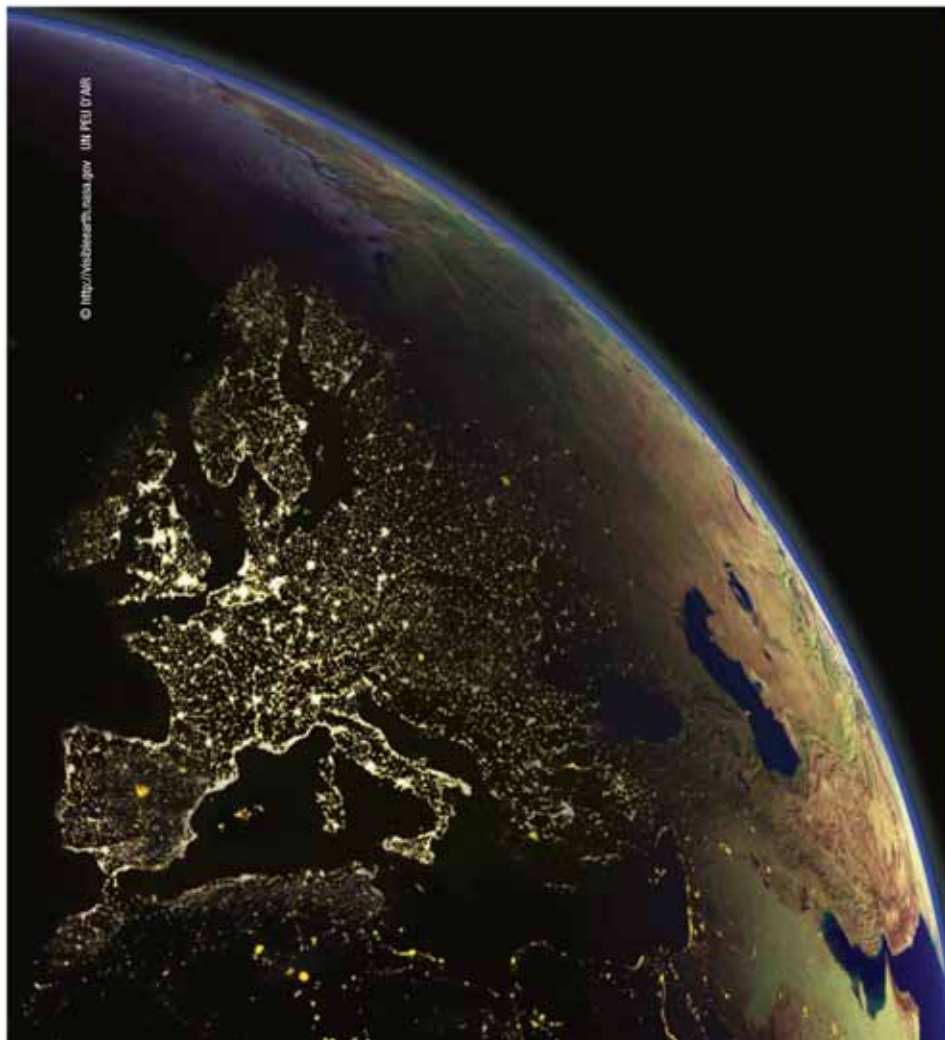
NewsXchange Istanbul **2-3 November**
Each year the broadcast news industry gathers to debate the issues affecting TV news
www.newsxchange.org

ABU General Assembly Beijing **7-9 November**
Bringing together ABU members from across Asia and the Pacific with the technical meetings in the days before the main conference
www.abu.org.my

Public Diplomacy Council at GWU Washington DC **16 November**
The Public Diplomacy Council at George Washington University is holding a half-day conference to discuss and debate changes taking place in US international broadcasting
<http://pdi.gwu.edu>

ACMA Information Communications Entertainment Conference Canberra **23-24 November**
The annual conference of Australia's media-to-telco regulator
www.acma.gov.au

Middle East Broadcasting Summit Dubai **26-28 November**
Examining the way in which broadcasting is developing across the Middle East region, covering free-to-air and pay-TV. **AIB Chief Executive Simon Spanswick** will be presenting a keynote address at this event
www.acevents.ae/broadcasting2006



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Media Leaders 2006

Who are the people to watch in broadcasting worldwide? Who are the people who have the potential to change the way people use the media? Who are the people who will influence the way in which media develops?

These are pertinent if difficult questions to answer – particularly as the broadcast media sector continues to grow at speed and begins to engage wholeheartedly with the “new media”. So the AIB has chosen to spotlight a handful of the people it believes you should be watching, people who have made significant achievements or who may be about to have a significant impact on media around the world.

It has been difficult to narrow down our list of media leaders – after all, the AIB’s database extends to more than 20,000 people across television, radio and new media in well over 140 countries, while *The Channel* reaches more than 5,500 of the most senior people in broadcasting worldwide. Choosing our top leaders required a considerable amount of soul-searching.

There may be some surprises among those we’ve chosen as this year’s media leaders to watch – but we believe that the people chosen as our inaugural media leaders are some of the most influential in the international media sector. We’ll be repeating this exercise annually from now on, so if you think someone is a candidate for our Media Leaders accolade, let us know.

Wadah Khanfar Director General, Al Jazeera Network

Young enough for the challenge

The impression you gain meeting Wadah Khanfar is that this is someone who is at once thoughtful, determined and generally thoroughly pleasant. At just 38, Palestine-born and Jordanian-educated Khanfar has been the head of the Al Jazeera Network since April this year. The Network comprises the “original” Al Jazeera in Arabic, Al Jazeera Sports, Al Jazeera Mubasher, Al Jazeera Documentary, and Al Jazeera Net – plus Al Jazeera International, the long-awaited English-language channel that is now expected to launch around Al Jazeera’s 10th anniversary in November.

It may be the beard – because Khanfar appears older than his 38 years. He comes across as quietly confident, but in no way arrogant. He recognises that Al Jazeera is something special, something unusual, perhaps even something that needs protecting. Khanfar is a journalist by profession, so knows what makes the news and how to report it. He’s seen the sharp end of war reporting, in Baghdad, so is all too aware of what daily life is like for many of Al Jazeera’s reporters – most recently under enormous pressure from the Israeli authorities as they strived to report on the Israel-Lebanon crisis.

Those frontline experiences have taught him much about survival and he’s had to survive some crises at Al Jazeera in the couple of years while he’s been the Arabic channel’s managing director. The relentless criticism levelled by the US, the threat to bomb the channel’s Doha headquarters and – perhaps more relevant in the increasingly crowded Middle East media marketplace – ever more slick competition from other Arabic news channels. His good presentation skills have won over some critics – and some hard-nosed journalists – and he’s managed to counter some of the negative perceptions that exist about Al Jazeera (Arabic for the peninsula). When he went on the offensive in London last December, railing against the alleged Bush bombing threat, he came across as someone who has diplomacy as second nature.

But it’s not all plain sailing for Khanfar. There’s still much to be done to change the perception of Al Jazeera, particularly in the US. We think that the channel missed a trick by not getting the US press behind them when the bombing story emerged just before Christmas – Khanfar needs to ensure that they move rapidly to capitalise on any situation that involves the Qatar-based network, working politicians as much as diplomats, journalists and other opinion-formers. There’s much credit due, however. Khanfar has overseen the introduction of Al Minbar Al Hurr devices to allow viewers to interact via video link with the channel; he’s developed a Media Training Centre as well as a Research Centre. He’s doing things that no one else in Middle East broadcasting is doing – and to keep ahead as Al Jazeera nears its 10th anniversary, he needs to increase the pace. It’s a good job he’s still young.





Suranga Chandratillake Founder and CTO, Blinkx

Surfing through the video

When he started exploring the capabilities of the BBC Micro Model B computer – a very basic machine but one that helped launch the computer revolution in Britain – Suranga Chandratillake didn't realise that he'd end up connected with the broadcast media. Today this Cambridge University graduate spends most of his time on the west coast of the USA where he runs the company he co-founded. Blinkx.tv is a video search engine that's capable of sifting through material, using visual analysis techniques to understand what's going on in the video and recognising key words in the speech. It's got the potential to revolutionise the way we access video material in the on-demand world.

Keeping up with Chandratillake is hard work. His speech is rapid-fire, demonstrating the speed with which his brain processes information – he's clearly one of the cleverest people involved in media search technology, as his CV attests. He says that Blinkx.tv is highly un-media in its make-up, with most of the people involved in what he describes as the esoteric fields of pattern matching and signal processing. What's interesting is when you apply those techniques to sorting and searching for content – text, video or audio – he says.

Chandratillake says that until fairly recently many people said "yes, but so what?" when told about Blinkx.tv. There wasn't a huge amount of video content available on the web but, he says, in the last 12 months there's been a huge change – an explosion in user-generated content ("garage video" as he describes it), video blogs, Youtube and Google video, for example. In parallel, but rather more quietly says Chandratillake, major media companies have started to make much more video content available. Most of the sports networks have started to put material on line and during the World Cup, FIFA put unprecedented amounts of video on the web. US networks have started to stream programmes – *Desperate Housewives* and *Lost* are available from ABC, for example.

The other change that Blinkx.tv is seeing is in the way people consuming content on the web want an experience akin to watching TV in a traditional sense; in other words, they want to build a schedule of high quality content of different programmes. Maintaining the serendipity factor of scheduled programmes is something that Chandratillake sees as the biggest task facing him and his colleagues over the coming five years. They've gone some way with the launch of selfcasttv.com which uses the principle of "you liked that, so you'll probably like this too".

Chandratillake thinks that his business model beats the competition like Google's video service, since media owners don't have to hand their content over to a third party but can have the search engine directing viewers to their own sites. This covers off lots of the rights issues, Blinkx.tv believes, and Chandratillake also thinks that his is the only company with a truly scaleable solution that works. It's a claim that many start-ups make, but we have a feeling that in this case, Chandratillake may be right. Meanwhile, spending all the time in the office doesn't give him too much time to enjoy the delights of life in the Bay Area. Yeah, right! Despite his self-proclaimed workload, he does get out with his fiancée to the vineyards of Napa Valley, to the Yosemite for hiking and, taking his work everywhere with him, he's considering learning to surf – waves, that is, not the web.



Peter Einstein President & CEO, Showtime Arabia

Drumming up business

Peter Einstein is the only media leader we've come across recently who keeps a drum set in his office and regularly jams with a workplace band. It's a result of his MTV background, says Einstein, who was one of the people behind the launch of MTV a quarter of a century ago in the US and then in Europe. And shouldn't TV and media be about having fun, he asks? Getting the most out of people around him is something he's obviously good at, and creating a fun place to work is high up his personal agenda – it's something that's worked for almost a decade since his appointment to the CEO and Presidency of Showtime Arabia. Fluent in German, Einstein holds a BSc in Business Administration and Communications from New York's Ithaca College and an MBA in Marketing from Babson College in Massachusetts.

This fun heritage is something sets him apart from a majority of other leaders in the media world but more than that what's caught out attention is the fact that he's pushing back boundaries in pay-TV in the Arab-speaking world. This year, Einstein has overseen the introduction of PVRs for his customers – branded ShowBox – demonstrating that Showtime is at the cutting edge of the Arab pay-TV market. Einstein says it's all about differentiating the product and making it more appealing to the customer base. He's overseen the complete re-engineering of the Showtime facility in Dubai Media City which has resulted in a brand new, state-of-the-art broadcast centre with integrated presentation and workflow and a complete end to tapes in the production environment. And now he's upped the ante within the Arabic pay-TV market through the launch of his VIP viewing package, called Platinum. It's designed to appeal to people in the same way that platinum credit cards are attractive to high earner.

That's not all. Einstein has gone out on a limb by saying that Showtime, the pay network that's partly owned by Viacom (parent of the MTV brand) and by Saudi investors, should invest in its own programming, rather like HBO does in the USA. It needs to be special and unique, he says, when questioned about what exactly he has in mind for Arabic-language commissioned programming. Remember that there's huge production potential within the Arab region (such as in Egypt, where he's well connected in the film industry) and a probable hunger for quality, unusual content that's far better than what's on offer to free-to-air audiences.

Timescales aren't confirmed, but it seems that Showtime's investors will back Einstein all the way as he moves the pay-TV company forward through both technology and straightforward yet innovative ideas such as home-grown programming. We believe that Peter Einstein is someone who can help move TV in the Middle East up a notch or two.



Gerry Jackson Station Manager, SW Radio Africa

Rocking on for the good of the people

Gerry Jackson has been involved in Zimbabwean radio for the last two decades. She started life as a part-time presenter on state broadcaster ZBC, specialising in classic rock and heavy metal music – one of her passions – while at the same time running a film and video production company (the pay at ZBC wasn't enough to keep bread and butter, let alone jam, on the table) and won the licence for Zimbabwe's first private radio station which went on air but was closed at gunpoint within six days, a clear message, she thinks, that independent radio wasn't welcome. That experience led to her moving to London where, with a number of Zimbabwean colleagues, she established SWRadioAfrica, broadcasting news, current affairs and analysis programming back to the country from studios in the north of the British capital.

Today, SWRadioAfrica is approaching its fifth birthday. The station has been supported by organisations that want to see democracy promoted and built within Zimbabwe – one of the current funders is George Soros' Open Society Institute. Funding isn't guaranteed and Jackson spends a great deal of time making sure that the organisation has sufficient income

Media Leaders 2006



Bjarne Berg President and CEO, Vizrt

Navigating the world's graphics

It's not often that you get an ex-swimming coach involved in TV graphics – unless that person is employed as a commentator on a major swimming competition and using them to illustrate a team's performance. Bjarne Berg is the exception. The former Norwegian national swimming coach has already conquered the world of TV graphics and through recent acquisitions is well on his way to leading a truly cross-media content production company. His company is perhaps the most forward-thinking of any organisation in the sector.

Getting the on-screen graphics right is a top priority for TV channels and for others involved in distributing content, such as mobile operators and web-based TV channels who also need to develop an on-screen identity and convey complex information to consumers of their content in an attractive way. Where Vizrt comes in is making the process simple and reducing the number of staff members that is needed to get material on to the screen. Berg's involvement in graphics started when he moved from the world of print – he was a journalist on regional Norwegian newspaper, *Bergens Tidende* – to commercial television. With the launch of Norway's commercial TV2 in 1992, he was appointed president of news, sports and current affairs. He found that the systems for news graphics were complex, labour intensive and not terribly sophisticated, so he went about developing a system that could cope with the peaks of intensive news shows – such as breakfast TV – and not leave half-a-dozen graphics staff sitting around with nothing to do for over half a day. The systems that he developed caught the interest of major broadcasters, such as CBS who asked to buy them. As a result of this interest, he left TV2 to found Peak Broadcast Systems which became Vizrt through a merger with RT-Set in 2000.



Over the past six years, Vizrt has gone from strength to strength by studying the market and developing the most cost-effective, easy-to-use systems that can be operated by journalists working to tight deadlines while still producing dynamic and dramatic graphics. Today the company is developing systems that can deliver graphics to mobile devices – not simply by embedding the graphics in a video stream which, Berg says, “usually looks shitty”, but as a separate stream which the mobile device can then integrate in the user's visual experience. Sounds complicated – but not if you're working with the University of Trondheim that developed the original GSM phone specification and is now turning its efforts to the mobile multimedia environment.

We think that Vizrt is a company to watch very closely – they “get it”, understanding the needs of both the broadcast and mobile content markets and they are developing the tools that content producers, whoever they may be, need. And with Bjarne Berg at the company's helm (and yes, he captains his own boat) we believe it's one of the best things to come out of Norway for a while.

to keep it on the air and to circumvent the problems of jamming that normal broadcasters don't face. SWRadioAfrica's programmes are broadcast from short and medium wave relay stations in southern Africa, but the Zimbabwean authorities routinely jam the signals, meaning that a game of cat and mouse ensues so that the station keeps one step ahead. Jackson is grateful that many old radios are still in use in the country – older sets have short wave whereas newer sets tend to be FM only.

Marketing of the station is done by word of mouth. Jackson and her colleagues are on the phone to Zimbabwe every day, telling people what the station will be broadcasting, getting out to ordinary Zimbabweans the message that

SWRadioAfrica exists and getting it talked about. Every day there's a call-back programme, allowing ordinary Zimbabweans to air their opinions and tell their stories about life in the country and to exchange news and views – dialogue between people in the country is the only way to get through the crisis that currently engulfs the country, Jackson believes. SWRadioAfrica provides a roving mobile phone for people to use and then rings them back to put them on the air,



ensuring that their voices get on the air – a simple, but important, technique, because ordinary Zimbabweans simply can't afford the cost of calls to the station.

Jackson believes that her station complements and probably competes with the major international stations on the air to southern Africa. In fact, she describes SWRadioAfrica as a local station that carries local news about the country – and that presenters ask the challenging questions that an intimate understanding of the country provides. That local background knowledge is something that is probably lacking, she believes, on the bigger stations.

As to the future, Jackson thinks that the country will see major changes in the next five years, but those changes may not be sufficient to bring free, democratic media to Zimbabwe. If it does, though, Jackson will be first in line for new broadcasting licences. Until then, running the Zimbabwe's surrogate broadcaster from London is more than a full-time occupation, but Jackson does find the time to keep up with her music and to research environmental issues and the fate of the African elephant, two areas close to her heart.





G Krishnan CEO, TV Today

Tidying up at number one

When you walk into the office of GK towering above the New Delhi suburb of Jhandewalan Extension, the first thing that strikes you isn't the view, but the tidiness of the office. There's not a piece of paper on the desk, no piles of magazines, no clutter of any sort. If only the AIB's offices were as tidy! A bank of TV monitors show the output of TV Today's Hindi and English services, along with those of the local and international competition. It's difficult to get a feel for the man from his office but when you meet him, you're instantly put at ease. This is a man is an enthusiast with a mission – making his channels the most popular and credible in Indian TV news – but also someone who's genuinely warm and open.

This warmth seems to have infected across the three floors of Videocon Tower where TV Today is based. There's a real buzz to the place, and GK's enthusiasm for the TV Today product is clearly infectious. People seem to genuinely enjoy working there – whether in the newsroom or in engineering. A media veteran for 20 years, GK started out in print. However, back in the 1990s he was involved with a plan that didn't make it to fruition to create a cable network for *Times of India*. The TV bug clearly bit GK and soon after he became the producer of a daily TV news bulletin for India's public service broadcaster, Doordarshan. Aaj Tak became one of the most important news shows on Doordarshan over its five year run. That daily show became the genesis of the news network Aaj Tak / TV Today, owned by the India Today publishing group.



GK has seen the rise of TV Today – with its Hindi - and English- language 24 hour-a-day channels – to number one and number four in the viewing statistics respectively. He acknowledges that the competition is stiff and wants to continue developing his channels both within India and in markets overseas. There's already distribution in the US, and other markets beckon, including Canada, Europe, the Middle East and Australia.

He's got an interest in radio, too – TV Today has had radio properties in the past, but sold these in advance of the deregulation that happened at the beginning of this year. It's possible, he says, that the company will get back into radio in the future. That move may not happen until the government allows commercial stations in India to carry news – that's prohibited at present with All India Radio the only radio broadcaster permitted to broadcast news.

GK has his eye on the future. He knows that consumers are going to turn to mobile devices for news and entertainment and with a vast, rapidly expanding mobile market in India, there's the chance of great revenues available. TV Today is well-placed, with its two-language news services, excellent reputation and well-engineered facilities to harness that mobile revolution in India. That's what makes GK an interesting character to watch in Indian broadcasting.



Noah Samara Chairman and CEO, WorldSpace Corporation

Flying high

At the start of the last decade of the 20th century, a man had a dream. He wanted to bring radio to the masses in the developing world, using not conventional technology like short wave or FM, but satellite. That man was Noah Samara and WorldSpace was the company he established to turn the dream into reality.

49 year-old Samara - born in Ethiopia, raised there and in Tanzania, educated in Britain and the US - is a law graduate of Georgetown University in Washington DC. He's cool, collected and most certainly persistent. He's led the creation of an international company from scratch raising US\$1billion plus to build and launch dedicated satellites that cover much of the world's population and, arguably, helped to create the framework for the launch of Sirius and XM in the US and Canada.

Today, the business focus of WorldSpace has changed from that initial, philanthropic vision of providing education via radio to beat the scourges of hunger, illiteracy and HIV/AIDS to a subscription model for India and now Europe, similar to that of the two US satellite radio operators. WorldSpace reports it has around 115,000 subscribers, of which most are in India. Yes, it's currently a low figure, but one that could grow significantly. It's a growth that's worried the new FM radio licence owners in India who are concerned about the potential impact of WorldSpace's services carried both via satellite and terrestrial repeaters on their fledgling businesses.

It's also a model that could arrive in Europe - soon. Italy's authorities have approved the construction of terrestrial repeaters that will enable WorldSpace to beam subscription programming into the cars and homes of many of Italy's 58 million inhabitants.

Samara has admitted that he got things wrong in establishing WorldSpace. For example, he has said that he accepted money from Middle Eastern sources that he'd rather he hadn't. And his dream has had to face reality by creating a satellite radio service for people who have the means to pay rather than relying on broadcasters and aid agencies to fund a service to the poorest of the world.

Yet Samara has reinvented his vision, leading his company to IPO last year with a launch price of US\$26 (although the shares traded in July at lows of US\$3.44) and pushing into new markets. He's also maintained his philanthropic interests, both through First Voice International (formerly the WorldSpace Foundation) which has 5% of WorldSpace's satellite capacity for development radio and multimedia, and local charitable support in the US, such as the National Alliance to End Homelessness. Our advice for the company – get someone in who knows about creating aspirational product design. The current WorldSpace receivers simply aren't as sexy as they ought to be, particularly when you see them in retail outlets in India where you can also buy high-tech, desirable MP3 players. For Europe, that's going to be absolutely essential.

Samara is married, lives in Silver Spring with his wife and two children and enjoys his membership of the renowned Mansion on O Street in Washington DC – something he joined after a tip off from the AIB!



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Roger Howe Director, BW Broadcast

On track to keep it simple

Roger Howe has done something exceedingly simple, yet incredibly effective. He's developed an FM radio transmitter that can go into some of the most difficult places in the world and work...and go on working...and then work some more. And if it goes wrong, the kit can be fixed, rapidly, by people with no engineering expertise.

Howe originally established BW Broadcast with fellow broadcasting enthusiast Scott Incz to supply the radio broadcasting industry in the UK with a variety of kit. Not just any old kit, though. Stuff that works, stuff that works well and stuff that doesn't cost the earth. Over the past couple of years, Howe has beavered away in the prosaically-named Old Tram Sheds in Croydon to the south of London, designing FM transmitters and ancillary equipment.

It's not money that drives Howe and his crew (although he's quick to point out that they like it!), but doing something a bit different and doing it well. The idea of creating low maintenance FM radio transmitters came when Howe met Gordon Bell, a British expat who lives in Uganda running a number of community radio stations in the country. Bell needed to have low-cost transmitters that would survive in the heat and dust of the Ugandan countryside and this spurred Howe and his team on to develop something rather special. One of the overriding needs was that these transmitters could be installed and repaired by non-technical people. For that reason, the transmitters that have been designed with a clever airflow system to keep them cool, work on reduced power if part of the transmitter should fail and, crucially, high power transistors can be replaced with a screwdriver.

It's all common sense, because as Howe says once his transmitters have been built, once they've been tested, he never wants to see them again. He also doesn't want to burden small-scale broadcasters half a world away with the problem of shipping – which often costs three to four times the original cost of the transmitter – as well as doing away with the likelihood of being held to ransom by customs.

Today, Howe's kit is in use in many African countries and as the market for local FM radio continues to grow, there's more demand than ever before and it shows no sign of abating. This keeps Howe hard at work in his Tram Shed, refining his products and making sure they reach his customers on time.



Ashley Highfield Director, New Media and Technology, BBC

On track with new media

Serendipity is a word that keeps cropping up when the move away from linear broadcasting is discussed – will the rich mix, the serendipity factor of a broadcaster's output carefully crafted by channel controllers and schedulers, be something that's lost in the on-demand world? Ashley Highfield doesn't believe it will; you simply need to reinvent it for the on-demand age. He cites the Amazon.com example where you're told that people like you are buying such-and-such a book, so shouldn't you buy it and read it, too, and see what all the fuss is about? That's the model that needs to be brought to TV consumption, he believes, to encourage people to consume more, not less, television.



A key concern Highfield has is the loss of a major part of the BBC's audience, the 16-34 age group for whom watching the main BBC TV channels in a traditional couch potato way is declining alarmingly. That's a major challenge for Britain's public service broadcaster, as it's dependent on a universal licence fee and if people aren't consuming BBC content how can that "regressive tax", as the licence fee is referred to by some politicians, be justified?

40-year old Highfield is on the case. The former consultant whose work took him to South Africa as an adviser to the ANC leads the BBC's 650-strong new media and technology team that's looking at how to prevent haemorrhaging audiences in that vital young adult group as well as making sure it doesn't happen for other age groups and audience demographics. His mission is perhaps one of survival, ensuring that the BBC's output is available on whichever platform the audience wants to consume it at the time they choose. He recognises that one of the nuts he needs to crack is bringing the BBC's expertise in packaging, in editing, in scheduling into the on-demand space. He recognises that nobody really knows what that means yet, but bringing those fundamental broadcaster skills of knowing what certain audiences will like, even though they don't necessarily know it, to the on-demand world is a key objective. What's needed is a complete reinvention of how people find content, using metadata, search engines and so on – Highfield knows the answer is out there somewhere, and he's determined to find it.

In terms of devices, Highfield admits he is sceptical that people will consume long-form programming either on-demand or on small screen devices such as mobile phones, but acknowledges he has been surprised at the way 30-minute documentaries and drama have become the most popular genres in the new media, non-linear environment (six months ago he'd bet on comedies and children's programmes). But it is archive material that will provide the real interest and the real push to success in on demand – the BBC has more than one million hours of TV content sitting in its library.

Highfield was surprised about the success of the classical music downloads that BBC Radio 3 embarked on last year when millions of copies of Beethoven symphonies were downloaded in the week following their broadcast. It's defied critics, he says, as sales of commercial recordings of Beethoven's music rose in parallel. This success means that the BBC will, he believes, take its on demand content offer international, offering paid-for access to an increasing amount of its library material – audio and video. It's a high-speed vision that's coming into view faster by the day – rather like Highfield's own interest of high-speed cars at track day events. Keep up with him if you can.



Turning

on the

World



Years ago satellite radio faced some of the same scepticism that cable television did in its infancy: will people *really* pay for something as ubiquitous, accessible and seemingly free as radio programming? Twelve million subscribers later, consumers in the United States have answered that question with a resounding yes. In fact, by the year 2010 – less than four years from now – XM Satellite Radio and Sirius Satellite Radio are projected to hit 30 million subscribers.

WORLDSPACE believes that the US is just the tip of the satellite radio iceberg. We are confident that if we develop and deliver unique content that gives people across the world a unique entertainment and educational experience, and then support that through cutting edge, easy-to-use technology, we can turn on the world of satellite radio to billions of consumers – from Bombay to Berlin to Bahrain.

A global platform

While our implementation strategy is regionally based, our technology platform supports a global effort. WORLDSPACE is the only satellite radio service outside of North America, South Korea and Japan. It has exclusive rights to the only internationally allocated spectrum and infrastructure for satellite radio. The company has two geostationary satellites already in orbit – AfriStar and AsiaStar – covering five billion people in 130 countries driving 300 million cars – that’s about two-thirds of the world’s population. A third satellite is already constructed and in storage in Toulouse, France. It will be used to expand our services in Western Europe and serve as a replacement for AfriStar in the years to come. Currently, WORLDSPACE offers a bouquet of more than 40 channels of unique programming to each of its

service areas and is focused today on the markets of India, the Middle East, Western Europe, China and Africa.

Global, local, and original

There is one common lesson in the pay-for-service world: content is king. WORLDSPACE Satellite Radio provides a broad mix of commercial-free content – more than any other international radio service provider today. In fact, recent research conducted in our primary market of India demonstrated that 94 percent of subscribers would recommend the service to others. Why? WORLDSPACE Satellite Radio is truly a unique experience made possible by the largest collection of original and brand-name content that is both local and global in scope. Subscribers can listen to programming from internationally-recognized brands such as the BBC, CNNi, NDTV, Virgin Radio UK and RFI; interesting and relevant local language programming; and 30 exclusive channels produced by the Company – from country, global pop and rock to sports and talk.

While WORLDSPACE does not compete directly with free radio, it does have a number of advantages in that it can deliver a greater diversity of commercial-free content covering multiple genres over a broader geographic coverage area – all this for consumers in markets that are typically underserved by traditional radio.

In an industry where content is king, WORLDSPACE offers more than 220 channels broadcast throughout its vast coverage areas; thirty exclusive WORLDSPACE branded channels; the best of globally recognized brands and local language programming; unique programming in over 17 languages; fresh, original content developed in five

broadcast centres around the world; and more diverse, commercial-free content than any other international radio service provider.

Staying current and setting trends

True to our “Turn On Your World” corporate tagline, WORLDSPACE does not simply deliver music, we involve ourselves and our listeners in the whole experience. WORLDSPACE strives to bring the best of what’s happening in the world of music to its customers as well including red carpet and backstage coverage of once-in-a-lifetime events like Live 8, where WORLDSPACE presenters hosted from five international locations. A new favourite of our listeners is the live Abbey Road Sessions, which next year will take place between the Brit Awards and the NME Awards. The brainchild of Billy Sabatini, global content vice president for the company, Abbey Road Sessions boasts three days of live performances from legendary Studio 2 – made famous by The Beatles. This annual event features an eclectic mix of established and up and coming artists from Kosheen to the Jim Noir Band; the Asian Dub Foundation to Jay Sean.

As part of its continuing commitment to provide subscribers with a leading edge service, WORLDSPACE continues to review, evolve, and improve its programme offering as well as continuing to aggressively move forward with its business objectives in other parts of the world and with new initiatives such as satellite/terrestrial hybrid services.

Focus on mobility

Since 1999, WORLDSPACE has offered fixed satellite radio services in Western Europe. Two of the company’s top priorities this year are to expand the geographic



Will people pay for something they presumably can get for free? A quick review of recent history leads to a resounding yes. Billions of people pay for cable television and premium movie channels, even though there are broadcast alternatives. They pay for music downloads, even though there are many easy (albeit illegal) ways to get the same music for free. People even pay for bottled spring water, though they can get pretty much the same stuff out of a water fountain or the kitchen tap. What was the key to the success of all these ventures – of getting people to pay for products, services and entertainment that were always thought of as free? The answer: the delivery of a unique experience, with unique content, using unique, user-friendly technology – says Judith Pryor, Senior Vice President of Corporate Affairs at WORLDSPACE

reach of its service and expand its product portfolio to include a mobile service offering. In May and June the company took major steps forward in accomplishing these objectives in Western Europe.

WORLDSPACE's European strategy is to roll out services on a country-by-country basis, with an initial goal of obtaining terrestrial authorization in at least one country in 2006. In May, WORLDSPACE Italia S.p.A. received approval from the Italian Ministry of Communications to launch a subscription satellite radio service in Italy, Europe's first satellite radio service. Additionally, the authorization granted us the right to use the frequency band 1479.5-1492 MHz for the operation of the corresponding hybrid satellite/terrestrial network. WORLDSPACE considers Italy to be one of the best near-term markets for a mobile satellite radio service. Italy's population is more than 58 million, nearly two-thirds of whom are within the target age demographic for satellite radio service. There are 33 million registered private cars in Italy and more than two million new cars sold annually. According to *Automotive Industries*, the average Italian car owner spends in excess of US\$5,500 per year on their vehicle for ownership and maintenance. The company will continue to seek similar approvals in other markets in Europe including Germany, Spain, the UK and France.

This announcement was followed in June by news that WORLDSPACE signed an agreement with Sodielec, a French company specialising in transmission solutions, to develop terrestrial repeater prototypes that will enable WORLDSPACE to expand its radio and data services to automobiles across Western Europe. The agreement includes prototype design and

development as well as guaranteed pricing for subsequent large scale production of at least one model, ensuring that WORLDSPACE can continue to execute its European business objectives by extending service to other countries on the Continent after its initial rollout in Italy.

Because of the approval from the Italian Ministry and the Sodielec design and development agreement, WORLDSPACE anticipates launching Europe's first satellite digital radio and data service to portable and vehicular devices in 2007. At the service's maturity, subscribers in Italy will have access to approximately 50 channels of diversified sports, talk, and music programming.

WORLDSPACE expects to test its mobile service in Bahrain by the end of the year. It

wasn't long ago that the telecommunications regulatory authorities of Bahrain and United Arab Emirates granted us licences for the deployment of terrestrial repeater networks which will enable us to introduce a mobile service. Additionally, to help enhance the delivery of its entire satellite radio content, WORLDSPACE also recently partnered with Sama Communications Company Ltd to commission a new satellite uplink facility in Dubai. The new facility was picked due to its central geographic location within the WORLDSPACE service area and because of its emergence as a business and technology hub in the region. The visibility from this geography brings WORLDSPACE's uplink closer to important content providers, the region's production facilities, and will enable the company to uplink



Access all areas - Abbey Road sessions



WORLDSPACE kiosk, Dubai



A R Rahman



**Access all areas: Bollywood
Banga Bikram Singh**

channels to both of its satellites from a single point simultaneously.

The spirit of India

In addition to all the activity taking place in Western Europe and the Middle East, WORLDSPACE continues to actively market its service to an ever-broadening consumer base in its current primary market of India. By far the broadest and finest line-up of audio content in India, WORLDSPACE offers more than 40 channels of digital programming spanning a wide range of musical genres, news, sports, spiritual and more. Its ever-expanding Indian programming includes two Indian classical channels, and a number of channels of regional-interest such as Tara (Bengali), Sparsha (Kannada), Spandana (Telugu) and Tunak Punjabi (Punjabi), as well as the first Indian sports talk channel, PLAY – bringing cricket reviews, cricket player interviews and cricket coverage and more to the entire continent!

By the end of the first quarter, WORLDSPACE had expanded its marketing and distribution reach to over 35 million people in its targeted segment of the population. Its six and 12 month subscription packages include radio receivers and are available from 900 retail outlets in more than 14 markets nationwide. The company also has over 700 direct sales agents; promotional agreements with Barista and Café Coffee Day (India’s largest coffee chain); partnerships with national retailers Planet M and Music World; and its own branded experiential lounges and retail spots in key markets.

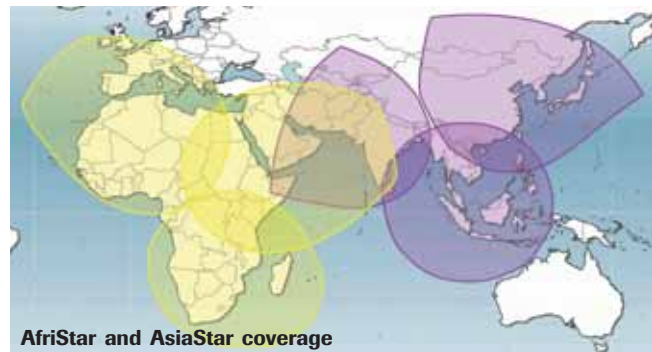
Creating further penetration and awareness for WORLDSPACE services amongst music lovers across India, the Company launched a new marketing campaign in early July, with new brand ambassador A.R. Rahman, the world-renowned music director, composer and performer.

A kick-off press conference with A. R. Rahman in New Delhi, brought nearly 100 media

together to learn more about the new “There is So Much to Hear” advertising campaign (broadcast, print, outdoor, cinema), and his exclusive signature tune written for WORLDSPACE. The campaign will run through the end of August and is expected to greatly increase traffic in our retail outlets as well as increased brand awareness.

Stay tuned

WORLDSPACE is dedicated to turning on the world of satellite radio. We are committed to providing the world an experience unlike any other and sequentially rolling out this unique satellite radio service one market at a time – from India’s



AfriStar and AsiaStar coverage

burgeoning cities, to the desert metropolises of the Middle East, to the ancient outposts along the Silk Road and the financial centres of Western Europe. Through strategic partnerships, management hires, technology advancements, creative content development and evolution, along with acute broadcasting business acumen, WORLDSPACE is quickly evolving into the premier provider of global satellite radio that has its finger on the pulse of what’s happening globally in the music world. WORLDSPACE will continue to extend its reach, introduce more exclusive content, expand its product portfolio and improve productivity as it continues to grow—stay tuned.



TURN ON YOUR WORLD

Based in metropolitan Washington DC, **WORLDSPACE** (NASDAQ: WRSP) is the world’s only global media and entertainment company positioned to offer a satellite radio experience to consumers in more than 130 countries with five billion people, driving 300 million cars. WORLDSPACE is a pioneer of satellite-based digital radio services (DARS) and was instrumental in the development of the technology infrastructure used today by XM Satellite Radio.

www.WORLDSPACE.com

WORLDSPACE is a Platinum Member of the AIB



Satisfaction at the wash-up meeting

As a company that singles out ‘challenging’, ‘collaborative’, ‘driven’ and ‘realistic’ as key values, Glotel has spread from the UK to build a worldwide presence. The company is one of the few industry specific recruitment consultancies that offer a one stop HR solution to the broadcasting sector. How does it work?

Since 1989 Glotel has focused on the contract recruitment market, being one of the top providers of contractors on a global basis, supplying clients such as Nokia, BT, Motorola, Siemens, Ericsson, Accenture, PWC and Ernst & Young.

Glotel PLC has been listed on the London Stock Exchange (GLO.L) since 1999 and the company has focused on the telecoms and IT arena, building their worldwide presence to 24 offices - 12 in the USA and others in EMEA and now steadily growing within the AsiaPac arena.

One thing that clients have asked for, and Glotel sees this as the obvious next step, is a focus on the permanent sector. Glotel brought Saman Jayalath on board in August 2005 as director of the permanent and executive search division for EMEA and he has been tasked to build the team to focus on all areas of permanent recruitment. This has been done by developing the existing relationships within Glotel but also looking at other areas that they can specialise in.

Saman’s background is in marketing, working for GE Capital and then gaining eight years experience in retained executive search and selection. He has recruited at a senior level both within the telecoms and IT industry, as well as the investment banking arena, providing international recruitment solutions on a global basis for a variety of clients. He has focused on the satellite, broadcast and broadband arena and has worked for clients including Loral Skynet, Panamsat, Europe*Star, Channel 4, Lysis, BT Broadcast and the BBC.

Glotel’s permanent service offers all solutions within this area: Exclusive Contingency (the classic database search method), Search & Selection (client paid advertising, which can include assessment centres), and Retained Executive Search (the classic headhunting methodology). By offering all these services, Glotel can now give their clients a one stop HR solution.

Over the past months, Saman has built a strong team of consultants who have international expertise and are focused on EMEA. They also work for clients across the globe, providing them with one

point of contact to service a global client with a global solution. Saman’s approach is to act more in a consultative manner with the client and be more proactive than reactive to the daily growth and requirements of companies.

The Permanent and Executive Search team takes pride in making sure they understand the specific sector/industry that their clients are working in. This is done through a number of methods: attending various exhibitions and conferences specific to their industry sector (such as NewsXchange, Satcom (Washington), CABSAT and BroadcastAsia); through constant networking with senior individuals within the sector; through continually learning about their clients’ industry and being informed about what their clients’ competitors are doing. Satellite, broadcast and broadband, Media (studios such as MGM, Sony Pictures, Disney, as well as production houses, video editing etc), Wifi and WiMAX, VOIP, mobile solutions, emerging markets are among the specialist sectors covered.

Saman and his team will be at IBC, Amsterdam, in September - if you would like to arrange a meeting to discuss future growth within your organisation you can contact him on sjayalath@glotel.com.



Glotel is one of the world’s leading suppliers of resource and project solutions, to the Information Technology and Telecommunications market sector. Glotel operates in more than 50 countries and has an extensive global network of offices providing multinational clients with local expertise on a global scale.

www.glotel.com

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The picture tells the story - locals scattered as a foreign journalist assisted Swedish cameraman Martin Adler immediately after he was shot in Somalia's capital, Mogadishu. Here Andrew Kain, a friend of the renowned investigative journalist and cameraman, writes about the compelling need for journalist safety. Andrew is Managing Director of AKE Group, a political and security risk mitigation company and he devised the first ever media security training course in 1993

The continued risk to journalists working in conflict zones was tragically underlined by the death of Swedish journalist Martin Adler on 23 June while covering a rally celebrating the ceasefire agreement between the Transitional Federal Government (TFG) and the Union of Islamic Courts (UIC) in Somalia. Mr Adler was an acclaimed investigative journalist who during his career had made an enviable contribution to journalism and film making. He was also one of the most experienced in hostile environments, no novice to risk and had striven over many years to expose injustice and better our understanding of a complex world. His death marked the 45th journalist to be killed so far in 2006, according to figures produced by the International News Safety Institute.

There can be little doubt that media personnel working in conflict zones are among the most exposed professionals to a variety of medical and security risks the like most people will never understand, or thankfully, be exposed to. The development in the past fifteen years of specific security and medical training courses for journalists has gone a long way to minimising some of the risks faced. It has been a great honour for my company to have been at the forefront of this development and the argument, as to the

effectiveness of hostile region training, has now long been won along with a number of lives saved as a result.

However, I believe this has created a drive among some to achieve an absolutely safe working environment for journalists in war zones, no matter how well-intentioned (and seemingly contrary to logic). The pursuit of the 'Holy Grail' of safety has impacted on the industry as it goes about its vital newsgathering activities to the detriment of us all.

It has led to an inappropriate focus on issues that the journalist community has little control over at the expense of matters that can be affected. As with many issues, the conflict in Iraq has had a strong influence upon this and it is not difficult to see why. The number of fatalities and other serious security and medical incidents among the media community has been of high concern.

It is entirely appropriate that the media, as a community, lobbies governments and militaries in order to reduce the risks they are exposed to. There should also be continued pressure brought to bear on groups who attack or abuse any civilian, journalist or otherwise and this should go on relentlessly.

However, this approach for it to be successful is dependent on the actions and response of groups over which the media have little or no control and who may in fact be disinclined to give support. The main focus should be on how one accurately reports from increasingly hostile regions of the world in a 'relatively' safe way.

enlighten, deserve broader protection and demand attention to ensure we are not blinded by passion and misperception. We owe it to the memory of Martin who knew the risks and courageously tried over many years to bear witness and inform us all that the world cannot be 'simply' defined.

How safe is safe?

The challenge therefore is to make better the situation facing journalists in a controlled and effective manner. The first step on this path is to acknowledge that reporting from war zones or other hostile environments will never be a risk free occupation. Indeed, it looks more likely to be that media personnel will become ever more exposed in hostile regions to risks whether they be from politically motivated violence, medical emergency or the environment. With regards Islamist terrorism, the media is often perceived as part of the 'battle' and the potential for journalists to become the story more pronounced than ever before, whether as a tool or victim of terrorism.

To succeed this approach will involve taking personal and corporate decisions that many would rather avoid. With media personnel being deployed in war zones there is implicit an assumption that the individual and corporation understand and accept the risks confronting them. Duty of care on the part of the company and common sense for the individual suggest that a comprehensive risk mitigation package be in place and appropriate protocols and contingencies established before anyone is deployed.

This is the only way to achieve any degree of control over the work environment and thereby reduce the reliance on good fortune (although luck is always a desirable trait for any journalist).

A broad but comprehensive mitigation package based on an accurate assessment of the risks will enhance the capabilities of individuals and enable them to, perhaps, get to the important or breaking story more effectively and *relatively* safely. It will also afford those with duty of care the peace of mind that all that can be done has been done.

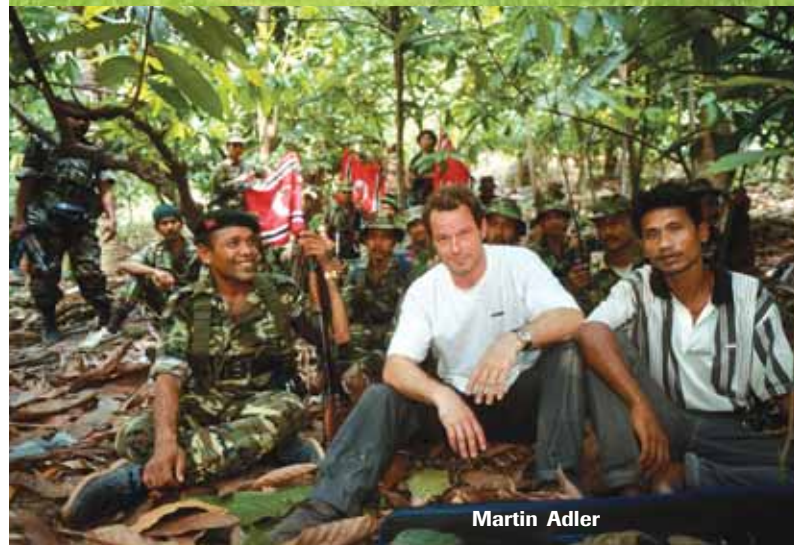
When the risks in any environment are properly understood countering them becomes common sense. The skills that are required, particularly medical, are in fact life skills and applicable in any walk of life.

Getting the story enhances the capacity to bring groups and individuals to account, which in itself can contribute to reducing the risk and improving the safety of all. By just lobbying, or relying on others to make the environment safer for you, in effect, you become a dependent.

By taking control you achieve a greater position of influence.

The start point however, must be an acknowledgement that conflict zones will never be safe working environments. Failure to recognise this increases the risk of such regions becoming 'news free' environments. In an international climate where objective and timely newsgathering is needed now more than ever such a zero sum approach to safety would only benefit those keen to influence the perception of populations for their own ends.

The idealism, professionalism and courage of the Martin Adlers of this world in their selfless quest to inform, bear witness and



Martin Adler

AKE Limited was founded by Andrew Kain in 1991, to provide security and political risk management to businesses, NGOs and the media. The company provides a wide and integrated range of services, intelligence, training, products and technology. Much of AKE's equipment and technology is exclusive to the company and the result of extensive research, innovation and development. AKE's security risk specialists are ex-Special Forces and are experienced in hazardous and hostile environments throughout the world.
www.akegroup.com

INSI, the International News Safety Institute, is a not-for-profit organisation established by members of the global media industry dedicated to improving the safety of news media staff in conflict areas. See *The Channel* April 2006 (p39) to find out more about INSI.
www.newssafety.com

Mogadishu image: REUTERS; Martin Adler image: Panos; AKE training course image: AKE Group



Managing change

"Mission impossible" - this was one of the less encouraging remarks we received from potential partners for an EU open tender, to facilitate the development of the three public broadcasters in Bosnia and Herzegovina. "To support the key players in the Public Broadcasting of BiH to build a genuinely public, professional and politically independent public broadcasting sector for all citizens, which is well positioned to become self-sustaining" - this was - and of course still is - the general objective.

Point of departure

Consultancy never starts at the point where it should start. And when the consultants leave it does not necessarily mean that everything is accomplished. Consultancy for us means to direct a process and to be on hand throughout; to facilitate knowledge transfer amongst consultants and clients, peer-to-peer; to enable participation of stakeholders and to develop capabilities to act; to create ownership. Together with our German consortium partners Deutsche Hörfunk Akademie, Adolf-Grimme-Institut and ProManagement we designed a Leadership and Management Development Programme.

The situation we had to deal with on location basically was characterised by two contexts: we had to tie in with years of previous foreign consultancies. We also had to face incomplete as well as delayed legal reforms defining the future structure of the PBS in Bosnia and Herzegovina - in terms of organisation, financing, personnel and management structures. It was quite a complex mix, spiced up by ethnic quarrelling in the political arena. The trauma of the Balkan wars and the sometimes restricting demarcations resulting from the Dayton Agreement still are manifest in the hearts and minds of the people. Serbian, Croatian and Muslim Bosnians, for various reasons, fear that they will lose essential institutional parts of their particular cultural identities, should the three current public broadcasters be restructured under a single umbrella organisation

The European Union declared the reform of the PBS one of the crucial prerequisites before starting talks about accession issues with Bosnia and Herzegovina.

Intercultural approach

Designing the team of experts for the Leadership and Management Development Programme in Bosnia and Herzegovina, we decided to reflect the diversity of cultures on the beneficiary's side also by the choice of consultants to be involved by the consortium. In planning the human resources we came to the conclusion that it would be better to present a European portfolio rather than a purely German one. We were fortunate to find qualified consultants from France, the United

Kingdom and Germany - three countries with quite diverse public broadcasting systems, organisations and related institutions, not to mention different legal frameworks. Our team leader was born in Macedonia, part of the Former Yugoslav Republic, and his profound cultural understanding of the region helped tremendously in creating an atmosphere of trust and mutual respect amongst clients and consultants.

Knowledge transfer

"Mission impossible" - to avoid potential resistance to the 'advice of the next consultants from abroad' we put the emphasis on executive coaching consultancy rather than providing another series of formal learning events. We interpret 'knowledge' as 'know-how': expertise is the combination of specialised knowledge plus the experience of how to effectively implement it; of how to create willingness to change. Our media experts did not simply empty the contents of their drawers full of general advice and spectacular PowerPoint presentations. Instead, they did their best to understand the very real challenges and barriers of the stakeholders. On this basis they defined their training programme.

Just one example: one weekend, we arranged a business game. The setting: we are in the year 2010, the three PBS bodies now are operating under a corporate umbrella organisation. Our working groups were requested to present proposals for different real case scenarios introducing different everyday life demands for radio and TV professionals. Several dozens of senior managers and directors came together but with modified roles and responsibilities. The financial director of entity A now had to take on the tasks of the production manager of entity C; the editor-in-chief of entity B had to deal with the problems of the financial controller of entity A; and the head of the marketing department of entity C was confronted with the challenges of the technical director of entity B. And so on.

At the beginning of the exercise, there was a great deal of laughter, plus irritation and raised eyebrows. But the final outcome was brilliant. Through the flexibility and commitment of the participants and their overall professional experience, new understanding emerged, synergies were detected and opportunities for improved workflows were spotted.

Next steps

Our contract with the EU ended in June this year. However the Delegation of the European Commission to Bosnia and Herzegovina has already indicated its ongoing commitment to support the reform process of the PBS. In the near future, two new open tenders will be published, one to foster the workflow



Thomas Kirschning, **Head of Project Development at Deutsche Welle Akademie**, sent this field report about the EU project for a new PSB in Bosnia and Herzegovina

of news productions and to provide training for journalists, and the other to provide technical assistance for the establishment and operation of the fourth organisation within the PBS of Bosnia and Herzegovina.

As one of DW-AKADEMIE's core competences is to provide training to improve the skills and abilities of radio and TV journalists in developing countries and those in transition, we intend to apply for this tender and do our best to continue the successful co-operation with our colleagues, the managers and journalists of the PBS in Bosnia and Herzegovina.

DW-AKADEMIE is the training department of **DEUTSCHE WELLE**, the international public broadcaster of Germany. Since 1965 the Radio Training Centre (RTC) in Bonn and the Television Training Centre (TTC) in Berlin have been conducting trainings in developing countries and since 1990 in countries in transition. On 1 January 2004, DEUTSCHE WELLE (DW) reorganised these departments under the umbrella of DW-AKADEMIE. Approximately 18,500 broadcasting professionals have participated since 1965. At present DW-AKADEMIE's projects reach out to more than 1,000 media professionals on all continents per year.

www.dw-world.de

Deutsche Welle is a Member of the AIB



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- Anirban Roy, Policy Manager, Ofcom
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- James Cridland, Digital Media Director, Virgin Radio
- Tim Ayris, Marketing Manager, World Radio Network
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Making its



The Alhurra satellite television network was conceived a little more than three years ago to be a source of accurate and objective news and information to the approximately 100 million satellite viewers in the Middle East. When it launched, Alhurra became the first Western Arabic-language television network broadcasting to the Middle East. One of the challenges Alhurra faced was the criticism and suspicion from the indigenous media in the region. However, since that time a number of other Western countries have announced their intention of launching Arabic-language channels.

Now it has been two and a half years since the launch of Alhurra and the channel has made tremendous inroads as a trusted source of news and information in the Middle East. According to surveys by well known research companies such as ACNielsen and Ipsos, Alhurra is reaching a sizable audience, a majority finding the news on the channel to be credible. However, Alhurra is not just about audience size, it is about the people who run the channel and the unique programming it brings to the Middle East each and every day.

In June of this year, I took over as President of the Middle East Broadcasting Networks, Inc., (MBN) which is the parent company of Alhurra and the very popular Radio Sawa. In my former position as Executive Director of the Broadcasting Board of Governors, the federal agency that oversees MBN, I was obviously aware of and involved in Alhurra and Radio Sawa. But it wasn't until I came on board as President that I had the opportunity to see first hand the sacrifices and dedication of the journalists who have moved half-way around the world to work at a television network without government interference. This is a

dedicated group of journalists who believe in the value of providing accurate and balanced news coverage to an Arabic-speaking audience.

Alhurra had its challenges from the very beginning, not just from its detractors in the region, but also because the channel had a strict time constraint it had to meet. In this era where television networks are announcing their intent to begin broadcasting a year or two before they launch, Alhurra simply did not have that luxury. The channel was given less than six months to begin broadcasting and the staff did a remarkable job. They were given even less time to start a second network, Alhurra-Iraq, focusing on issues facing Iraqi viewers as they move into a new

era, rebuilding their country. But once again everyone pulled together and achieved this goal.

I am honoured to be a part of these networks and look to take them to the next level. No longer is Alhurra the new start up channel trying to find a voice in the crowded Middle Eastern satellite television market. Alhurra has found that voice; not only as a source of credible news and information, but also as a network that discusses topics that are forbidden on other Arab television stations. Some of Alhurra's most popular programmes are also its most controversial. The series *Equality* hosted by Saudi journalist Nadine Al-Bdair, discusses issues of particular interest to women. Recent programmes have dealt with such subjects as the rights of women in Islam, young girls forced into marriage, and the right of women to drive cars in Saudi Arabia. Each week e-mails pour into Alhurra either congratulating the programme for its honesty or condemning it as blasphemy. I plan to expand Alhurra's role as a place where any topic having to do with freedom and human rights can be discussed in an open and objective way.

Alhurra is also in the unique position to focus on the similarities between the US and the Arab world not just highlighting the differences. In the last year, Alhurra produced two new programmes examining the American experience. The first was a documentary series called *Americans* that highlighted a different aspect of American life and American history in each episode. *Americans* received critical acclaim in the Arabic press. The second programme *Inside Washington* takes viewers behind the scenes of the political process in Washington with guests such as Supreme Court Justice Antonin Scalia, Alexander Haig and Representatives Howard Berman, Ileana Ros-Lehtinen, Tom Lantos and Peter Hoekstra. We have the unique opportunity by being an Arabic-language network based in the U.S. to do more of these types of programmes that can build bridges across the cultural gaps that are experienced in many places around the world.

Programming is not the only area we are improving; we are also looking to expand the reach of Alhurra. One of my goals when I came on board at MBN was to provide the opportunity for Arab speakers around the world to see the quality broadcasts on Alhurra.

Due to the success of Alhurra, the U.S. Congress decided to launch Alhurra Europe in August of this year. The new channel provides millions of Arabic-speaking viewers in Europe the popular news and information programming previously only available throughout the Middle East on Alhurra. We are also planning to improve the accessibility of Alhurra through the Internet, by providing video on demand for specific programmes on Alhurra's Web site, to reach the Arabic-speaking population outside of the Middle East and Europe.

Even though we have a first class network up and running, the goal is now to see what we can do to make it even better, by increasing the number of programmes produced in the region; broadening news coverage; and increasing the number of Alhurra produced documentaries and other long-form, in-depth reports.



mark in the Middle East

Middle East Broadcasting Networks - parent organisation of Alhurra television and Radio Sawa - is one of the latest international media companies to join the AIB. Newly appointed President of MBN, Brian Conniff, recounts the rapid development of these new TV and radio operations in the increasingly crowded Middle East media marketplace and explains his vision for the future



Alhurra received its first major test a month into my tenure when the Israel and Hezbollah conflict erupted. We immediately modified our programming format and went to a 24/7 news operation. Even though Alhurra was not originally funded to be a 24-hour news channel, it became one with live continuous coverage at the launch of the first rocket. Alhurra has been able to tell the story from both sides. By going beyond the headlines to examine the human interest aspect of this conflict not just from Lebanon, as most Arabic networks are doing, but also reporting on the human cost in Israel as well. Alhurra has been reporting on the story from throughout the region, as well as discussing the conflict with officials and experts in Lebanon and Israel. Alhurra has also reported on the American perspective by broadcasting interviews with State Department officials, Congressmen, former diplomats and other experts. In this way Alhurra informs the region of the differing opinions and provides a balanced perspective. This is something Alhurra plans to continue and expand, to be able to

give Arabic-speaking viewers all sides of a story, which they cannot see on other Arabic-language channels.

Alhurra has carved its own niche within the crowded Middle Eastern satellite television market, by providing viewers with accurate and objective news and information. Reporting on topics not normally covered on satellite television networks and providing informed discussions; without an agenda other than to be comprehensive and balanced.

Middle East Broadcasting Networks is a private, non-profit entity funded by the US government. It was established to create Alhurra television (*Arabic for the free one*) and Radio Sawa, both broadcasting in Arabic, commercial-free, to the Middle East. Alhurra is devoted primarily to news and information while Radio Sawa broadcasts an upbeat mix of Arabic and western pop music together with news, analysis and features.

www.alhurra.com

www.radiosawa.com

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Fax _____

Which type of facility or operation best describes your primary business classification? (select only one)

- | | | |
|---|--|------------------------------------|
| <input type="checkbox"/> TV broadcaster (domestic) | <input type="checkbox"/> TV broadcaster (international) | <input type="checkbox"/> Cable |
| <input type="checkbox"/> Radio broadcaster (domestic) | <input type="checkbox"/> Radio broadcaster (international) | <input type="checkbox"/> New media |
| <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Supplier | <input type="checkbox"/> Regulator |
| <input type="checkbox"/> Other (specify) _____ | | |

Which of the following best describes your title? (select only one)

- | | | |
|---|---|--|
| <input type="checkbox"/> Chairman | <input type="checkbox"/> CEO/MD | <input type="checkbox"/> Other Board-level |
| <input type="checkbox"/> Chief Engineer | <input type="checkbox"/> Technical Director | <input type="checkbox"/> Engineering manager |
| <input type="checkbox"/> Broadcast engineer | <input type="checkbox"/> News director | <input type="checkbox"/> Producer/Editor |

Which statement best describes your role in the purchase of equipment, components and accessories? (select one)

- | | | |
|---|---|---|
| <input type="checkbox"/> Make final purchasing decision | <input type="checkbox"/> Specify/make recommendations | <input type="checkbox"/> Have no part in specifying or buying |
|---|---|---|

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www.aib.org.uk

InterMedia recently conducted an analysis of its 2005-2006 qualitative and quantitative data from one particular region of Eastern Europe, comprising the Balkans, Russia and Ukraine, to better understand how the Internet and other new media technologies are being incorporated into the daily lives of audiences.

Whenever there is some hot news...I immediately switch on [TV], then go to various websites, which all provide a different coverage... different assessments of it
 Russia, female, 35, lawyer

In keeping with a global trend, regular internet users in the region tend to be young, urban and educated, and therefore a potentially influential sector within society. Although the number of regular internet users in many Eastern European countries currently remains small, this number is quickly growing, as is the influence of the internet as

an information source. This young demographic is also more likely to listen to FM radio and use SMS as a means of communication.

Those that have access to the internet use it frequently and for substantial periods of time. The vast majority of regular internet users spend more than 30 minutes a day online, with the most popular activities being checking email (between 75% and 94% of regular users in each country using the internet for this purpose) and researching specific information topics.

This trend is not unique to Eastern Europe. InterMedia researchers have seen a similar trend – low penetration but high usage – in other countries with a rapidly increasing online community. In a 2005 survey in China, InterMedia found only one-half of 1% of respondents who claimed never to watch TV, compared to 70.2% of respondents who had never used the internet. But those Chinese who do use the internet spend a lot of time surfing – 169 minutes daily on average, slightly more than the average TV viewer spends watching that medium (167 minutes).



Internet as a source of news and information

For the user community in Eastern Europe, the internet is a prime source for both information-gathering and interpersonal communication. News and information seekers also appreciate the multiple viewpoints that can be accessed in a short amount of

New

time and the ability to personally participate in discussion of current events, making the internet not only a news source, but a platform for the exchange of ideas and opinions. This is highlighted by the widespread and growing use of forums, chat rooms and blogs; use of these interactive elements are used by at least a third of regular online news seekers in each of the countries studied, and rises to 70% in some areas such as Kosovo and Ukraine. InterMedia's research suggests that these features are also becoming more highly valued as an information source and are part of the general expectations of young information-seekers: varied viewpoints, interactivity, news on-demand. Users are picky consumers, and will quickly move on if a news provider does not offer these and other features.

It often happens in this way: you access the site to get your emails and simultaneously read the news
 Belarus, female, 21, university student, quote from InterMedia focus group

Information gathering on the internet = less use of TV as a news source?

InterMedia's research found that people have a finite amount of time to devote to news-gathering. In nearly all the countries surveyed, the majority of the population spends less than 30 minutes a day on news gathering. Time is tight, attention spans limited. People weave news-gathering into other daily activities.

The internet is a competitor to other, more traditional sources. Regular internet users do not spend more time following current events than do non-users. In Eastern Europe, regular users of internet for news tend to use television less frequently for this purpose than do non-users. At the same time, this same group also tends to use almost all other media sources – including magazines, newspapers, and SMS, and in many cases, radio – significantly more than the general population.

That being said, television remains important to internet users as a news source. This is confirmed both in quantitative research and during qualitative studies with regular internet users. Throughout Eastern Europe, approximately four out of every five people use television daily as a source of news and information (the exception to this is Moldova, where only 62% of the population uses television daily for news and information. This is likely due to the low level of television ownership as compared to the rest of the region). TV is generally a trusted source and in terms of format its visuals are still difficult to compete with. However, among the online community, television reports may serve as an alert function, rather than as the primary source of detailed news. Television does not offer news on demand, but it offers a fairly quick roundup of the most important stories of the day, something more difficult to find on the internet due to the vast variety of choice, both in websites and news articles. Internet users may learn of news stories from

InterMedia, the Washington DC-based media research, evaluation and consulting organisation, has embarked on a global study to understand how the Internet is being used to gather news and information, and how and why this affects the more traditional media, including television and radio. Project Manager Sarah Glacel reports on some of the findings

media ousting the old?

other mediums but then go online for greater detail and differing viewpoints, making the internet a complementary medium easy to combine with other forms of news gathering.

This complementarity is being used effectively by some traditional television broadcasters. A good example of this is in Albania, where nearly all the top websites are run by television networks. Other media organisations are also taking advantage of the increased audience and promotional opportunities of a multi-media approach.

Will the new media triumph?

Broadcasters must continue to respond creatively to the decreasing dependence on television as the key source for following current events, especially among the young. This group, tomorrow's most influential demographic, will almost certainly be heavy internet users. At the same time, new technologies will offer easier and less

expensive access, broadening the user community. The challenge for media organisations (as well as retailers, marketers, advertisers and a host of other sectors) is to recognise the opportunities posed by new communications technologies, the particular demands and preferences of their audiences, in terms

It should be stressed that an ever-growing role is being taken by the internet which allows the acquiring of a large amount of information in a very short time
Albania, male, 33, military

of content and delivery, and integrating these into a cross-platform broadcast strategy.

InterMedia is a leader in providing global research, evaluation and consulting in support of the international media and development community. The company assists clients turn public attitudes, opinions and behaviours into market intelligence and strategic communications solutions in transitional and developing countries worldwide. Based in Washington DC and the UK, InterMedia staff and associates have decades of accumulated research and consulting experience and vast geographic expertise spanning over 120 countries around the world.

www.intermedia.org

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The countries where InterMedia conducted its research—Albania, Bosnia, Belarus, Kosovo, Moldova, Russia, and Ukraine—have all experienced significant growth in the number of internet users since just five years ago. The data in this article is from national surveys with sample sizes of 2,000 and 3,500 conducted in each country as well as internet related focus groups in Russia, Belarus, Ukraine, and Albania. All research was conducted between September 2005 and May 2006.

A regular internet user is defined as a person who reports using the internet at least one time a week. In each of the countries profiled, regular internet users make up between 7 and 18% of the general population.

One difference between Eastern European and other parts of the world is that women in Eastern Europe tend to access the internet at roughly the same rates as do men.



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In September 2003, SchardtMEDIA embarked on an extensive analysis of US public radio's "independent landscape." With research partners Craig Oliver and George Bailey/Walrus Research and guided by a dozen advisors representing a broad cross-section of public radio's key constituencies, *Mapping Public Radio's Independent Landscape* surveyed 345 programme makers and acquirers, analysed a sample of 2700 hours of content, and debriefed more than 70 key decision-makers on the findings. The goal was simple: to answer the question "what is the value of independently produced programming in public radio?"

This bench-mark study, released in two separate reports and available for download at www.SchardtMEDIA.org provides new insight into the unique relationship between acquirers – network editors, station news and programme directors – and freelance-independent producers in the United States.

"In the last few years, the mandate of the print industry to raise profits has superceded the mandate to serve the needs of the public with strong, investigative journalism. We've witnessed the withering of what was once a strong institution. NPR really is one of the few remaining bastions in America of what journalism ought to be, with an obligation to provide citizens with information to allow them to evaluate and hold accountable, by virtue of a free press, powerful elected officials and candidates for office."

Bill Marimow, VP for News, NPR (2005)

The study paints a picture of a divided programming culture in an increasingly consolidated environment, and a resource of producers both underutilised and restricted in the craft of radio-making. This at a time when US public radio, like most public service broadcasters across the world, stands at a cross-road brought by segmenting and declining audience, technology-driven competition, and a demand for new thinking and bold action.

The *Mapping* study provides extensive details on such practical matters as which format is in greatest demand from freelancer producers (2-10 minute features dropped into news magazines), where producers and acquirers have their greatest differences of opinion (the effect of research on the industry), the news that just 2% of the content stream is comprised of independent-freelance work, and a first-time look at the three "cohorts" of

Thinking out of the box

producers defined by their opinions and professional practices:

Idealists identify as journalist-reporters; prolific in the variety of formats they work in; consider themselves entrepreneurial; are the likeliest group to be trying to be making a living with their independent production work.

Outsiders identify as artists or writers; often employed outside of public radio; tend to view negatively the impact research has had on programming and the evolution of the industry.

Realists also identify as journalist-reporters; produce primarily in short-form news feature format; the majority are employed full or part-time within public radio, filing freelance on the side.

The *Mapping* study also begins to bring into focus some of the markers of the "economy" of independent production in the U.S. The picture is bleak. Among the top-line findings are that public radio collectively expends approximately \$25,000 per week, or \$1.3million per year on programming from freelance-independent producers, that nearly 40% of independents do not generate net income from their radio work, and that "self-funding" is at the top of the list of funding sources by independents.

We found from our analysis and subsequent system stake-holder debriefings that public radio programme makers – acquirers and producers alike – share four concerns that are universal, closely linked, and have an impact on virtually all sectors of the industry:

1. Revenue. Pressure is on public radio at every level to develop a new model for funding programme production. With a national audience that has declined for the



Sue Schardt takes an inside look at US radio through the lens of freelance programming

first time in public radio's history, there is an even greater onus on finding new ways to tell the public radio success story to funders while continuing to diversify the sources of revenue.

2. Programming culture. The public radio news franchise, driven by the growth of the research culture, is one of the proud markers of the industry's success. Yet, in the voices of the programme managers, network executives, and producers who were debriefed on the findings, we hear a clarion call to return to distinctive values that some feel have been lost as the industry as matured... values that set public radio on its path to success in the first place – evocative use of sound, programming that transcends the use of word or script.

3. Diversity. The baby boomers who have shaped and guided the U.S. public radio industry in its 36 year development are approaching retirement. Where is the next generation of leaders, managers and creative producers going to come from? Is the independent community, which we've learned through our study is more diverse in age, ethnicity, and gender than the industry as a whole, an important resource to be better cultivated?

4. Innovation. There is desire, but little time or place, to develop new, experimental programme ideas...and an acute awareness that innovation is critical to the future success of the industry. The majority of acquirers and producers alike believe that programming from independent producers is "more innovative and groundbreaking than programming produced by the stations and networks," leading some key station and network leaders to greater receptivity to programme partnerships with independent producers.

2. Establish and, if necessary, expand the index of values that define successful programming.

3. Make time and resources available for programme makers to incubate and experiment with bold new ideas that can be smartly, reliably executed and supported.

4. Find a home for sound-rich or experimental formats; reinvigorate and renew the distinguishing characteristics of the medium.

5. Build trust and foster stronger alliances between producers, stations, and/or networks for mutual benefit.

6. Scare yourself. Encourage and even demand risk-taking in editorial meetings by seeking out or assigning stories that go beyond the boundaries of what is considered the norm...stories that genuinely give reason for the editor to squirm a bit; stories that can only be done if you throw away conventional wisdom. Suspend your aversion to failure. Adopt a try-it-again attitude, and encourage those around you to do the same – especially if you are in a position of leadership.

Public radio has a proud history of service and innovation the world over. Our history, however, is just that. If, looking to the future, innovation is a priority, now is not the time for complacency. We need to ask: who are the innovators among us? We need to look aggressively beyond our own walls to attract and support a new generation of creators. We need to make space for them to work.

There is no simple formula, but it is certain that, in today's world, the way forward lies in strengthening our appetites for risk, looking for and cultivating new talent, and promoting bold, out-of-the-box thinking as we develop new relationships to sustain our work.



“The subliminal depths of radio are charged with the resonating dimension of tribal horns and antique drums. This is inherent in the very nature of this medium, with its power to turn the psyche and society into a single echo chamber. The resonating dimension of radio is unheeded by the script writers, with few exceptions.”

Marshall McLuhan, *Understanding Media* (1964)

There are new conversations to be had about the role of independent producers, public service programming, and a vision of the future. The six points below are intended to help inform a new agenda for those wanting to find new ways forward in the challenging period ahead:

1. Consider that a sector of experienced, high quality producers may be under-utilised.

Boston-based Sue Schardt/SchardtMEDIA specialises in developing programmes and emerging strategies for the newly competitive media marketplace. She has worked extensively with AIB members such as Radio Netherlands and World Radio Network. She welcomes comments and questions at sue@SchardtMEDIA.org



For the purposes of the study, “independent producer” was defined as individuals who work as sole proprietors, commentators, or are employed full or part-time and produce freelance on the side.

The total amount paid by stations on programming production and acquisition, as reported by the Corporation for Public Broadcasting, during the period of the study (FY2002) was US\$259million.



At the One World Media Awards in London in June, Zimbabwe's Radio Voice of the People received a top accolade. This is in sharp contrast to Radio VOP's day-to-day existence. Last December Radio VOP was charged for running a radio station without a valid broadcasting licence - something it has denied. Olga Mirzoian tells the story

Recognition for a survivor

A Zimbabwean radio station that has survived bomb attacks, police raids and arrests, frequency jams, and an impending court case, has won an international media award, formerly held by global giant BBC World Service.

Despite repressive media laws which have seen foreign correspondents deported, and all non-government-sanctioned media banned, Radio Voice of the People (Radio VOP), the recipient of the One World Media Special Award, broadcasts a daily programme, providing a lifeline for up to half a million listeners hungry for a free media.

Created in June 2000, Radio Voice of the People set off on a journey to reach out to the people of Zimbabwe. Each day, the independently funded Radio VOP broadcasts a one-hour programme of news, views and information in the country's three national languages - Shona, Ndebele and English. In the six years since its launch, it has exposed human rights abuses, including the violent land seizures since 2000 and the so-called Operation Murambatsvina (Restore Order) which cost some 700,000 Zimbabweans their homes or livelihoods or both and otherwise affected nearly a fifth of the troubled country's population.

Radio VOP operates as a communications trust, established in June 2000, and is run by Zimbabwean-based trustees who include journalists and lawyers. Its day-to-day affairs are managed by executive director John Masuku, a BBC-trained veteran broadcaster who visited London to receive the award and proudly stated, 'I feel extremely delighted and honoured to have won. I am encouraged in doing our work and getting international recognition for the development of Zimbabwe.'

John leads a team of 6 full-time journalists and 15 freelance correspondents based throughout the country. He joined the station after working for the Zimbabwe Broadcasting Corporation. His remarkable background in television and radio, includes winning a Nelson Mandela prize from URTNA for his programme on Beira Corridor - Zimbabwe's Eastern Trade Passage. His accomplishments do not rest there, as he was also co-recipient of the Prix Futura for radio drama CHANGES. Furthermore, Masuku admirably rebuilt Radio VOP from scratch following a bomb attack in August 2002 using his managerial and broadcasting experience, stating that he 'was hopeful that the station would be rebuilt and was optimistic that it would be on air again'. This type of leadership has led the station to receiving this award for providing the community of Zimbabwe information and news on current issues. The trust promotes the right to free information so that citizens can make informed choices. Radio VOP's position became almost untenable when the Broadcasting Services Act was introduced in 2001 effectively quashing all independent media by withholding broadcasting licences from private media through the Broadcasting Authority of Zimbabwe.* More recently Radio VOP has applied for a commercial radio license; but like other independent TV and radio operators, they were turned down.

Despite ongoing problems and attempts to shut them down, Radio VOP has shown resilience in maintaining its presence for the good of the people of Zimbabwe. Having faced a police raid in July 2002 which resulted in the removal of their files and equipment, Radio

VOP faced further hardship when their offices in Harare were destroyed in a bomb blast. Although Radio VOP was up and running three months later, the problems did not disappear. In June 2003, reporters Shorai Kariwa and Martin Chimenya were arrested and beaten after being accused of sending foreign countries inaccurate information about Zimbabwe. Further events followed with the police searching the home of Masuku, taking his files and computer which they subsequently returned.

The station continued to produce programs on issues such as human rights, HIV/AIDS elimination, elections and the economical situation. However, the government proceeded with ways of shutting down the privately-owned station by jamming the frequency with the help of Chinese technology. Yet Radio VOP simply changed frequencies and continues to run, with hopes of extending its broadcast.

"In its lifetime the station has been castigated, threatened and jammed but what drives us on is the belief in giving a voice to the voiceless - giving the people of Zimbabwe an opportunity to speak freely about issues that affect their lives and country," said Radio VOP director, John Masuku.

As well as news and debate, the station is also committed to working closely with NGOs and other bodies to promote health, education and human rights, especially around AIDS/HIV. This includes features on home-based care for HIV/AIDS sufferers as well as the administration of anti-retroviral drugs.



Radio VOP has run programmes on promoting basic human rights with the Zimbabwe Lawyers for Human Rights and issues about constitution-making with the National Constitutional Assembly (NCA). During Parliamentary and local elections the station works with organisations like Zimbabwe Electoral Support Network (ZESN) and Zimbabwe Civic Education Trust (ZIMCET) to encourage participation. Radio VOP frequently runs on-air competitions for short wave radios.



The programmes are broadcast to Zimbabwe through the facilities of Radio Netherlands' relay transmitters in Madagascar. As a production house VOP sends its programmes files by e-mail, internet and courier. It receives funding from a range of organisations including the Soros Foundation's Open Society Initiative, Heinrich Boell Foundation and Hivos among others.

The One World Media Awards recognise the achievements of media professionals in furthering our appreciation of international affairs. In particular, the awards honour those who have highlighted issues of global justice, social and economic development and human rights and who have done them in an engaging and challenging way. www.owbt.org

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Members only

Intelligence that matters

The AIB has introduced a *tenders and public procurement* summary for its international membership. The AIB now researches open tenders in the broadcasting sector across the European Union, and in major territories including India, Australia and Canada, providing comprehensive information that enables AIB Members to have early notification of major spending programmes.

The tender information covers broadcasting installations, refits and new builds – which are of particular interest to the AIB’s manufacturing and service provision Members – as well as details of programming and training initiatives that will be of use to the many broadcasters among the AIB’s growing membership.

Market intelligence and tender information is one of the many benefits of AIB membership – it’s provided as part of the annual package of services that are delivered exclusively to members.

Elections

The AIB’s Executive Committee is the steering group for the Association’s strategy and direction, providing advice and expertise to the AIB’s permanent staff. This group of six people is drawn from the AIB’s Members, and holds office for two years. We’re now embarking on the nomination and election process for the new Committee. All fully-paid up AIB Members are entitled to nominate someone to the Executive Committee and, once nominations have been published, to vote in the elections.

Nominations have been invited from Members, with a closing date of 10 September 2006. Elections will be held in the latter part of September, with the new Committee in place during October 2006.

Influencing opinion-formers

Singapore was the latest venue for one of the AIB’s networking dinners. Held during the week of Broadcast Asia, the evening event at the renowned Tanglin Club



brought together 24 people, including a broad spread of AIB Members together with specially invited guests. The evening was entirely *off-the-record*, enabling guests to speak freely and openly about the issues affecting the media industry and their businesses in particular. We can however reveal that guests learnt about the introduction of **HDTV** in Singapore and its likely roll-out around south-east Asia, heard about one of the Asia region’s newest TV channels, **Asian Food Channel**, and discovered more about how the new **Al Jazeera International** regional hub in Kuala Lumpur fits into the overall output of the soon-to-be-launched channel.

The AIB holds networking events in varying locations around the world, enabling AIB Members to meet regulators, journalists, politicians and other opinion-formers and decision-makers for non-attributable discussions and debate.



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AIB grows membership

The demand for membership of the AIB continues to grow. Over the past quarter, three significant broadcasting organisations have joined as Corporate Members. **ABC Radio Australia**, the **Islam Channel** and **Middle East Broadcasting Networks** have become the latest to become involved in the work of the AIB. These three broadcasters – based in Melbourne, London and metropolitan Washington DC respectively – will all receive the comprehensive benefits of AIB Membership throughout the coming year.

To find out about how **AIB Membership** could benefit your organisation, download our information pack at www.aib.org.uk – follow the link to AIB Membership in the navigation bar on the left-hand side of the home page, and you’ll find the current AIB corporate brochure in the *Join the AIB* section. Then call the AIB’s chief executive, Simon Spanswick, on +44 (0) 20 7993 2557 to discuss the opportunities for your organisation.

AIB Awards 2006

The AIB’s second international broadcasting awards attracted more than 90 entries from all over the world. Because of the quantity and extremely high quality of most of the entries, the Awards judges sought more time to evaluate and do justice to the remarkable range of programming and technology submitted.



**AIB
International
Broadcasting
Awards 2006**

Our judges are:

- Salim Amin** (CEO of Kenya’s Camerapix)
- Paul Donovan** (UK *Sunday Times* newspaper radio critic)
- Glenn Hall** (UK-based Media Anthropologist, HP Labs)
- Roger Heath** (Director Sales and Marketing of the UK’s Pharos Communications)
- Alan Heil** (author and former Deputy Director, VoA, based in the USA)
- Michael McEwen** (the Canadian-based President, CDTV and former President, NABA)
- Jonathan Marks** (Director, Critical Distance of The Netherlands)
- Michael Mullane** (European Broadcasting Union, Geneva)
- Phil Sandberg** (Publisher, Broadcast Papers, Australia)
- Elizabeth Smith** (CBA Secretary-General, based in the UK)
- Simon Spanswick** (AIB Chief Executive)
- Max Uetrichtz** (Former Director of News, ABC Australia and Channel Nine, Sydney)
- Wachira Waruru** (Former MD, Kenya Broadcasting Corp and CEO of the Kenya Film Commission)

The complete list of entries is available online at www.aib.org.uk.

The **AIB Awards 2006** will be presented in Paris in October at a gala dinner following an invitation-only AIB Regional Briefing. Details of the gala evening will be published on line at www.aib.org.uk and in special invitations to all Awards entrants.

ABS began life in 1992 as Advanced Satellite International, managing the installation of studios, transmission stations, relay stations, microwave-based local television networks, uplinks and downlinks. Sky Digital launched in 1998, creating a new market for channel management facilities. The company rebranded as Advanced Broadcast Services and soon had its first playout centre up and running from its West London base. Managing Director Sass Jahani takes us inside ABS

Playing out to the world



Advanced Broadcast Services was one of the first playout facilities to operate fully server-based. After studying the available suppliers, we opted for Pharos Playtime automation controlling Pinnacle MSS 1600 (main) plus MS 700 (backup) servers, each with about 300 hours of MPEG2 8 megabit/s storage. Our Phase 1 server array consisted of 3 x 9 disc drives. In five years of practically continuous operation we have experienced only four drive failures. As the drives are in RAID5 formation, we were able to hot-swap replacements without any interruption.

The Pharos/Pinnacle combination enabled us to implement a much lower cost structure based on two operators per channel. The established playout companies in the late 1990s were using server/tape hybrids and needed an average of 10 to 15 people per channel. Pharos Playtime was far more versatile than competing systems, both in what it could do and what it would drive. It enabled us to expand gradually, interfacing to additional equipment as time progressed.

Pharos is far ahead of its competitors in the way the company has figured out the automation concepts. When we buy software today, we need to be sure it will work within our system for at least five years and maybe seven to ten years. We must also be able to respond to whatever our customers demand of us as their own business requirements grow and change. Pharos software is inherently flexible and open-ended, allowing

new features to be added as the playout market evolves and the system itself to expand as we take on extra clients. On-screen picture messaging, as distinct from text messaging, is an example of a facility our clients are increasingly requesting. The system we bought from Pharos five years ago is still in 24/7 use today.

London was rapidly becoming a worldwide hub for channel management, mainly because telecommunications had been deregulated. By 2003 we were playing out 15 channels to audiences in Africa, Asia, Europe and North and South America. Business kept growing through our first 5-year phase.

By the start of our second phase, in 2004, playout prices had fallen to a half or third of their former level. Our clients had become much more mature in their own business requirements. The technology had moved on and the competition had become extremely tough.

The phase 1 site includes a gallery adjacent to a studio. The gallery has an Avid Media Composer which can be used for generating text or 3D graphics. A second Avid Media Composer is assigned to the editing suite with a Digi-Beta DVW-A500P and a PVW-2800 Beta-SP VT deck. Most of our clients do their own editing and create their own interstitials prior to sending content to us. Vision mixing is on a four-channel Snell & Wilcox MagicDave. Picture display is on a Sony Grade 1 monitor plus two 14 inch and eight 9 inch monitors, again Sony. Audio equipment in the gallery includes Sony radio microphones, Sonifex telephone interface, a Mackie 1604-VLZ audio mixer, VSC PPMs and Drawmer DL441 audio compressor. Sound monitoring is on Genelec and HHB Circle 5 loudspeakers.

The studio is equipped with two Sony DSR-250P camcorders on Vinten tripods plus Photon fluorescent lighting, a Sony CRT monitor and two Mitsubishi 17 inch CRT displays. Adjacent to the studio is our gallery and edit suite. An entire show can be controlled by a single operator.

Phase 2 (2004-2009)

We broadcast six channels for Bollywood4U (B4U), a Hindu operation with an asset of about 100 thousand tapes including 20 thousand movies. This makes it our biggest customer. B4U spent a lot of time and effort shipping tapes between libraries in India and Britain; to help reduce its costs, we started looking at archiving and agreed to house 20 thousand tapes here.

Manpower is the biggest overhead for any playout facility. Until recently, employing staff to ingest, playout and delete cost less than investing half a million pounds or so in an archiving system. Staff costs have now risen and equipment costs fallen to the point where the opposite is now true. Disc-based and data-tape-based systems have been competing closely, each overtaking the other in terms of cost-efficiency.

We chose Pharos Playtime automation controlling Pinnacle online disc servers again for phase 2. The servers here are MSS 1600 (main) and MSS 8000 (backup). In total we have 500 plus 500 hours of peer-to-peer MPEG2 8 megabit/s online server storage. The archiving system actually enabled us to work with less online storage but server costs are less of an issue now. We needed enough capacity for ingest, playout and a couple of days of online storage. This is supported by a choice of disc or a Sony PetaSite data-tape system for near-online. The PetaSite is more efficient than disc in terms of the physical size and cost-of-ownership.

Ordered via Pharos, the PetaSite has two SAIT-1 data-tape drives, an Ethernet hub, Fibrechannel connectivity and a terminal server.



It occupies a standard 19-inch rack console and can accommodate 12 drives and 216 cartridges for up to 108 terabytes of native capacity. Seven cartridge or drive consoles can be added to the base system.

Our existing Pharos Playtime media management system has been expanded from six channels to 15. Playtime controls ingest from a Sony Flexicart to a Pinnacle video server, play-to-air from the server and delivery of programmes and interstitials to and from the PetaSite archive.

The combination of Sony Flexicart, Sony PetaSite and Pharos Playtime was chosen for its proven reliability, logical operator interface and easy expandability. We have also been greatly impressed by the high standard of post-sales engineering support provided by Sony and Pharos during the five years that we have worked with them. PetaSite itself is expandable to a massive 1.2 petabytes which is comfortably beyond our current business plan.

Traditional broadcast control systems rely on a playlist of video events as their main timing reference. Pharos Playtime uses a package with independent tracks for each event sequence. Each track is displayed on the Playtime control screen as a separate timeline, typically representing main video, backup video, discrete voice-over languages, GPLs, mix/effects, logo and subtitles. Playtime enables individual schedulers to create dynamic and exciting presentation effects that could otherwise only be achieved using extensive post-production facilities.



From a headcount of two per channel in Business Phase 1, the new system enables us to deploy a single operator per channel.

Because we cover practically every time zone from Australia to the USA, every hour of the day is prime time for at least one of our channels. Our online server and Pharos automation system are fully backed up with automatic switchover in the event

of a channel failure and to allow maintenance.

We currently carry 10 ethnic channels, seven teleshopping channels and three general entertainment channels. Phase 2 expands our capacity to 30 channels. Two or three years ago, a profitable business could be run serving two or three channels. Today you need 20 or 30 channels to stay competitive. In five or six years, it will soon be necessary to support between 30 and 50 channels to be profitable. That is our target.

Infrastructure

The audio across every channel is monitored by a Chromatec AM32. This alerts the transmission controller if there is more than 10 seconds of silence; everything we do here is SDI with embedded audio. We have never lost video-only. Some channels have Softel VBI subtitling and teletext support in several languages. This is handled at the ingest stage.

For OFCOM (the UK media regulator) logging, we use a 24-hour JVC triple deck (3 eight-hour VHS tapes). We also have an Axon server-based off-air logger.

The central apparatus room in our Phase 2 is separated from the MCR by a soundproof window. Racks 1 and 2 are respectively the main and backup automation and servers. The Pinnacle MSS-1600 is our main server in rack 1 with the Pharos control boxes above it. Rack 1 effectively manages 15 channels on its own. Rack 2 contains Pharos automation again plus the new Pinnacle MSS-8000 server. Rack 3 houses all the automation and FTP PCs, clocks, test and so

on, with Rack 4 as its backup. Rack 5 accommodates the Chyron graphics generator, Crystal Vision signal processing and Pro-Bel routing. Racks 6, 7 and 8 perform the signal processing for each of the channels: about 12 U per channel. Each channel needs a bug generator, encoding, post-encoder monitoring (in case the encoder fails) and an audio compressor-limiter. Communications to London's BT Tower are in the basement.

When we were building phase 2, we asked our staff in the phase 1 building what changes they would like to see. They recommended putting ingest in the library. It proved a simple but highly effective way increasing productivity.

Ingest is performed on a Sony Flexicart under Pharos control. When a tape is inserted, its unique barcode is read by the system and checked against the playlist to see if any clips on the tape are needed. Those that are needed are ingested and the tape is then ejected. We started with a two-deck Flexicart, have increased this to three and are now planning to add a fourth deck, all Digital-Beta. It is a magnificent system and currently helping us digitise some 20,000 hours for B4U.



If a large number of tapes come in for ingest, we can simply load them into the Flexicart and let the system figure out which clips it needs from which cassette. The tapes then go back to our library or to the customer. In addition to the three Digi Betas in the Flexicart, we have a two manual ingest decks. After ingest, we call each item back off the server, check the video and audio and at beginning, middle and end.

Survival strategies

Reliability and efficiency are the key to the future of playout. Big corporates tend to gravitate to each other. Then you have a host of entrepreneurial channels whose owners view the corporates as large, inflexible and difficult to deal with. That is where we win in terms of business.

We have looked at every strand of our business, aiming for maximum efficiency and cost-effectiveness. Tandberg encoders were selling for £15,000 (US\$28,000). We combed the market for alternatives and found them, from an Italian company called Streamtel, making them for under £4,000 (US\$7,600).

Location is another cost issue. Five years ago, UK playout was centred on London's Soho. But ground costs there have gone from high to extortionate: up to five times as much as we are paying in Park Royal (in west London). We are using 4,000 square feet to run 20 channels which is minute compared to some of the corporate playout facilities. Staff costs are also 25 to 30% lower here than in Soho. The extra length of fibre linking us to BT Tower is relatively insignificant. Our clients are experienced enough to realise that high overheads do not equate with high efficiency!



Pharos Communications is focused on software architecture for broadcast process management. Since its formation in 1997 the company has developed a wide range of systems for automating the flow of material through broadcast facilities including playout presentation, media asset management, archiving and facility management. The company's customers include UKTV, MUTV, ITV, Sports News TV and the BBC.

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Pharos Communications is a Gold Member of the AIB

ABF rehearsed many of the topics that have become familiar in broadcast news conferences in the west, such as NewsXchange, including the embedding of journalists with troops in Iraq, the role of so-called citizen journalist, women in the media and the influence owners and funders have on the output of channels. Whilst these topics have been dissected and discussed in detail outside the region, ABF provided the first platform for their exploration in open forum within the Middle East, involving practitioners from both inside and outside the region.

The opening session debated the role of locally-recruited news crews in covering the conflict within Iraq where 144 journalists and support staff have been killed since 2003. Britain's Sky News admitted that it rarely strayed outside the relative safety of Baghdad's Green Zone, unless it was able to be embedded with US Forces working elsewhere. Tim Marshall, Foreign Affairs Editor, said that Iraq is the most important of stories, and defended the channel's coverage produced from its Green Zone bureau.

Others in the debate tended to agree that it is not worth putting journalists' lives in danger to cover developments within Iraq, including Al Arabiya's former Baghdad bureau chief, Hisham Bidawi. Iraq's Foreign Minister, Hoshiyar Zebari, said that it had become clear that the media were now being targeted by militant extremists in Iraq. However, despite the difficulties, local media in Iraq were now starting to develop but needed the help of other media organisations around the world.

Aidan White, General Secretary of the International Federation of Journalists, expressed his horror at the number of journalist deaths in Iraq. This was the worst conflict in modern history in terms of media losses, White said, and there was compelling evidence of specific attacks on the media. Journalists were being taken out and shot and there was not enough being done to protect them.

Dr Saad Al Bazzaz, Chairman of Iraq's Al Sharqiya TV, suggested that journalists in Iraq are scared to report news. He went on to say that many are targeted to become what he described as intelligence agents in order to get information – either for the western forces within Iraq, or for local militia.

Taking a cue from the January 2006 edition of *The Channel*, a session called "Lost in translation" examined the way in which new channels are emerging to target the Arab audience, as well as to explain the Arab world to the rest of the planet. Deutsche Welle's Christoph Lanz announced that DW-TV is to expand its Arabic-language TV output from the end of 2006, up from 3 hours to 12 hours a day. According to Hosam Sokkari, head of the BBC's Arabic Service, the BBC is planning

At the beginning of June, more than 200 delegates gathered in the breathtaking surroundings of Abu Dhabi's Emirates Palace Hotel for the inaugural Arab Broadcast Forum.



The two-day event – which the AIB supported – set out to debate the issues surrounding Arab television, in particular news channels.



Sponsored by AIB Platinum Member Al Arabiya, and by Abu Dhabi TV, the ABF was the first pan-regional conference focusing on the broadcast news sector to bring together the principal players from within and, importantly, from outside the region.

to be the world's online tri-platform Arabic-language broadcaster, with radio, online and TV from 2007 (although it is worth noting that DW has been on all three platforms for some years). Russia Today – the newly-launched international TV service from Moscow – is to start an Arabic service within the coming year.

Many delegates from within the Middle East questioned why so many broadcasters from outside the region are trying to gain audiences in Arabic. What could these new channels offer that wasn't already available? The new English-language service from the Al Jazeera Network – Al Jazeera International – could be the Middle East's answer to these new channels. It will, delegates believed, be able to put across the views of the Middle East to the rest of the world. Steve Clark, director of news, said that the channel's news agenda would be different from those of the BBC and CNN, but would not simply reflect the Middle East to the world. Its regional bureaux in Kuala Lumpur, London and Washington DC will cover what is happening in the Asia Pacific region, Europe and the Americas respectively – it will be a global news service like no other, but it would remain true to the original Al Jazeera ethos, providing from its Doha newsroom extensive coverage of the Middle East.

One of the most stimulating sessions examined the development of new technology and citizen journalism, involving bloggers from Egypt and other parts of the Middle East. It became clear during the session that the blog has definitely emerged as a tool that unites young people across the Middle East and provides an alternative to the mass media that remains, in many countries in the region, heavily controlled by governments. Blogs have emerged that allow conversations about highly contentious issues – such as the state control of media, security and other topics – that governments in the region would often rather not see discussed openly. They have become, the bloggers noted, mainstream among the urban youth of Cairo, Jeddah and other cities in the region, challenging authority in a way that simply hasn't been possible in the past.

The inaugural ABF proved that it is possible for a dialogue between broadcasters in the Middle East and the rest of the world to take place and complements the work that Al Jazeera has carried out with its own Forum in Doha (of which there have been two to date – see *The Channel* April 2006 for a report on this year's event). The second ABF is scheduled for Abu Dhabi in March 2006. It would be good to see greater involvement by more senior executives at CNN International, the BBC and other broadcasters who cover the Middle East; similarly it would be good if more Arabic-language broadcasters from the region became involved; and hopefully the simultaneous translation will be easier to follow.

As a company that singles out 'challenging', 'collaborative', 'driven' and 'realistic' as key values, Glotel has spread from the UK to build a worldwide presence. The company is one of the few industry-specific recruitment consultancies that offers a one stop HR solution to the broadcasting sector.

Since 1989 Glotel has focused on the Contract Recruitment market, being one of the top providers of contractors on a global basis, supplying to clients such as Nokia, BT, Motorola, Siemens, Ericsson, Accenture, PWC and Ernst & Young.

Glotel PLC has been listed on the London Stock Exchange (GLO.L) since 1999 and the company has focused on the Telecoms and IT arena, building their worldwide presence to 24 offices - 12 in the USA and others in EMEA and now steadily growing within the AsiaPac arena.



Various roles at global media organisation = £50-75k

Our client is a major Hollywood studio with extensive international operations at every level of the entertainment supply and distribution chain. The European Home Entertainment division is now looking to fill the following positions:

- ◆ Promotions Manager
- ◆ Catalogue Planning Manager
- ◆ Key Account Sales Planning Manager

These positions will be based in London and be part of the Executive Team reporting to the Managing Director.

This is a chance to work for a global media entertainment organisation and join at a time of constantly changing innovation during an exciting time within this industry and the client will give career development and total support to its employees.

Contact sjayalath@glotel.com

Mobility Solutions Consultant for Major Telco Company = £40-75k

Growing EMEA focused professional services team based in the UK requires mobility consultants with prior experience in enterprise mobility solutions (e.g. RIM, Blackberry, Good Technologies & Seven). The Mobility Solutions Consultant will provide technology consultancy services around enterprise mobility to our customers. He/She will develop a deep understanding of the business application of Nokia's enterprise mobility solutions and third party vendor products. A typical solution will comprise of Nokia & partner products, which mobilize the enterprise. Some of the products are Mobile devices for enterprise (Nokia Smartphone 9300, 6820, etc.), Gateways for mobilizing the enterprise (Nokia Intellisync Mobile Suite, Nokia One Business Server, Nokia mobile VPN), Nokia device management tools & other partner products like Symantec Anti Virus, Pointsec Encryption. Previous technology consulting experience with telecom carrier(s)/operator(s) is desirable. Excellent communication and presentation skills essential.

Contact aosborne@glotel.com

Sales - AsiaPac = £50k

Our client is a leader in the use of digital technology as a creative tool and now they supply this to terrestrial, multi-channel television, broadband internet, DVD and d-cinema.


They focus on video editing in the Post Production and Broadcast arena, this role will sell the Post Production side of products.

Required to meet or exceed the annual sales plan for sales throughout AsiaPac. A primary measure of success is the retention of the existing Client customer base whilst growing overall business levels in the assigned region. To assist in leading and managing the sales team to achieve their results. This position requires the highly professional implementation of all the diverse activities necessary to sell the Client products and services to sophisticated purchasers and users and will involve extensive travel throughout these countries and others.

Requirements:

- ◆ Candidate must have at previous sales experience within the AsiaPac sector.
- ◆ The candidate must understand or have experience of working within the post production/video editing/broadcast arena focussing on the editing/post production tools.
- ◆ The individual must have a solid track record of generating sales in the related countries.

Contact sjayalath@glotel.com



Howard L. Lance
Chairman, President and Chief Executive
Harris Corporation

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