

## TURKEY'S GLOBAL AMBITIONS

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## WELCOME

### AIB MARKET INTELLIGENCE MARCH 2015

This briefing, prepared exclusively for AIB members, investigates Turkey's move to increase its international presence with the planned launch of a new global TV news channel.

Also this month we highlight opportunities to secure citizen reporter coverage of the forthcoming Nigerian general election, and briefings on the issue of programme exchange file formats at NAB.

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**THE ASSOCIATION FOR INTERNATIONAL BROADCASTING**  
PO BOX 141  
CRANBROOK  
TN17 9AJ  
UNITED KINGDOM

**T +44 20 7993 2557**  
**F +44 20 7993 8043**

**[www.aib.org.uk](http://www.aib.org.uk)**



# TURKEY'S GLOBAL AMBITION

As the 18th most populous country in the world and the 37th largest by area, and positioned at the crossroads of Europe, Asia and the Middle East, Turkey has always been a state of significant importance in the world. Now the country is about to increase its presence in the world with the launch of a new international TV news channel, AIB has been discovering

**T**he number of international TV news channels is set to increase later in 2015 as Turkey enters the global TV market with an ambitious new project. TRT World will be an English-language TV news channel that seeks to rival existing international channels.

TRT World will have its headquarters in Istanbul, with significant broadcast centres in London, Kuala Lumpur and Washington DC.

The launch is part of an increasing effort to project Turkey's soft power and geopolitical

strategic importance. The former Foreign Minister (now Prime Minister) Ahmet Davutoğlu set in train a range of initiatives after his appointment to the Foreign Ministry in 2009. According to some academics, Davutoğlu believed that Turkey had underplayed its international strategic importance and potential influence. This global reticence needed to change, believed Davutoğlu, and it is likely that TRT World is one of the results of these new outward-looking foreign policy initiatives, alongside the growth in Turkish Airlines, for example.

Turkish Airlines is an interesting case study in the country's move to

**“**  
Turkey is expanding its global soft power, trade and economic initiatives

**”**

expand its regional and global influence. Over the last five years, Turkish Airlines has significantly increased its global marketing to increase the number of customers to and from its Istanbul hub. The company has spent tens of millions of dollars across multiple marketing platforms to encourage business and consumers to choose it as their airline of choice. It has sponsored Manchester United football [soccer] club, guaranteeing that the airline's brand is seen on TV screens around the world thanks to the popularity of the football team. The faces of Manchester United's team have been seen in TV advertisements for

the airline. In 2014, the airline was reported to be in negotiation for shirt sponsorship with another UK football team, Chelsea, reported to be worth more than £18m (€25.5m/US\$27m). It has sponsored other sports in markets from Japan to Europe.

These global sponsorship initiatives come at a time when the airline is increasing its route network and flight frequency, regionally and internationally. In 2014, Turkish Airlines increased its flights between Tehran and Istanbul to 28 a week, signifying the importance of relations between the two countries and the trade potential that exists between the neighbouring countries.

Turkey is also building what is likely to be one of the world's largest airports close to Istanbul. This is designed to provide an alternative hub to those of the Middle East, notably Dubai and Doha.

It is against this background of Turkey's increased presence and assertiveness on the world stage that the new international TV service is being launched. This is not to say that Turkey's public broadcaster has been absent from the international broadcasting market. Indeed, it has operated international radio services since the late 1930s, with the brand "Voice of Turkey" introduced in 1963. TRT also has two international TV services, one in Turkish, the other in a number of regional languages. However, it is with English-language television news where countries see the need to influence international opinion and this is why TRT World is being planned.

**SOFT POWER CONTEXT**

This initiative from Turkey – which, because of its scale, AIB believes is funded by the Turkish Foreign Ministry, rather than TRT's domestic funding which comes mainly from a levy on electricity bills – is an attempt to deliver more effective soft power impact.

In its 2012 study *The New Persuaders*, the UK's Institute for Government ranked Turkey as 20th in the world, against the UK and

the USA which ranked first and second respectively, and ahead of neighbouring Greece which was ranked 33rd. The Institute for Government is explicit in saying that the rankings are not an absolute measure of states' influence, but rather their potential for influence. The survey findings for the past few years have appeared in *Monocle* magazine and AIB has tended to agree with the results.

The survey examines each state's success in five component parts – business and innovation; culture; government; diplomacy; and education. It is the cultural and diplomatic components that are of most interest when examining a country's international media ambitions. According to American political scientist Joseph Nye, a country becomes naturally attractive to others when its culture promotes universal values that other nations can readily identify with. The survey's measure of cultural success looks at both the quality and the international reach of a nation's cultural output.

The diplomatic measure explores the ability of states to shape a favourable national narrative and the engagement of international audiences.

It is interesting to note that Turkey is attempting to engage on multiple levels as it develops its soft power initiatives. For example, Turkey will be the "country of honour" at the MIPCOM programme market in Cannes in October this year. The MIPCOM initiative is being managed by the Istanbul Chamber of Commerce and it is understood that in excess of €200,000 is being spent on the Cannes project. It may be that TRT World will be launched at MIPCOM.

**TRT IN THE WORLD**

The Turkish Radio and Television Corporation [TRT] has been involved in international broadcasting for some time, and the new news channel builds on – and significantly develops – its heritage in this field.

TRT World increases the Corporation's international

“ Turkey has long been an international radio broadcaster ”

**Soft power index**

Rank	Country	Score
1	UK	7.289
2	USA	6.989
3	Germany	6.484
4	France	6.472
5	Sweden	5.752
6	Japan	5.613
7	Denmark	5.598
8	Switzerland	5.553
9	Australia	5.534
10	Canada	5.417
11	South Korea	5.350
12	Norway	5.327
13	Finland	5.267
14	Italy	5.186
15	Netherlands	5.161
16	Spain	4.981
17	Brazil	4.675
18	Austria	4.650
19	Belgium	4.556
20	Turkey	4.263
21	New Zealand	4.249
22	China	4.237
23	Portugal	4.217
24	Ireland	4.160
25	Poland	3.817
26	Singapore	3.759
27	Mexico	3.590
28	Russia	3.564
29	Israel	3.437
30	Thailand	3.347
31	Czech Republic	3.346
32	Chile	3.285
33	Greece	3.260
34	South Africa	3.117
35	Argentina	3.062
36	India	2.776
37	Malaysia	2.606
38	UAE	2.416
39	Egypt	2.351
40	Indonesia	1.739





services. It has a long-established international radio service operating under the brand Voice of Turkey in 29 languages. These radio services are carried on short wave from a single transmitting station in central Turkey with most on the air for a limited number of hours (see table overleaf).

On television, TRT Turk is an international news and information channel in the Turkish language targeting expatriates. This was launched in 1992 under the TRT-Int brand and is today available via 11 satellite feeds.

TRT-Avaz is a regional service, aimed at the Balkans, the Middle East and Central Asian countries. It broadcasts in Bosnian, Azeri, Kazakh, Kyrgyz, Turkmen and Uzbek with programmes shown with Turkish-language subtitles. The channel is carried on four satellite transponders and has cable distribution in Azerbaijan, Kazakhstan and Kyrgyzstan.

As with many international channels, AIB has been unable to trace any proactive marketing carried out for TRT's existing international radio and television services. The channels seem to rely on word-of-mouth to attract viewers and listeners with more recently social media being used to attract and retain audiences.

### SOCIAL TURKEY

Voice of Turkey makes some use of social media platforms, with Facebook pages for a number of its language services, including English (with around 4,400 "likes" at the time of writing), French (27,000), Albanian (12,000), Hausa (29,000), Pashto (9,400) Swahili (19,000) and Urdu (2,800 likes). The pages seem to be used to distribute news stories to Facebook users, rather than being deployed as a tool to engage with the audience.

The Facebook pages of TRT's domestic TV channels have greater numbers of followers. TRT Haber and TRT 1 each have around 1.5m likes. TRT-Avaz has 355,000 likes on Facebook.

It is unsurprising that TRT's domestic channels have apparently low numbers of Facebook fans. Turkey's population is around 81m, but access to the Internet within homes in the country is among the lowest in Europe. The total number of users of the Internet in the country as a whole is around 46.7% according to the UN Broadband Commission, despite 70% of the population aged 35 or under. In Greece, the figure is 59.9% and in Spain 71.6%.

Data from the UN Broadband Commission reveals that Turkey has fixed broadband subscriptions

▲ Above left TRT in Istanbul; top right members of Istanbul Chamber of Commerce signing the agreement for Turkey to be country of honour at MIPCOM; bottom right TRT news channel cameraman

of 11.2 per 100 inhabitants, compared with Greece at 26.2 per 100 and the Netherlands with 40.1 per 100. The percentage of homes with internet is 49.1, against 64.7% in Cyprus and 55% in Kazakhstan.

In addition to the relatively low broadband penetration in Turkey, audiences for TRT television channels fall far behind those of their commercial rivals. In 2010, Kanal D enjoyed audience share of 13.9% against TRT-1 with just 3.3% share. More recent figures are challenging to obtain as TRT withdrew from the Nielsen rating system over a dispute about the accuracy of the statistics for TRT channels.

### FIELD FIRST

TRT says that its new international news channel will differentiate itself from the "crowded and competitive landscape of global news through our focus on newsgathering and fresh perspectives on the day's news". It is claiming that it will deploy journalists "to the heart of the story, breaking news on a global basis and bringing our audience closer to the event". It describes this as being "field first" – presumably meaning having extensive on-the-ground news-gathering teams in key locations.

This is an ambitious objective for

a new international news channel and one that it is very costly to do well. With such stiff competition in the global news marketplace, TRT World needs to be extremely good to attract – and to retain – an audience of any significance. To achieve this, AIB believes that TRT World needs to position itself as a destination for breaking news, accurately told.

It will require a wide range of experienced editors, journalists and presenters to achieve this and it is making moves to put together a strong team at its Istanbul HQ and three bureaux.

**RECRUITMENT DRIVE**

AIB's research shows that a London-based HR firm has been engaged to recruit staff. The Miles Partnership has set up a specific TRT World recruitment website that lists current openings. The posts range from correspondents based in Kuala Lumpur to presenters and producers in all four broadcast centres. The number of posts being advertised suggests that this will be a smaller, tighter operation than many of TRT World's competitors.

The recruitment site says that the channel is looking for “professionals who can help us take a thoughtful and authentic approach to storytelling and to find the human angle.”

It goes on to say that TRT World's “content strategy will focus on finding innovative ways of reaching out and engaging our audience. Stories will be tailored for each platform to optimise engagement and interaction with the audience and to enrich content with their reaction, thoughts and creativity”.

**DISTRIBUTION**

TRT World says that the new news channel will be a multi-platform operation, with free-to-air distribution in what it claims are “all major English-speaking territories” as well as mobile and social media platforms. AIB presumes that this means that it will be seeking free-to-air distribution on domestic platforms in the US, UK, Middle East and Africa.

**“TRT-World will face stiff competition and needs a strong USP to attract viewers”**

► Examples of reception verification - or QSL - cards issued by Voice of Turkey

This will be a costly exercise and it may be challenging to achieve widespread distribution in advance of the channel's launch. AIB's research suggests that in many markets, platforms are reluctant to add to the existing range of news channels offered. There will need to be clear differentiation to gain access to some of the “harder to please” platforms.

AIB understands that a seasoned international distribution executive has already been hired to lead the work on getting TRT World onto platforms around the world.

**MARKETING**

Alongside distribution, the new news channel will require extensive marketing. While it is unlikely that there will be a marketing initiative and spend equal to that of Turkish Airlines, TRT World will need to find and market a USP that makes it stand out from other channels in the increasingly crowded international news space. To do that, it will require first rate programming that starts conversations.

At the time of writing, the TRT World recruitment site does not have any jobs listed in marketing or distribution. It may be that TRT's existing marketing department will be tasked with developing an international marketing strategy that supports the channel's launch. TRT has not devoted any effort to marketing its existing international radio channels, as far as AIB can tell, and it has little or no experience in global marketing, save for the programme sales stands at events like MIPTV and MIPCOM.

As any global channel knows, marketing is expensive. However, without a significant marketing initiative, the investment in newsgathering, production and distribution is wasted as viewers need to be persuaded to spend the time sampling a new channel. They also need to find something that captures their imagination, causing them to return to the channel and to spread the word to friends and colleagues.

It will be interesting to see how TRT World fares as it starts its journey on the international stage. ■

**Voice of Turkey language services**

Language	Hours per day
Afghani	Online
Albanian	Online
Arabic	2 hours daily
Armenian	Online
Azeri	2 hours daily
Bosnian	Online
Bulgarian	1 hour daily
Croatian	Online
Dari	1 hour daily
English	6 hours daily
Farsi	2.5 hours daily
French	2 hours daily
Georgian	1 hour daily
German	2 hours daily
Greek	Online
Hausa	Online only
Hungarian	Online
Italian	0.5 hours daily
Kazakh	0.5 hours daily
Kyrgyz	Online
Macedonian	Online
Mandarin	1 hour daily
Pashto	0.5 hours daily
Romanian	Online
Russian	1 hour daily
Serbian	Online
Spanish	2 hours daily
Swahili	Online
Tatar	0.5 hours daily
Turkish	19 hours daily
Turkmen	0.5 hours daily
Urdu	1 hour daily
Uyghur	2 hours daily
Uzbek	1 hour daily

*When services - such as English - are on the air for several hours, some programme blocks are repeats*



## Cameroon digital channels



## India's FM expansion to continue



**T**he migration of analogue TV to digital offers the opportunity for broadcasters to develop additional channels to “super serve” audiences. Channels with specific genres are now a real possibility as audiences seek reasons to upgrade their TV equipment as digital switchover happens in less developed markets.

In Cameroon, six new channels are to be launched by state broadcaster Cameroon Radio and TV Corporation. These include a 24-hour news channel and a children’s channel. The first of these is due to go on the air as early as June this year.

At the AIB’s #iamabroadcaster conference in London in February, CRTV Deputy Director-General Professor Francis Wete told AIB that the Corporation is looking for content partnerships for its planned news channel. The news channel is to be a 24 hour-a-day operation and will need international news services to support its output. AIB was able to successfully introduce Professor Wete to a number of AIB members who may be able to assist in providing content to the news channel.

As CRTV develops its other new digital channels, there may be additional opportunities for AIB members to enter content partnerships with the West African broadcaster.

Contact AIB for more information and for an introduction to CRTV.

**T**he long-awaited third phase of FM licensing in India is now underway. The Ministry of Information and Broadcasting has issued a Notice Inviting Applications to take part in an electronic auction of 135 channels in 69 cities.

Successful bidders in Phase III will be granted licences for 15 years, as opposed to the ten year terms of Phase II and the limit on foreign direct investment in the new channels is raised from 20% to 26%. Limits on owning channels in the same city are also removed. A Phase III operator is allowed to own up to 40% of channels in a single city, provided that there is a minimum of three operators in the city.

The commercial radio industry in India appears to have welcomed the decision to finally start work on issuing additional licences. Radio City CEO Apurva Purohit told Press Trust of India: “We are happy. Despite [the] long delay, it is now happening.”

The CEO of rival Reliance Broadcast Network, Tarun Katiyal, said “It is an excellent step in the right direction” that will take the country’s media industry to a new level, particularly as it allows commercial radio to start operating in cities that hitherto have not benefited from the initial roll out of commercial stations.

The Phase III auction will start in late April and existing Phase II licence holders are permitted to move to Phase III provided they apply before March 23.

News remains off-limits to commercial radio in India. Privately-owned stations may rebroadcast All India Radio news bulletins, but not produce their own despite continuing lobbying efforts by the owners of the principal FM networks, many of which are newspaper publishers.

According to recent audience measurement data in India, Reliance’s Big FM is the most popular station in Mumbai, Fever FM in Delhi, Radio Mirchi in Kolkata and Radio City in Bangalore.



## Citizen reporters tracking Nigerian elections live



**O**n Our Radar has launched a new network of trained citizen reporters, who will be covering the Nigerian Elections

from marginalised and remote communities in the Niger Delta. Their reports can be syndicated by other reporters or news agencies.

They have been trained to crowdsource concerns and voter experiences in their localities. Many are living and working in regions that even local and national media fail to cover, so the use of mobile phones - the most accessible form of communication in Nigeria - is crucial in ensuring that lesser-heard perspectives are broadcasted and shared.

Their focus is on issues such as:

- electoral malpractice (failure to provide voters cards, vote buying, voter intimidation)
- their communities' hopes and expectations for the next government
- their communities' reactions to insecurity caused by Boko Haram in the North
- key issues such as corruption, electricity, environment and infrastructure that may swing the next election.

Media outlets and interested

reporters should contact AIB to use posted content, tap the network as sources and develop longer reports, as text or audio.

### BACKGROUND:

In November 2014, On Our Radar travelled to the Niger Delta to train a new network of 36 citizen journalists, chosen for their drive and impact as representatives within their regions.

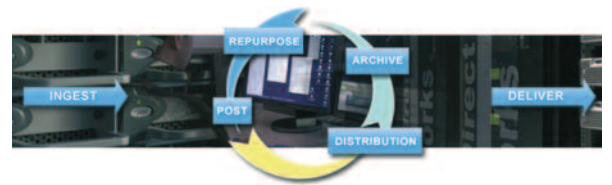
Equipped with the skills and means to share stories from the centre of their communities, these reporters offer a diverse range of on-the-ground perspectives from remote and marginalised communities, before, during and after the election. Their reporting will be structured via mobile, using SMS, WhatsApp and phone calls to develop collaborative stories and featured articles.

Their reports are being managed through an award-winning news hub that uses mobile gateways to track and curate news content in real-time.

The project has been developed in collaboration with Stakeholder Democracy Network.

**For more information on how to make use of On Our Radar citizen reporters, contact AIB head office.**

## Programme file exchange standards



**T**he media industry has a constant battle to keep up with the inexorable march of technological development. New technological developments introduce new levels of complexity in ways that are not always expected. The move from tape- to file-based programme exchange has taken away some of the certainties and the familiarity people throughout the broadcasting industry have come to expect.

The number of possibilities in file-based workflows are immense, but so too are the complications, particularly in the area of delivering programmes to broadcasters. Many major broadcasters are now only prepared to accept programmes as electronic files, rather than tapes. This introduces complexities for all involved as file format standards are either not clearly defined or vary widely.

AIB is partnering with the Advanced Workflow Media Association to help AIB members make sense of this important, yet sometimes overlooked, subject.

AMWA has overseen the development of:

- File format for multiple versions of media files (for Turner), application specification, AS-02. This now has much in common with the Interoperable Master Format work, currently under way in the United States.
- File format optimized for programme delivery intended for direct playout via a video server (for PBS to use with its approx. 300 member stations), application specification, AS-03.
- File format for a fast turn-around, end-to-end production workflow (for CNN) but also now adopted with a minor variation by CANAL+, TF1 and M6 in France, application specification AS-10
- File format for the delivery of SD and HD finished programmes to broadcasters (for the UK's DPP – BBC, ITV and C4), AS-11

AMWA has offered AIB members attending NAB in Las Vegas in April the chance to attend briefings on the development of the vendor-neutral AS-11 standard that has been approved in the UK by all major broadcasters for programme exchange. AS-11 is currently being discussed as a solution to file-based programme exchange by broadcasters in the Nordic region, and in Australasia.

**Technologists attending NAB from AIB member companies are invited to contact AIB head office for details and invitations to the proposed briefings.**



Picture Adam Gartner, BBG

# AIB AROUND THE WORLD

As part of its work to spread news of its Members and influence the wider international media industry, AIB takes part in a wide range of events in different markets

**A**IB has started the year as it means to go on - making sure that it has a presence at major events so that we can talk about our growing number of members, and ensure that they are part of the conversation when it comes to international media.

In February, AIB had its own conference - #iamabroadcaster. This brought together a range of members and members of the wider media community from across Europe, the Middle East, Africa and North America for two days of discussion and debate about the media industry. A summary of the event appears on page 11 of this briefing.

Later in February, AIB's international media magazine *The Channel* was available to the 80,000+ delegates at Mobile World Congress. AIB believes that it is important that the mobile industry and the global media industry work together to find synergies and to ensure that high-quality media content is available on mobile devices. It's also important in making sure that the world recognises that broadcasting services need to be maintained in key spectrum ranges, such as C-band, where the mobile industry is lobbying to have a significant allocation assigned to mobile broadband.

Over the coming months, our global presence will increase as we take part in the events listed here. Talk to us about the issues you would like us to raise as we continue to support your organisation as part of your membership benefits. Check out AIB's full calendar of media events online.

## AIB global presence Q1-Q2 2015

<b>18-19 February</b>	<b>AIB #iamabroadcaster</b>	<b>London</b>
	Our international media conference attended by delegates from around the world	
<b>24-26 February</b>	<b>BVE</b>	<b>London</b>
	AIB's CEO Simon Spanswick and Editorial Director Neal Romanek chaired sessions at this event	
<b>2-5 March</b>	<b>Mobile World Congress</b>	<b>Barcelona</b>
	<i>The Channel</i> was available to delegates to this global meeting of the world's mobile and related industries	
<b>18-19 March</b>	<b>The Guardian Changing Media Summit</b>	<b>London</b>
	The 10th annual summit examining how media are coping with digital disruption and more besides. AIB will be at the event.	
<b>25-28 March</b>	<b>FICCI Frames</b>	<b>Mumbai</b>
	AIB CEO Simon Spanswick will be speaking at the event. Copies of <i>The Channel</i> will be available to delegates	
<b>11-16 April</b>	<b>NAB</b>	<b>Las Vegas</b>
	AIB is working with AMWA to introduce members to the organisation to explore new standards in global file exchange formats	
<b>13-16 April</b>	<b>MIPTV</b>	<b>Cannes</b>
	AIB will be at the programme market, and copies of <i>The Channel</i> will be available to delegates	
<b>27 April</b>	<b>The AIBs</b>	<b>Global</b>
	The 11th annual AIBs will open for entry on 27 April. Full details on categories and entry rules will be published then	
<b>28-30 April</b>	<b>TV Connect</b>	<b>London</b>
	AIB is supporting this annual event that brings together leaders in connected entertainment. <i>The Channel</i> will be distributed.	
<b>6-7 May</b>	<b>Digital Broadcasting Nigeria</b>	<b>Abuja</b>
	AIB CEO Simon Spanswick will be speaking at the event. He will also be visiting members and potential members in Nigeria. <i>The Channel</i> will be available to delegates	

# #IAMABROADCASTER SUCCESS IN LONDON

Platinum sponsor



It was unlike any other media conference, said many of the delegates to AIB's #iamabroadcaster, as it offered such deep and useful insight into media markets around the world. Those who were there overwhelmingly said it was great. **Neal Romanek** provides this brief summary

In February, AIB hosted its first #iamabroadcaster Global Media Summit. The two-day-long conference, held at London's Royal Institute of British Architects, was a global event, featuring speakers, panellists and delegates from over a dozen different countries, across five continents.

#iamabroadcaster featured 17 conference sessions, balanced with ample networking and fine dining, covering topics from the pros & cons of outsourcing to brands as content-makers, from the search for new business models to new ways of storytelling in the digital age.

One of the key takeaways of the conference was the need – an urgent one – for broadcasters to expand their vision beyond the traditional broadcast space, and that new space is not just a technological and social space – but a physical space as well.

## ALL SYSTEMS GO IN AFRICA

Africa is set to become the go to market for the 21st century. Still

hampered by infrastructure challenges and local political uncertainties, the continent is nonetheless growing in technical and business competence, technological development and is starting to satiate its hunger for media and information. , promises explosive growth in the next decade. The continent's potential was repeatedly referred to throughout the conference as an incubator, or a laboratory, for the next incarnation of the global media industry.

John Momoh, CEO of Nigeria's Channels TV – one of the continent's consistently top-rated networks – addressed the conference with some remarkable statistics on Africa and its future. It is estimated that by 2020, Africa's collective GDP will be \$2.6 trillion with an estimated 600 million internet users. Momoh didn't see the final switch to digital TV taking place in Africa for another five years, however. Often lacking the "last mile" in connectivity in rural regions, African media is

▲ Above Wilfred Frost of CNBC Europe moderates the "Where's the Cash" session

dominated by mobile phone usage, with a higher percentage of "advanced" mobile use than other developing regions like South Asia. Momoh said of Africa's mobile future, "Imagine what will happen to mobile television when there are more than 300 million users of smart phones and tablets."

## LEVERAGING MOBILE

Leveraging this mobile use has already been the core strategy of Radar, whose founder, Libby Powell, spoke about the charity's training of people from marginalised communities in SMS-based journalism. Powell showed footage of Radar journalists, some with extremely challenging physical handicaps, who have become respected journalistic voices locally. One of Radar's mobile reporters was a principal early source for news in Sierra Leone on last year's Ebola outbreak.

Tabitha Elwes of Prospero Strategy provided a thorough analysis of Netflix's current positioning which was enough to



send a chill down most broadcasters' spines. Netflix, a company with very little overhead compared to incumbent networks, has made a point of spending money on new content at a level that is impossible for the traditional broadcasters to match. It's been said that the Cold War was won by America spending at a level the Soviet Union simply couldn't compete with – Netflix might be adopting a similar strategy, but with a spend on premium content instead of arms. Elwes underlined in her address that the OTT market has proved far more volatile than the traditional space, and what goes up can just as quickly come down. She noted that Netflix's biggest streaming content competitor, Amazon, is still lagging behind the Netflix juggernaut. "But," she said, "they're Amazon. They'll figure it out."

### PROJECT EVERYONE

#iamabroadcaster also featured a special video appearance by director Richard Curtis, calling for participation and partnership in his global Radio Everyone project. Radio Everyone will feature a 7-day online stream, beginning the week of 28 September, supporting and increasing awareness of the the UN's Millennium Development Goals.

Throughout the conference, delegates were treated to a series of short vox pop collections,

conducted by TIMA asking young people in London, Paris, Washington DC and Teheran about their media consumption habits. To the amusement – and dismay? – of many delegates, appointments with the TV set were of extremely low priority in virtually every response. Universally, it seems, video content – call it "television" if you like – is consumed on computers, phones and tablets, at the time and place of the viewer's choosing.

TIMA's special onstage Q&A with a group of twenty-something media viewers confirmed that TV watching and linear broadcast are a secondary, or tertiary, viewing experience. Some of the young people on the panel didn't even own a TV and rated buying one a low priority.

But rather than being a cause for despair, #iamabroadcaster showed that the media industry has blossomed from a single bloom into a bouquet of possibilities for reaching audiences. The theme of "opportunity" reappeared again and again, with a new future on offer to any broadcaster willing to reach out and get it.

### NEXT EDITION

AIB is now exploring the potential for holding the second #iamabroadcaster conference in the first quarter of 2016. We will be delighted to hear from members who wish to contribute to this important conference. ■

"People have got very good filters for bullshit. Authenticity is becoming more important in content" – **Tom Roope, Creative Director of The Rumpus Room**

"Just adding wider color gamut and high dynamic range would substantially improve HD" – **Michael McEwen, Director General of North American Broadcasters Association**

"We've been shocked by how broadcasters have given away their streaming rights" – **Lippe Oosterhof, CEO of Livestation**

"I recently moved into a new flat and immediately wanted internet access. I didn't even think about getting a TV" – **participant in Young Persons panel by TIMA**

"The price point Netflix is willing to pay for original content has blown incumbent broadcasters out of the water" – **Tabitha Elwes, Partner at Prospero Strategy**

"I've been to countless conferences with men in their 50's...and they continue to talk about traditional growth models" – **Henrik Eklund, Founder & CEO of Newstag**

"When we talk about changing media habits we usually talk about technology, but we need to also talk about relationships and story" – **Holly Goodier, Director of Marketing and Audiences, Future media, BBC**

# Tender watch

## FRANCE

ARTE  
4 Quai du Chanoine wintering - CS 20035  
For the attention of: Arnaud Willer  
67080 Strasbourg Cedex  
FRANCE  
Telephone: +33 388 142 222  
E-mail: appelsdoffres@arte.tv  
Fax: +33 388 142 040

ARTE is a European cultural television station broadcasting in German and French broadcast via DVB-T (TNT), cable, satellite, xDSL and Internet.

A contract is shortly to expire for data lines between Strasbourg and various other locations in Germany (Frankfurt / Main , Kehl, Baden-Baden) and France (Paris). ARTE wants to let a contract for the supply of these lines that are used to transport the ARTE programme signal.

ARTE wants a one and only point of contact for the management of all these lines and facilities with the exception of the historical reasons ARTE managed or owned by ARTE lines in the Strasbourg area.

Time limit for receipt of tenders or requests to participate  
25.03.2015 - 19:00

## GERMANY

SWR  
At Fort Gonsenheim 139  
For the attention of: Mr Samuel Spengler  
55122 Mainz  
GERMANY  
Telephone: +49 613 192 932 721  
E-mail: vergabe-technik@swr.de  
Fax: +49 61319291832721

SWR is advertising a tender for the supply of an SNG vehicle designed primarily for SWR for the implementation of news reporting and for playing back live switching and contributions in magazine programmes.

For the live EB has a tethered via radio path camera.

The slim personnel concept for operation the vehicle to the whole operation are kept as clear and simple.

This automatic or remotely operated satellite uplink and simple equipment results in video technology and audio technology.

The base vehicle for the live EB a Mercedes-Benz used Sprinter panel van MB 316 CDI, short wheelbase, low roof, 2 sliding doors with windows.

The contract for the Live-EB satellite transmission vehicle is assigned entirely to a general contractor.

The contractor must perform the complete system design, automotive, interior design, electrical and air-conditioning installation, as well as the equipment delivery, system integration and documentation , The general contractor must deliver a turnkey vehicle.

Time limit for receipt of tenders or requests to participate  
04.13.2015 - 12:00

## GREECE

Nea Elliniki Radiofonia, Internet, Tileorasi A.E.

L. Mesogeion 432, Agia Paraskeyi  
For the attention of: Panos Kefalas  
153 42 Athina  
GREECE  
Telephone: +30 2106075965  
Fax: +30 2106075761  
www.nerit.gr

The new public broadcaster in Greece is advertising a tender for the supply of outside broadcasting vans with the provision for 3-5 cameras and staff. The vans will be used for political, sporting, cultural and other events when the transmission requirements exceed the needs of a simple single camera car.

## MONTENEGRO

Montenegro's Agency for Electronic Media has announced a tender for awarding capacity on the first national DVB-T2 multiplex (MUX 1). The multiplex will cover four areas – Bjelasica (channel 43), Lovcen (35), Podgorica (24) and Tvrđas (49). DTT network operator Radio-difuzni Centar will be responsible for providing 85 per cent coverage of the population of Montenegro.

Commercial broadcasters as well as non-profit organisations will be able to compete for the six free-to-air licences.

The Agency has also adopted the criteria and methodology for scoring applications, with 60 per cent of the points being awarded for programme content. A deposit in the amount of €5,000 will be required from commercial bidders.

## SOUTH AFRICA

SABC  
Supply and installation of digital mixing consoles, digital on-air consoles and the associated peripheral material for Motsweding FM studios north west

The Broadcast Consoles and peripheral Equipment in the current studios have reached the end of their lifespans after 25 years of extensive operation, giving rise to high maintenance costs.

Furthermore, vendors no longer support consoles and equipment in the current studios, any failure of the equipment affects broadcast continuity and poses high broadcast risk.

Tender documents are obtainable from 19 February 2015 (between 8h00 & 16h00) upon receipt of proof of payment of a non-refundable fee of R1000-00 made to SABC LTD General Deposit Account at ABSA, Account Number 4080874120, Branch: Sandton City, Ref no. SGE/MTS/MXC/15/05 and the NAME OF THE BIDDING COMPANY

Closing Date: 19 March 2015 at 12h00

## SPAIN

Sociedad Pública de Radiodifusión y Televisión Extremeña, S.A.U.  
A-06446447

avda. de las Américas, 1  
For the attention of: Eduardo Colorado  
06800 Mérida (Badajoz)

SPAIN  
Telephone: +34 924387650  
E-mail: ofertas.cexma@canalextramadura.es  
Fax: +34 924313644

This tender is for the supply of 1,020) hours of audiovisual

content intended to be integrated into the programme schedule of Canal Extremadura.

Time limit for receipt of tenders or requests to participate  
8.4.2015 - 15:00

### UNITED KINGDOM

British Broadcasting Corporation (BBC)  
Broadcasting House, Portland Place  
For the attention of: Hendry Felicity  
W1A 1AA London  
UNITED KINGDOM

E-mail: felicity.hendry1@bbc.co.uk

The BBC is seeking to establish a roster of non-exclusive, best value for money pan-BBC framework agreements for the supply of professional video acquisition equipment, professional lenses, portable storage devices and storage cards, advanced camera battery systems, semi-pro and consumer camera equipment and linear and file-based record and replay equipment, including warranty and support. The Framework is divided into Lots. Camera Lots 1, 2 and 3 are based on the European Broadcasting Union (EBU) R118-1 Camera Tiers (found at: <https://tech.ebu.ch/docs/r/r118.pdf>), which is a minimum criterion:

Lot 1: System Cameras (Tier 1 EBU R118 Section 2.4.1);

Lot 2: Portable Camcorders (UHD1 Tier 1 & 2, HD Tier 1, 2L & 2J EBU R118 Sections 2.1 & 2.2, 2.4.1, 2.4.2, 2.5 & 2.6);

Lot 3: Specialist Cameras (Tier SP EBU R118 Section 2.3 but other sections will be considered);

Lot 4: Consumer and Non-Broadcast Cameras and Accessories;

Lot 5: Professional Broadcast Lenses;

Lot 6: Portable Storage Devices, Media Cards and Card Readers;

Lot 7: File-based Record and Replay Equipment;

Lot 8: Advanced Camera Battery Systems and Camera Accessories.

More information relating to the LOTS can be found in the PQQ Document (PROC/2014/64/FH).

The aim of the framework is to provide competitive agreements covering a broad and diverse range of equipment, high service levels, high quality comprehensive technical back up/support, warranty and guidance on equipment use. Suppliers must demonstrate that they can offer sufficient breadth of equipment, technical know-how/expertise and delivery. All products will be generally available from stock, supported by appropriate inventory levels from a supplier(s) with proven experience of dealing with large multi-site organisations. A range of rapid delivery solutions will be required to BBC premises across the UK, with next day delivery as a standard offering, inclusive in product pricing.

The product range will reflect the operational needs of the BBC during the lifetime of the Framework and must be dynamically managed to reflect changing technologies employed within the broadcast environment, with commitment and ability in terms of a proactive approach to collaboration with the BBC. Mini competition call off contracts and reverse e-auctions may be used for significant value spend.

The initial contract term is for 2 years. The BBC may at its sole discretion extend the framework(s) on up to 2 further occasions by up to 12 months on each occasion.

Time limit for receipt of tenders or requests to participate

25.3.2015 - 12:00

British Broadcasting Corporation (BBC)  
Broadcasting House, Portland Place  
For the attention of: David Main  
W1A 1AA London  
UNITED KINGDOM  
Telephone: +44 7930473329

E-mail: david.main.ext@bbc.co.uk

The BBC intends to commence a procurement for the provision of a service and system enabling the creation of high quality weather forecasts for UK (both national and regional) and global output.

The BBC would like to ascertain market interest, and obtain expressions of interest from those suppliers who wish to partake in any future procurement. Suppliers should clearly identify which of the Lots (either one or both) are of interest.

This PIN contains details of the BBC's prospective requirements, as far as they are known at this time. It also identifies the likely lotting structure of any future procurement. The final detail of any procurement will be confirmed within any future Contract Notice(s) and Tender documentation.

The BBC reserves the right not to procure all or part of the services listed and to change the scope for the potential services.

The remainder of this PIN provides:

A brief overview of the BBC and BBC Weather

A high-level description of the BBC's editorial vision for the way in which weather information will be presented to its viewers, listeners and licence fee payers using other BBC services such as online.

British Broadcasting Corporation (BBC)  
Broadcasting House, Portland Place  
For the attention of: Ede Ebohon  
W1A 1AA London  
UNITED KINGDOM

E-mail: ede.ebohon@bbc.co.uk

The BBC intends to appoint a single supplier for up to 10 (ten) years for provision of the connectivity services which interconnect BBC sites and other suppliers and partners. The cost range given below is the estimated annual value. The connectivity service provides the critical interconnections which support both the broadcast signal interconnections and enterprise IT networks. This will include high capacity core network connectivity between fixed sites with a range of presentations to include point to point and point to multipoint circuits conforming to specified broadcast circuit performance parameters as well as enterprise data circuits.

The chosen supplier will also be required to supply a range of standard telecommunications products and services to any specified site. These will include (but are not limited to) permanent and temporary private circuits, direct exchange lines, ISDN lines, ADSL services. This will not include the enterprise IT local area networks, mobile telephony and data or internal telephony services which will be part of a separate procurement.

In addition to the above services, the chosen supplier shall be expected to cooperate with the BBC, its commercial and service management functions and the BBC's other suppliers for technology infrastructure services.

## AIB key personnel



**Simon Spanswick**  
Chief Executive



**Neal Romanek**  
Editorial Director



**Edward Wilkinson**  
Partnerships Director



**Gunda Cannon**  
International Relations



**Amitabh Srivastava**  
Regional Head  
South Asia



**Clare Dance**  
Co-ordinator  
AIB Secretariat

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## Making contact

The AIB head office is located to the south of London in a rural part of Kent. The postal address is shown below. All staff can be reached through e-mail: the convention we use for all e-mail addresses is [firstname.lastname@aib.org.uk](mailto:firstname.lastname@aib.org.uk).



**THE ASSOCIATION FOR INTERNATIONAL BROADCASTING**  
**PO BOX 141**  
**CRANBROOK**  
**TN17 9AJ**  
**UNITED KINGDOM**

**T +44 (0) 20 7993 2557**  
**F +44 (0) 20 7993 8043**

**[www.aib.org.uk](http://www.aib.org.uk)**



**Association for International Broadcasting**