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The Association  
for International  
Broadcasting

# the channel

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## Journalism in Asia

**BroadcastAsia**  
2002, Singapore

**AIB Global Media Business  
conference - full report**





## Towards better international broadcasting

In one way, cross-border broadcasting is already hugely impressive and successful – the colossal one-off, or limited-period, transmissions of events such as the football World Cup reach hundreds of millions, in the highest quality. But enormous sums of money are poured into these occasions, large risks are taken and anyway, the world audience has grown to expect nothing but the best.

It's another matter altogether, running a regular schedule of programmes on a daily basis to audiences beyond your frontiers. Those who attended the AIB's first international conference, in Manchester UK at the end of April, heard many words of wisdom plus a variety of enlightening and controversial points of view.

"The Global Media Business in an Uncertain World" was the theme, and very apposite too. The electronic media must make their presence clearly felt on the global scene; they must conduct their activities in a business-like way, and they are operating into a most uncertain environment.

The AIB was set up to help those involved with cross-border broadcasting carry out their business more effectively, be it public service or commercial broadcasting, television, radio or internet, programming or technology. The Manchester conference covered the whole range.

Technology is naturally the talking point at the moment, as it is moving on so fast. Our conference report included a word of warning - that there are many impressive new technological improvements out there, but, as "The Channel" has pointed out before, they tend to be very costly, and may in practice not be exactly what is required.

A useful measurement of what is really needed, and one that is not consulted nearly as often as it should be, is audience research. Does the broadcaster know exactly where the potential audience is, and what it wants? Get that wrong, and you might as well pack up and go home. This issue of "The Channel" takes a fresh look at audience research, which can provide a clear picture enabling broadcasters not only to make audience-pulling programme decisions, but also to make the right business decision about distribution technology, and about which programme-making equipment is actually necessary. Basic issues, but they are not always addressed properly.

Our conference provided a flood of ideas for the improvement of global broadcasting, with a strong emphasis on television. Radio speakers noted the development of digital technologies that are already achieving some success, and which are capable of driving a considerable resurgence of radio, as a successful international medium. The Internet too, will have its place, although that is still very much to be worked out.

The Association for International Broadcasting has made its first major step towards becoming an internationally-recognised forum for cross-border broadcasting. We look forward now to staging a conference annually, and to being regularly present at the big broadcasting events. We anticipate a strong growth in membership, and being able to provide a useful service to the international broadcasting community.

We look forward to meeting you next year – perhaps as a member of the AIB.



A comprehensive report on the AIB's Global Media Business conference held in April

**8 European TV ratings -**  
*The text of the Keynote Speech made by Rick Cotton, President and Managing Director of CNBC Europe, at the AIB Global Media Business conference*

**10 Global Brief**  
*Bangladesh bans foreign TV  
BBC World buys Japan company  
MTV launches regional services  
Regional initiatives at DW  
DW-TV - 10 year anniversary  
US Aid for Afghan radio  
MBC rival to Al-Jazeera?*

**14 The Internet - displacing other media?**  
*The impact of the Internet on traditional international broadcasting - the real facts*



The everyday story of the life of the journalist in Asia

**19 Personal view**  
*Finn Norgren on PSB*

**20 Broadcast Technology**



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# The Global Media Business in an Uncertain World

**The Association for International Broadcasting held its inaugural conference, the Global Media Business in an Uncertain World, in the city of Manchester in north-west England, on 30th April. David Keighley, journalist and publisher of the *Media Digest*, reports on the event.**

The big test facing new conferences is whether they cover genuinely new territory while helping delegates gain valuable new insights. On both counts the inaugural conference of the Association for International Broadcasting, held on April 30<sup>th</sup>, hit home.

It managed to shine a powerful searchlight into the nooks and crannies of the issues facing broadcasters worldwide as they grapple with trying to keep up with change, but not be overwhelmed by it.

To do so, it drew on diverse experiences round the globe – from explaining the astonishing and overnight importance of the satellite telephone to efforts to create the first truly Pan African broadcast services and the use of soap operas in spreading public service messages in areas as diverse as China and St Lucia.



AIB's Global Media Business conference was attended by well over 100 delegates, drawn from five continents, and held against the appropriate backdrop of Manchester's museum of science and industry.

Nick Gowing, well known to delegates through his role as a presenter for *BBC World*, set the tone by noting that the conference was taking place against a background of great uncertainty and change in

the broadcast environment, at a time when the sums didn't all add up and when serving audiences was becoming more and more difficult. He said that broadband – seen by some as the magic password to new services – was promising much, but warned that the day of reckoning was approaching in terms of finding out from where the revenues associated with additional choice and capacity would come. He also warned that delegates were faced with a period of "ruthless rationalisation" in response to too many ideas chasing too little revenue.

Rick Cotton, CEO of CNBC Europe, delivering the keynote address of the morning session, said that the business challenge now facing pan-European broadcasters was to grow revenues. He claimed that the services had "good parents and good looks" and now reached 50% of European households, a figure that was gradually expanding. But he argued that, from this strong foundation, the challenge was now to develop real time research and audience measurement systems that would better underpin selling efforts. He contended that current surveys, based on the recall of viewers, were not effective enough for media buyers and gave distorted results. Mr Cotton predicted that as new services expanded, business television would emerge as one of the categories of service with the strongest appeal.

The imaginatively-titled opening session on Big Pipes, Boxes Bytes and Bits illuminated different aspects of the continually expanding ground being opened up by new technology.

David Jamieson, head of content services at British Telecom, outlined details of his company's Digital Content Management System (DCMS), a massive central digital storage system capable of storing 43 million hours of content in MPEG 1&4 format with metadata, and distributed via satellite and IP networks.

He was followed by Anver Anderson, director of occasional use at satellite provider EuropeStar, who told delegates about his company's high powered satellite, now covering



AIB Conference photography: Michele Jones

# The inaugural conference of the AIB Manchester, UK, 30 April 2002

The Association  
for International  
Broadcasting



Europe, the Middle East, Asia, India and South Africa, facilitated spot feeds between small antennae, allowing, for example, broadcasters in Hong Kong to provide services to small expatriates in communities scattered in other areas within the footprint.

And Noel Matthews of Tandberg TV predicted that the digital revolution would next move to content acquisition through the deployment of remote wireless cameras which allowed greater freedom in the field, both for newsmen and outside broadcasts. .

The next session got down to the nitty-gritty by asking bluntly whether technology was a panacea – or simply a pain in the neck.

Among the highlights was Peter Beardow, of 7E Communications, whose satellite phone operation surely proved the axiom that being in the right place at the right time was vital. He revealed that on the morning of September 13, as broadcasters scrambled to deploy crews in Afghanistan, he sold £1.3m worth of the units, and had since seen them become a standard part of the newsgatherer's kit.



Bryan Girdler, of AP ENPS, claimed to be another technology provider in the right groove, arguing that with the journalist interface now in use in more than 400 sites, the strength of the product was that it had been engineered for one reason only – to meet newsroom needs.



Tom Wragg, a director of Autocue International, took a more cautious approach, warning all broadcasters that to avoid ordering systems that resulted in major problems, they needed to work out their precise needs putting users first; to avoid clashes between competing hardware providers; and to work instead with a trusted supplier who would understand the full range of what was required to enhance efficiency and reduce costs. He also warned that, to make full use of new kit, broadcasters must adapt to its potential and discard outmoded working practices.



The focus switched in the next session to sources of finance in the new environment and underscored four areas where new streams of making money were effectively being tapped.

Stewart Nolan, a consultant with interactive content developer NeedleworkTV, warned that, although interactive applications (iTV) were superficially attractive and beginning to generate revenues, they were costly to develop, sometimes more so than the revenue they generated.. He argued that the need was to ensure that iTV initiatives were in tune with what viewers wanted.



Chris Moreton, of the interactive advertising agency Press Red, revealed results which showed that an interactive campaign run on the Playjam games service had resulted in a 21% increase in awareness.

George Twumasi, vice chair of the African Broadcast Network, said that his pan-Africa service launched 18 months ago was beginning to work by providing audience-pulling programmes to public service broadcasters – with ABN then selling the ad breaks around them. He argued that there was huge potential through the deployment of disciplined broadcasting principles because African television currently took just 1% of the advertising cake (compared to 26% in the UK). Finally, Lee Roberts, of Virgin Radio, said that the station was expanding its reach and revenues by selling its distinctively-branded rock music format via the internet.



Richard Sambrook, the BBC's director of news, opened the afternoon with a passionate



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# The inaugural conference of the AIB Manchester, UK, 30 April 2002

The Association  
for International  
Broadcasting

argument that public service broadcasting would continue to have a role in the new broadcasting environment by providing high quality and wide ranging news. He said that the BBC was working to expand its reach and added that to ensure the increased focus of its international news operation, had put its direction under a single head, Mark Byford, the managing director of the world service.

David Andrews, the head of Population Communications International – examining how the new media was serving audiences – chronicled the development of his organisation, which operated in 22 countries from China to Tanzania in developing educational and entertaining soap operas. He said that in the latter country, television audiences had risen by up to 25% Mr Andrews provided one of the most amusing moments of the conference when he said that to avoid the use of the word “condom” in a sex educational soap on the island of St Lucia – after it had been banned by the government – the word “catapult” had instead been deployed at every mention of a contraceptive. The result was that it was the common slang for a condom throughout the island – and beyond! Gerry Jackson, one of the founders of SW Radio Africa, explained about the mission of the radio station she runs from the UK, beaming news and information to Zimbabwe. She revealed that the station has funding - from USAID - to continue operations until December. Tony Maddox of CNN International said that – despite the climate of the advertising recession – AOL Time Warner was allowing the continued expansion of services and not interfering in editorial issues.

After tea, the focus shifted to whether radio was the new television. Paul Brown, vice president of the World DAB Forum, claimed that, with the availability of the digital radio signal increasing rapidly in most countries, there were signs that demand was also beginning to rise. He said that a key factor could be the availability of cheaper receivers, adding that one was soon likely to be marketed in the UK costing £99. John Perkins, editor in chief of Independent Radio News (IRN), said that in the UK, hours per week radio listening had surpassed viewing those for television viewing for the first time in many years. He claimed that while television as a medium was confused and increasingly fragmented, radio was simply getting on with what it did best. Peter Jackson of Digital Radio Mondiale (DRM) said that the project was developing and adapting the AM signal to bring it into the digital age, and of a quality to rival that of FM. He said the new service was due to start in 2003. Atef Awad, the managing director of World Space UK, said that the satellite service, which now serviced Africa, the Middle East and Asia, was developing three revenue streams, subscription, advertising and capacity learning. He said that in the latter category, up to 11m students were being reached every day via receivers in every school in Kenya.

In the final session, examining the web as an international broadcaster, Mike Slocombe, the founder of the Urban75.com service said that it had been built with a budget of nothing and aimed to be a focus of anti-globalism protest movements. He said the service had developed its own reporting of events that gave a clear alternative to those of the mainstream establishment providers. Henry Peirse, the founder of Global Radio News, said that the new service was providing subscription news feeds throughout the world from its pool of freelance reporters.

Talking with delegates and speakers after the event, it's become clear that the overarching opinion is that there is a genuine desire for there to be a regular conference with this truly international theme. In fact, a majority of the people to whom this correspondent has spoken has suggested that next year's Global Media Business conference should be longer, have an exhibition and deal with yet more subjects. That's a challenge which the AIB tells me it is set to take on in 2003.





# The Global Media Business in an Uncertain World



**Rick Cotton, President and Managing Director of CNBC Europe, made the opening Keynote Speech at the AIB Global Media Business Conference. Here is the text of his address - which raises interesting questions about the validity of audience ratings for pan-continental broadcasters.**

I am very pleased to be here at the conference of the Association for International Broadcasting. I know that today we will be hearing important views on the opportunities and challenges facing international broadcasters. I would like to offer some observations, after my first year at CNBC Europe, on the major business challenge facing all pan-European television broadcasters – how to grow advertising on pan-European television in the context of

today's difficult market place.

I propose to cover two major points. First, the distribution of cable and satellite channels across Europe has faced difficulties that are well known. Amidst all the focus on the difficulties, not enough attention has been given to two major milestones

- As of last year, more than 50% of all Western European TV households have access to cable and satellite channels on either a paid or free to air basis.
- Audience migration from terrestrial channels to cable and satellite channels – particularly among upscale and younger viewers has also begun to achieve critical mass.

Second, the key business challenge for all pan-European channels is to expand the total pan-European TV advertising market. Pan-European channels as a whole (approximately \$400 million) are still behind pan-European print (around \$700 million), and simply get far too little of the advertising dollar compared to Europe's national TV markets which achieve in excess of \$20 billion every year.

That growth cannot be fully realised without international channels becoming more effective in two areas. The industry must move to a new level of effectiveness in marketing the general growth of cable and satellite distribution and the accelerating movement of the audience to this family of channels, which includes the pan-European channels. In many countries, this task is being intensively shouldered by national multi-channel distributors. But, in my judgement, a focussed joint marketing effort on behalf of the pan-European channels in co-operation with national efforts would be important.

In addition we must address an issue that has plagued pan-European TV over the years – developing measurement systems that can achieve more credibility and acceptance with advertisers and with media agencies. This is not a new issue. But the pan-European TV channels as a group – and the news channels in particular – remain too reliant on once a year “recall” surveys that are simply not adequate to take the industry to a new higher level of achievement. Studies such as *Europe 2001* and *EMS* as far as TV is concerned have not achieved a sufficient level of credibility with advertisers and agencies. And there is a good reason — “recall” studies are not a very accurate way to measure TV viewing. Pan-European channels must develop better and more uniform audience measurements to replace the current often inconsistent and confusing data.

Before I explore that issue in further detail, let's take a look at the positive trends I believe we should be marketing co-operatively. In the last year, the European television market passed a key milestone when, for the first time, more than 50% of European TV households had either cable or satellite access.

Even more importantly, audience viewing is moving toward the cable and satellite channels. And viewing by upscale and younger demographic groups is moving most strongly toward cable and

satellite channels. Let me quote just a few figures:

- Between 1997 and 2000, the average viewing share of the highest rated over-the-air channel in each Western European country declined from an average of 33% to less than 29%.
- In the UK, from 1997 to 2001, the main commercial networks share of all adult commercial viewing fell from 59% to 45%, while cable and satellite's share increased from 18% to 29% over the same period.
- During this same four-year period, this shift in the UK was even more pronounced among the important “ABC1 men” segment, where ITV's television viewing declined from 52% to 38%, while cable and satellite's share increased from 23% to 33%.
- In March of this year, for the first time ever, the delivery of males 16-34 advertising impact by cable and satellite channels exceeded ITV. Because UK cable and satellite channels reach only about 45% of TV households, this key demographic group watched cable and satellite channels (in homes where they are available) almost twice as often as they watched ITV. That is something to write home about!

These figures demonstrate that, as cable and satellite distribution has increased, audiences are seeking those channels out. Even more importantly, these figures also show that the migration is most pronounced among upscale and younger viewers – the very demographic groups that are most attractive to advertisers.

The extent of the migration among upscale viewers needs to be relentlessly marketed and documented, on a pan-European basis. Much of this migration is for new formats in national channels. At the same time, viewers in general and upscale viewers in particular are also selecting pan-European channels in greater numbers. Only time will tell which pan-European channels will demonstrate the greatest appeal on a cross-border basis from among the major genres which have emerged – including general news, financial news, sports, music, up-market documentary and ethnic.

From CNBC Europe's perspective, I believe that, in the long run, financial news is likely to emerge with the strongest pan-European appeal. Mainly this is because it reflects the reality of today's markets and the rapidly developing pattern of investing and of corporate growth objectives which transcend Europe's traditional borders. Financial news limited to one national market no longer tells the full and accurate story of the investment markets, which now operate on a pan-European and even global basis. Despite occasional setbacks and complexities, it is now apparent that European financial markets will continue to consolidate. European corporations and businesses – large, medium and small – will increasingly look outside their home markets for growth – for sales, shareholders, and capital raising. That means that senior corporate executives increasingly seek out real-time electronic sources of information to stay informed about daily market developments that affect their businesses. And Europe's investors are also looking, slowly but surely, cross border as they diversify portfolios in search of the best return regardless of geography. This process reflects the historic transformations brought about by the European Union and the introduction of the Euro which will continue to drive the financial marketplace toward pan-European perspectives and actions. As these trends continue, corporate executives and investors will seek out the most timely and accurate pan-European market data. And that is what CNBC Europe offers to its audience.

Advertising budgets, however, are not making the corresponding move to cable and satellite channels generally, and, specifically, to

# The inaugural conference of the AIB Manchester, UK, 30 April 2002

The Association  
for International  
Broadcasting

pan-European channels. This presents our industry with a pressing sales and marketing challenge. We must act collectively – through trade associations, joint research projects and new consortia – to become more effective with the advertisers and their agencies to convince them that today’s advertising budgets do not accurately reflect these dramatic changes in viewing patterns.

One of the most critical elements that is within our control is the research we use to validate viewing to pan-European or international channels. In my view, today’s research tools are not up to the task. In particular, the use of so-called “recall” studies – based on once-yearly annual surveys – will never compare to the “ratings” currency that prevail in Europe’s national markets.

Let me use one particularly graphic example of the problem involving the *Europe 2001* media study and its findings about the viewing of the BBC World channel in the UK. Let me also emphasise that my comments are not intended as a criticism either of BBC World or the research organization that conducted the study, but dramatise the inherent flaws in using recall surveys to measure TV viewing. The *Europe 2001* study reported:

- 42,000 people in the UK view BBC World on a daily basis;
- 196,000 people in the UK view BBC World on a weekly basis;
- the UK viewing of BBC World represents 23% of BBC World’s total European viewer-ship;
- the daily viewing of BBC World in the UK is reported to be higher than any of the other pan-European news channels.

There is only one problem with these findings: BBC World is not distributed in the UK! So these conclusions are totally implausible and cannot represent any reality that is meaningful to an advertiser or that allows an advertiser to validate viewing following an advertising campaign. How could this happen? Some respondents may, of course, have actually seen BBC World while travelling. But certainly not on this scale. The most likely explanation is that BBC World is part of the very strong “BBC” brand, with four other BBC channels seen in the UK. So many UK respondents either confused BBC World with another BBC service or, when questioned, just instinctually responded by citing a strong known brand. This illustrates what most media professionals acknowledge —“recall” surveys cannot be relied on to give a reasonable measurement of actual television viewing, and also demonstrate that “recall” surveys artificially favour known brands regardless of actual viewing patterns.

Second, these surveys have great difficulty in obtaining participation from affluent respondents. Let me again use *Europe 2001* as an example: In the Netherlands, of the “c-class” executives interviewed, only 4 reported that they earned more than 225,000 Euros. In Germany, Euro 2001 includes 9 “c-class” who earned more than 225,000 Euros (UK £147,000). Overall, out of 7100 respondents, a mere 46 identified themselves as “c-class” (Chairman, President, Chief Executive, Chief Operating Officer, CFO, Finance Director or Treasurer), with incomes above 225,000 Euros. Indeed, *Europe 2001*’s report on the viewing habits of “c-class” individuals were based on respondents with incomes that are simply not consistent with high executive rank; more than 80% reported income below 150,000 Euros a year and more than 45% reported income even below 75,000 Euros a year.

Based on this data, it is apparent that current methodology fails to obtain the viewing habits of true top corporate executives. And the overall samplings of upscale individuals are just too small to provide any degree of confidence in the results. For its analysis of France’s top income earners, *Euro 2001*’s sample of individuals earning more than 225,000 Euros was only 13 people. Similarly, to estimate

viewing among Germany’s top earners, only 25 such respondents participated. No serious conclusions can be drawn from such small samples.

Another problem with recall surveys is that they are not dynamic and simply present one undifferentiated set of results based on interviews conducted over a year in several “waves”. They provide no basis to analyse trends, and they provide no basis to analyse changes in viewing that occur week-to-week and month-to-month. This year’s surveys will highlight that problem in the extreme. The survey methodology will provide just one average viewing number for the period both before and after September 11, the most extraordinarily volatile period in global television viewing in modern memory and possibly ever. Viewing patterns obviously shifted dramatically immediately after 9/11. But the pan-European survey numbers that will be published within the next few weeks, which purport to be a guide for advertisers making decisions in 2002 and 2003, will not enable anyone to know viewing patterns before September 11, viewing patterns immediately after September 11, and viewing patterns as they changed weeks and months after September 11. Obviously, there was a huge spike in TV viewing during these months. How much still exists today? One average number simply cannot describe viewer behaviour for this entire tumultuous period. Such figures will be impossible to interpret and use in making sensible assessments of television viewing in 2002 and 2003. Nothing better demonstrates why we must move to a more accurate system that actually measures viewing at specific hours, on specific dates, than this amalgam of recollections mixed together in an undifferentiated blended number.

So what about ratings, which are the accepted currency in national advertising marketplaces? While it will be necessary, in my view, for pan-European channels to move in the direction of a ratings-based pan-European measurement system, changes are needed here as well. Each country in Europe has its own television audience measurement system. Each ratings system has different demographic categories. Most of these systems are tailored to the needs of the over-the-air broadcasters in each country, in terms of sample sizes, as well as fees charged to those who would use the data. It is unfortunate that the area of audience research in Europe has seen little meaningful movement toward cross-border, pan-European uniformity. It is time to adopt uniform criteria for audience research across Europe. Definitions and criteria today vary country-by-country, often based on historic practise, making it difficult to aggregate or analyse comparable data. Across Europe, uniform standards have been adopted in nearly every other major field of commerce. Now is the time to move toward pan-European uniformity in television audience data, which should keep pace with the evolution of pan-European business standards and practices.

I am convinced that both the pan-European cable and satellite industry in general, and CNBC Europe in particular, have exciting prospects in the years ahead – both in increased viewing and a corresponding increase in advertising revenues. But as often happens, old decision-making habits lag far behind changing consumer patterns. It is our task to close this gap as quickly as possible by providing the advertising industry with data that accurately and credibly reflect what is actually happening with viewing to pan-European channels. Only then will advertising expenditures follow these actual viewing patterns.





An avenue where the global media giants gather is planned for southern **Beijing**. The 3.2-km "international media avenue" lies in the Xuanwu District, covering a total area of 220 hectares, developers told the Fifth China Beijing Scientific and Technological Industries Fair.

An estimated investment of 30bn yuan (3.6bn US dollars) would be needed to build the avenue, which is expected to form a large community of international media industries. Construction of a global news centre, funded by China's **Xinhua News Agency** and other entities, will start within the year. Preparations for other key projects on the media avenue are under way. *(via BBC Monitoring)*

**MTV** and **MGM** teamed up in Cannes to host perhaps the most decadent party of this year's Cannes Film Festival in celebration of the 40<sup>th</sup> anniversary of **James Bond**, on 18 May. 1,200 of Europe's movie glitterati were invited to party in Pierre Cardin's private villa, the perfect setting for 007's coming of age celebration.

The party, sponsored by leading pan-European Internet Communication company **Tiscali**, featured the Aston Martin Vanquish, Jaguar XKR and Range Rover cars from the 20<sup>th</sup> James Bond Film 'Die Another Day', currently in production at Pinewood Studios. The cars were flown in to Cannes especially for the party, which also boasted a host of exotic ice sculptures and Bond's customary casino offering guests the chance to gamble their millions away in true James Bond style whilst drinking vodka martinis "shaken, not stirred" from an intricate vodka ice bar.

The First Church of Christ, Scientist, in Boston, Massachusetts, has decided to sell its last shortwave station, **WSHB**. **WSHB**, which is part of **AIB corporate member NASB** is the second largest, privately owned shortwave radio station in the United States. It operates in the shortwave radio bands above the standard AM bands. The Herald Broadcasting Syndicate, a subsidiary of The First Church of Christ, Scientist, in Boston, Massachusetts, owns the station.

**CNBC Asia** has launched a TV news service in conjunction with **Maeil Business TV News** in South Korea. Called **MBN-CNBC**, the service is mainly in Korean and has a potential reach of over 4.5 million households in the country.

**India** will follow Britain's lead, establishing a 'super-regulator', if the Communications Convergence Bill passes into law. The new regulator will cover telecom, broadcasting and the Internet sectors.

## Radio Free Afghanistan doubles transmission

**AIB broadcaster member Radio Free Europe/Radio Liberty** has increased the total daily airtime in the Dari and Pashto languages from 6.5 to 10.5 hours. The expanded broadcasts will be available initially on FM in the Kabul area and on RFE/RL's web site ([www.rferl.org/realaudio](http://www.rferl.org/realaudio)), but increased shortwave, satellite and AM broadcasts will follow in the near future.



RFE/RL Director of Broadcasting Jeffrey Trimble said that the additional airtime will be used to provide expanded news coverage on the hour and half-hour, as well as to offer more original programming such as a daily combined Dari/Pashto cultural programme scheduled for broadcast every evening from 2000-2030 CET

[1800-1830 gmt]. Special coverage of the preparations for the Loya Jirga, or Grand Council, to decide the political future of Afghanistan has also been expanded, Trimble said.

## Bangladesh bans foreign TV

Bangladesh has banned 13 satellite and cable television stations to stop an "invasion" of alien culture. Speaking in May, Information Secretary Mirza Tasadduk Hussain Beg said the ban on the channels, including MTV, Channel-V, Hallmark, AXN, Star Movies, Star World and HBO, would take immediate effect.

"We had to take the decision (to ban the channels) following growing demands from sensible parents and conscious persons of society," Bed told reporters. The government was considering banning all satellite channels which broadcast "vulgar programmes", he added.

Cable operators expressed dismay. "Our clients liked popular channels like HBO and AXN which show world-class movies," said Mir Mohammad Akhtar, president of Bangladesh Satellite Cable Owners' Association. "They will ask for reduced line rent that will affect our business." Foreign channels have proved popular in Bangladesh where state-run Bangladesh Television devotes much of its airtime to the government at work.

*(via BBC Monitoring)*

## MTV launches in Romania

MTV Networks Europe has launched a new regional music television channel targeting Romania's young music fans. The music television network has signed a multi-year licensing agreement with Romanian broadcaster, Music Television Systems (MTS) to bring MTV Romania to 1.4 million cable households.

MTV Romania officially launched in Romania on 15 June 2002 with an exclusive music concert in Bucharest featuring Latino heart-throb Enrique Iglesias performing before a crowd of 50,000. This event, sponsored by Coco Cola, was be the biggest music event of the year and represented the first time Enrique Iglesias had performed in Romania.

The new channel will be 100 per cent targeted at the Romanian youth audience 15-25, and a secondary target 26-35, combining locally-produced Romanian-language programming, Romanian presenters/VJs, and a music playlist tailored to Romanian music tastes. MTV Romania will be MTV Network Europe's tenth dedicated regionalised programming service in Europe.

## BBC World Service and its paymaster

A recent leading article in the British newspaper *The Guardian* urged the British Government not to divert cash away from the BBC World Service towards domestic targets. The paper commented: "An interdependent world needs an unbiased source of news. This has become more apparent since September 11. That millions tune in, or increasingly log on, to find out what is happening both at home and abroad is a reflection of the World Service's success in trading a precious commodity: trust."

To keep winning more territory, the *Guardian* wrote, the BBC needs more cash. FM must be expanded as short wave gradually diminishes, and there is competition from the Voice of America's Radio Sawa, beaming to the Middle East, and the resurgent al-Jazeera.

That one of the most successful global media brands can be government-funded and not government-influenced, says the *Guardian*, should be celebrated. "It would be a folly not to fund properly a service so well received by the rest of the world" the paper concluded.

## Swiss sponsor weather

BBC World, the BBC's 24-hour international news and information television channel, has signed an advertising deal with SWISS/Crossair, the new airline launched in March this year. The SWISS/Crossair advertising campaign will harness peak viewing times for BBC World across all regions including weekday breakfast times in each time zone. In addition, BBC World will be using specially created sponsorship billboards to associate peak time Weather bulletins with the new Swiss/Crossair service around the world.

BBC World Weather is part of the channel's news and programme mix and presented every hour by professional broadcast meteorologists from the UK Met office based at London's BBC Weather Centre. BBC World offers daily city and five-day weather forecasts covering every region of the globe for the worldwide audience.

## BBC World buys Japanese broadcast company

BBC World, the BBC's 24-hour international news and information channel, has announced the purchase of broadcast company Satellite News Corporation in Japan



BBC World has been a shareholder, together with ITX (formerly Nissho Iwai), of the Satellite News Corporation (SNC) since 1994. SNC is responsible for the marketing and distribution of BBC World throughout Japan. BBC World, under the umbrella of its parent company, BBC Worldwide, now becomes the sole shareholder of the

company, making the channel the first foreign company registered to broadcast in Japan.

BBC World today also announces a considerable increase in its Japanese translation service to nearly 90 hours a week. BBC World news in Japanese is translated live and uses more than one voice, unlike many other bilingual transmissions in Japan which are delayed by several hours and use a single voice for all interventions. The total number of translated hours comprises both live news and pre-recorded Japanese versions of BBC World's current affairs, lifestyle and documentary programming.

**New York Times Digital** and international radio broadcaster **BBC World Service** have announced that the NYTimes.com website will incorporate links to BBC World Service English audio content. In what is understood to be the first agreement of its kind between the BBC World Service and a US newspaper website, links to global news programmes and hourly news bulletins from the BBC are to be showcased on the international section of NYTimes.com.

Users will be able to access three BBC programmes: World Update, a daily news programme for US listeners on world affairs; PRI's The World, a co-production of BBC, **Public Radio International** and **WGBH Boston**; and World Service Bulletins, which provide up-to-the-minute news in a short, five-minute format.

Both World Update and The World are one hour and are syndicated to US public radio stations by Public Radio International.

**Radio Austria International, Radio Slovakia International, Radio Budapest**, together with **AIB broadcaster members Radio Prague and Radio Polonia** have launched a new co-production called **Insight Central Europe**. The aim is to provide coverage of the political, economic and cultural changes occurring, as Central European aspirants move towards joining the European Union.

The weekly programme will be broadcast on each station on either Saturday or Sunday. According to Michael Kerbler, Acting Director and Chief Editor of Radio Austria International, "the aim of the project must be to reach not only the citizens from the candidate countries, but also an audience in the states which are already EU members to inform them of the problems and advantages of EU enlargement."

The project is being coordinated by Radio Austria International, and the programme can be heard on short wave and online. *(BBC Monitoring)*

European public service broadcasters are facing turbulent times. In Ireland, **RTE** has announced significant cash shortfalls, while the head of **RAI**, Italy's state broadcaster, has also warned of severe financial difficulties - RAI is Euro51.6m in the red. Hundreds of workers of Portugal's **RTP** state television have demonstrated after the government announced it was winding-up the six-channel broadcaster to replace it with a new single-channel public service TV, Portuguese radio reported.

*(BBC Monitoring)*



For the fourth year in a row, **Digital Radio Mondiale (DRM)** has chosen **Peter Senger**, Chief Engineer and Deputy Technical Director of **Deutsche Welle (DW)**, as its Chairman. Senger has led DRM since its inception in 1998. DRM also re-elected **Jan Hoek**, CFO/CTO and Deputy Director General of **Radio Netherlands**, as its Vice Chairman. Hoek has been Vice Chairman since DRM's beginning.

"I'm proud to report that, in just four years, DRM's members have built a universal, on-air system that will revitalize the AM broadcasting bands below 30 MHz in markets worldwide," says Senger. "The clarity of DRM's near-FM quality sound offers a dramatic improvement over analogue AM. And DRM is the world's only non-proprietary, digital AM system for short-wave, medium-wave and long-wave with the ability to use existing frequencies and bandwidth across the globe."

**World Radio Network (WRN)** has decided to seek commercial advertisers and sponsors for its broadcasts. WRN carries programming from 25 public broadcasters from around the world. A recent survey found that WRN has a weekly reach of almost 90,000 via its satellite service on the Sky Digital platform. Of these, 56 per cent are in the ABC1 group, a key market for companies that advertise in global media such as Time, Newsweek and CNN.

WRN Managing Director Karl Miosga said "I'm delighted with this research, and confident to welcome aboard an exclusive group of commercial advertisers and sponsors to share this opportunity." WRN Strategic Consultant Richard Jacobs, who will spearhead the move to attract advertising and sponsorship added that "WRN is a unique and exciting radio station. This development means that the commercial sector now has access to an audience regularly tuning into a truly global radio station."

Meanwhile, WRN has launched a new English service via satellite for South America. The new service joins the broadcaster's other English networks to North America, Europe, Africa and the Middle East, and Asia Pacific.

WRN in South America is available on the Telstar 12 satellite at 15 degrees West, with a Ku-band footprint that covers all of South and Central America.

**Asia Satellite Telecommunications Company Limited (AsiaSat)** and **UAE Radio & Television, Dubai (UAERTV-Dubai)** have signed a long-term agreement

## US aid for Afghan radio

USAID, the US Government's aid agency, has installed a VSAT satellite system at Radio-Television Afghanistan in Kabul. This will be used to send the Radio Kabul [Radio Afghanistan] signal via satellite to shortwave transmitters in Norway and somewhere in the Gulf. The programmes will then be rebroadcast back into Afghanistan using Radio Free Afghanistan (RFA) and VOA facilities. This whole arrangement is being put in place especially to provide information to people in Afghanistan about the Loya Jerga process.

In addition, it is expected the IBB (International Broadcasting Board) also from the USA is to provide two 400 kW mediumwave transmitters to be based in Kabul. One will transmit Radio Kabul programmes and the other VOA and RFA. In addition, two FM transmitters for Kabul are being supplied.

*(Information from BBC Monitoring/DX Listening Digest)*

## New Zealand: Committee calls for more external radio funding

Once more cuts are threatening **AIB broadcaster member Radio New Zealand International**. A New Zealand government committee says that 6m dollars earmarked by the government for the setting up of a national youth network would be better spent on improving the financing of existing services, including Radio New Zealand International [RNZI].

The Commerce Committee, comprising both government and opposition MP's, notes that special RNZI programmes for the South Pacific Islands have already been cut from 11 to 4 hours week, and says the service might not survive if further cuts have to be made. The committee feels that a youth network is not a priority as this market is already well served by the commercial sector.

*(From BBC Monitoring/Radio Netherlands "Media Network")*

## MBC to compete with Al-Jazeera

The Middle East Broadcasting Centre (MBC) is studying two projects to set up a television station and a radio station. The budget allocated for setting up the new television station will reach 300m dollars. The new station will be a news channel, which can compete with the Al-Jazeera channel.

Discussions so far concern searching for partners who can provide the financing needed to operate the station for at least five years. The negotiations have included Future [satellite] Channel and also Al-Sharq al-Awsat newspaper, which is published in London. There is strong cooperation between MBC and Future, which received a boost six months ago in the wake of the establishment of a joint company specializing in media activities.

Informed sources say that the project is facing difficulties at present due to the fact that financiers willing to invest in a news channel have not yet been found. Promoters of the project believe that the channel, which is expected to be a big competitor of the Al-Jazeera channel, will be able to make huge financial profits from the Saudi market, which is considered the largest advertising market in the Arab world. *(BBC Monitoring)*

## Former BBC executive killed

On 10 May, a train from London to Kings Lynn was derailed at Potters Bar just north of London. Seven people were killed. Faulty track maintenance was blamed. Among those travelling were former BBC World Service head Austen Kark, and his novelist wife Nina Bawden. Austen Kark, aged 75, died at the crash scene. His wife was injured. Austen Kark was described by the organisation's current director Mark Byford as "a highly cultured, intelligent and well-read individual".



## Deutsche Welle plans regional initiatives

Germany's international radio, television and online broadcasters, Deutsche Welle, plans to focus its programmes in future more on the process of European integration and the potential EU accession candidates of central, eastern and south-eastern Europe. DW will also place more emphasis on the countries and societies of the Islamic world with competent contributions to promote intercultural understanding. In addition, DW intends to 'regionalize' its journalistic efforts to reflect the geographical and strategic importance of specific areas of the world and gear its electronic transmissions to the technical circumstances available in these media markets. These are key aims in the repositioning of Germany's international broadcasting service, DW Director-General Erik Bettermann has announced. The DW supervisory board has already unanimously approved the concept.



Erik Bettermann, Deutsche Welle  
Director-General

Mr. Bettermann held extensive talks with all DW departments shortly after taking office to discuss his aims. These have been documented in a comprehensive DW profile. "The profile is essentially the 'Magna Charta' of information competence for DW staff members and a central resource for assuring DW's future in the 21 century," Mr. Bettermann stressed. As examples of improved "regional competence," the Director-General pointed to plans to set up a DW-TV format for Afghanistan in the local Pashto and Dari languages, to the introduction of programmes subtitled in Arabic for North Africa and the

Middle East, and, if funding can be secured, the launch of Russian language programmes for Russia and the CIS countries.

"The regional concept is like a 'red thread' winding its way through a wide range of programme changes at DW-RADIO for strategically relevant target areas, such as China, India or certain parts of Africa," Mr. Bettermann said. Parallel to these developments, DW-WORLD. DE, the DW website in 31 languages, will be "...developed and expanded further as an independent journalistic resource," he said. Bettermann went on to say that he expected the government to conduct "a substantive debate on strategies, aims and appropriate financing for Germany's international broadcasting service." Last but not least, with amendments to the DW law coming up in 2003, "we want to 'sharpen' our programme mission," the Director-General said. One of the cornerstones: To extend that mission beyond the traditional task of providing a comprehensive picture of Germany to include information about world events and issues as well as developments in the specific target regions.

Meanwhile, DW-TV has celebrated a first, small anniversary. Ten years ago, on April 2, 1992, German International Television began broadcasting. At reception to mark this jubilee in Berlin, Christoph Lanz, Director of DW-TV, said that programming from Germany today was "without doubt a worldwide recognised brand among international information providers.



"DW-TV was an outstanding example of "pure information competence," Mr. Lanz said. DW-TV was initially launched as a six-hour, then a 14-hour, programme in German, English and Spanish. The next target was reached on July 1, 1995: a full 24-hour programme. In 1996, DW-TV was first beamed via the AsiaSat 2 satellite, a decisive step towards a global technical presence. In the meantime, German International Television is available to more than 137 million households on all continents. Some 22 million viewers worldwide regularly watch the programmes.

A first revamping of DW-TV programming was introduced on April 1, 1997. The essential changes included an expansion of the news segment and a redesign of the broadcast tableau. The re-positioning of DW-TV was launched under the motto "At the heart of Europe" on January 1, 1999. Since then, DW-TV has been an information programme with a focus on news, magazines, features and documentaries. Together with this re-positioning, Mr. Lanz said, it has also been possible to "increase the importance of DW-TV as an advertising platform for businesses interested in projecting a global image."

for the use of a 36MHz C-band transponder on AsiaSat 2.

The new capacity is currently used to transmit three Arabic television channels named Dubai EDTV, Dubai Business Channel and Dubai Sports Channel, as well as two radio channels in digital free to air format to viewers and listeners across AsiaSat 2's huge C-band footprint. It is expected that more UAERTV-Dubai television and radio services will be added in the near future.

UAERTV-Dubai is the leading Arab broadcaster, commanding a vast Arab-speaking audience and viewership of tens of millions across the globe.

News World Asia will return to Singapore in July 31-August 2, 2002 to address the most pressing editorial, ethical and technological issues facing broadcast, online and print journalism today.

It's been a dramatic and a challenging year for journalists the world over. In Asia, the issues remain as pressing as ever. News World Asia's Chairman of the Board of Advisers, Alexander Thomson says, "Whether it's China's relentless surge on the world's stage with their acceptance into the WTO and the staging of the 2008 Olympics, the rise of the Arabic media or the ever-changing media landscape in Southeast Asia, News World Asia will once again provide an unparalleled forum to address the most demanding issues and attempt to provide some answers." The event is to be staged at the successful 2001 venue - Grand Copthorne Waterfront Hotel, between 31 July and 2 August.

This year's main News World conference will take place in **Dublin**, at the Burlington Hotel, November 19-21.

MTV has launched a regional service in **Indonesia**. The new service went live in May, and is available via terrestrial television. Local programming for the Indonesian market are supplemented by MTV's signature global events and music-related content.

"Indonesia is the fourth most populous country in the world," says **Peter Bullard**, senior vice-president and managing director, MTV South-East Asia. "It is a very important market to MTV Asia."

Initially available in the five key cities of Jakarta, Bandung, Semarang, Surabaya and Medan, the initial audience is estimated at 15 million households. MTV Indonesia is aired through local TV company, **Global TV**.



# The Internet displacing other media?

One of the lively panel discussions at the AIB's first annual meeting in Manchester earlier this year centered on the Web and its impact on international broadcasters. Promoters of web based information want it to be considered as mainstream broadcasting. Is it indeed replacing conventional broadcasting or is it a conduit to established electronic media?

InterMedia has been researching the Internet's impact on international broadcasting for six-years. This article draws upon information from recent InterMedia quantitative and qualitative projects in combination with other sources that are available in the public domain.

We will first provide an overview of the projected growth of the Internet, note some research on media interactions from the U.S. to provide context, then look at the specific case of South Eastern Europe and the Balkans, using data from InterMedia surveys conducted in the spring of 2002.

## Worldwide Growth

The worldwide growth of the Internet within the past five years has been astounding. Various industry sources estimate that by the end of 2001 there were approximately 400 million Internet users worldwide, double the number of users in 1999, and more than



A surfer at an Internet café in Moscow watches an online interview of Russian President Vladimir Putin

four times the estimated number of Internet users there were in 1997.<sup>1</sup> While North America still accounts for single largest proportion of worldwide Internet users, the rest of the world is rapidly moving forward. The U.S. and Canada rank among the top markets for Internet use along with Japan, the United Kingdom, Germany, Scandinavia, France and Italy, as well as Australia and Brazil. However, the rapidly increasing use in countries such as South Korea, Taiwan, Malaysia, China and South Africa make it clear that the proportion of North American users relative to the worldwide user community will continue to shrink in the coming years. Some projections suggest that by the end of next year, the Asian, African and Latin American communities will account for nearly a third of the users worldwide, as their growth outstrips that of the North America and Europe. While industry projections show North American use continuing to climb at some 30% between 2000 and the end of this year, the Asian community is projected to grow by more than 70% during the same period while the Latin American

and African communities double. The European user's community is also continuing to grow at a rate between that of North America and Asia. The projections are that Internet use will expand by some 50% between 2000 and 2002, much of it in the Balkans, Eastern Europe and former Soviet Union. InterMedia's annual tracking research and qualitative work on the Internet in these areas reinforces the view that the user community in these areas is both very savvy and growing rapidly. Consumers want access and certainly know the difference between good products and bad.

While growth numbers are proving to be a benefit to the website managers for the various international broadcasters, they also are a cause for considerable concern among the radio and television departments in the same organizations. The demographic profile of the typical Internet user in the transitional and developing international broadcast markets shows them to be young, affluent and usually well educated. They also generally appear to be information seekers who consume a wide variety of the mediums, both domestic and international. For these people, the Internet quickly becomes an important information source and often the most trusted of the many media sources.

## Potential Affects on International Broadcasting

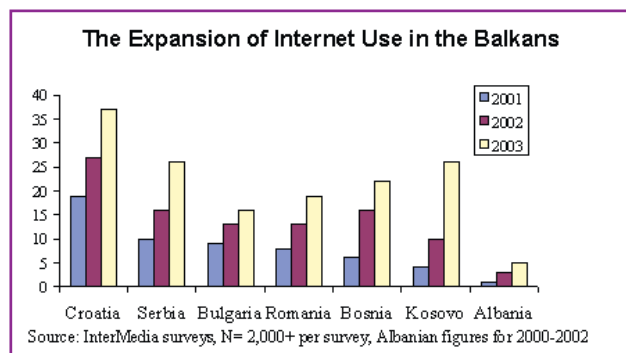
As the "hit count" for the web sites of international broadcasters continues to climb to new heights each month, the radio and television services wonder how this will affect them. Some initial research conducted in the U.S. on Internet use and leisure time cannot be encouraging. One on-going research project reports that American television ratings show that for the first time in the 50-year history of American television, viewing among children less than 14 years of age is declining, and posits that the Internet is a prime suspect for the decline.<sup>2</sup> The study points out that youngsters raised in the Internet age like to use computers and the Internet at least as much as they do the older media, and this directly affects their radio and television use. In particular, television consumption among Internet users is about 28% less than that for non-users in the U.S. The data show that Internet users still use television as frequently on a daily basis as do non-users, but their total hours of viewing are significantly less. The data also show that in the U.S., at least for now, frequency and total hours of Internet use tends to increase among individual users over time, potentially squeezing out other media activities even more. Is this same trend likely to affect the international broadcasters of radio and television?

In its research on the Internet and its relationship to the other media during the past several years, InterMedia found that this American model of Internet interaction, usually has some regional variations, though there are some broad similarities. A brief look at one region with rapidly developing Internet use can serve as an illustration.

## Media Interaction in South Eastern Europe

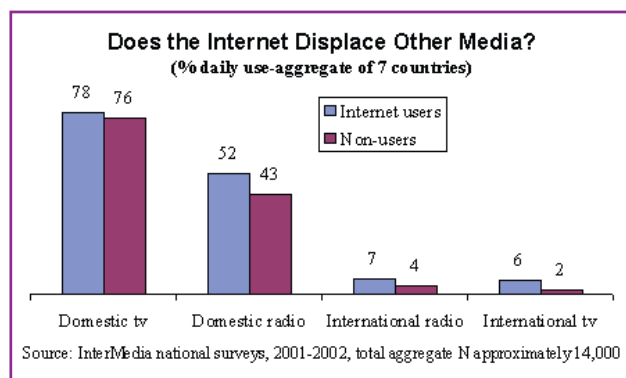
South Eastern Europe and the Balkans have significantly lagged behind Western Europe in the use of computers and access to the Internet. However, InterMedia's annual tracking of Internet use and projections of the future increases in access for the coming year show how quickly new technology is spreading throughout the area. Albania, Bosnia, Bulgaria, Croatia, Kosovo, Romania and Serbia/Montenegro all have rapidly increasing user communities. As international development money has flowed into the region,

computer and Internet use has expanded.



two annual surveys, and an estimate of the projected use in the coming year based on respondents' expressed intentions to purchase access. The data show that the trend for Internet access and use over a three-year period is for at least a doubling, with examples such as Bosnia and Kosovo showing approximately a four-fold increase.

With the clear evidence that Internet use is rapidly growing, what, if any, is the effect on consumption of other media? Using the latest survey results for each of the seven countries shown above, as a first step, we can compare the media behaviour of Internet users and non-users. The graph below shows the daily use of domestic and international electronic media by users and non-users, aggregated for the seven countries.

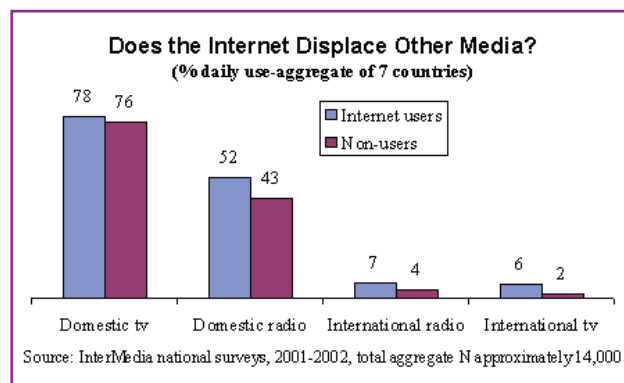


The data show that the Internet users in south-eastern Europe are more frequent consumers of both domestic and international electronic media than are non-users. This is true even breaking down the data country-by-country for all except domestic television. In several areas, Croatia and Albania for example, domestic television use is higher among the non-users. However, in all cases, the difference is small. This is not the case for domestic and international radio and international television. Internet users are more likely to be daily consumers of these media than non-users. The data also show the user community is much more likely to be viewers or listeners to international radio and television, a pattern of media consumption shown in other regions as well.

The research on American media interaction found that while the frequency of television viewership was similar for users and non-users, the real difference was that there was a significant disparity in the actual hours spent viewing. Internet users watched far less. Does this hold true for south-eastern Europe: does Internet use displace television viewing? The short answer appears to be no, at least not yet. However, the data suggest some potential problems for radio listenership in this region, as shown in the example below for Romania.

Internet users are busy people and consumers of all types of media. The surveys suggest that while users tune in with greater frequency

to radio and television than do the non-users, they do so for shorter periods of time. The difference in television consumption is



marginal, as internet use appears to have little effect on either the frequency of television viewing or the amount of viewing time. It does appear to have an effect on the total time of radio use in some cases such as in Romania. In the Romanian example, Internet users have almost a quarter less radio listening than do the non-users, while spending a similar amount of time reading and watching television as non-users. It is not the case across the entire region. In Bulgaria, Internet use has no effect on weekly time spent for either the radio listening audience or for television viewing. The issue must be studied market by market as radio and television patterns vary widely across the region. As the user community continues to expand in this area, especially as more and more Internet cafes are established and become part of the regular social scene, it will grow to include larger numbers of users beyond the current group of young information seekers: another of the many evolving factors that need to be tracked continually.

In the months ahead, InterMedia will be monitoring the situation closely in its almost 400 yearly projects worldwide. International broadcasters still do not know what the total effect of the Internet will be on their current or potential audience. We will continue to strive to help find the answers.

*InterMedia is a non-profit company that carries out global research, evaluation and media consulting. Based in Washington D.C. with associates in the United Kingdom, InterMedia serves international media, governmental and nongovernmental organizations and institutions that require high-standard, cost effective and culturally appropriate research and consulting to measure their impact and future goals and objectives. InterMedia's worldwide research involves studies of local media markets. The studies focus on how international broadcasters can best tailor their programming and messages to be most effective in rapidly changing environments. Virtually all of our clients see themselves now as "multi media" providers, blending radio, television and Internet products and almost all are seeking to discover the correct balance and the symbiosis between the mediums that is right for them. In seeking this balance, one of the tasks we are asked to perform is to project the relationship between the mediums, and answer the question: will the Internet displace my radio/television audience or can it actually grow my total reach by providing both its own audience and providing new viewers and listeners?*

**InterMedia is a Member of the Association for International Broadcasting**

<sup>1</sup> Data on Internet use worldwide are available from a number of sites including the NUA Internet survey, European Internet Stats, The UCLA Worldwide Internet Project and the Computer Index Almanac.

<sup>2</sup> Jeffrey Cole, "Surveying the Digital Future", UCLA Center for Communications Policy, 2000.



# Banned, Sacked, Abducted, Jailed or Killed

## The everyday life of an Asian journalist

If you had a hard day at the office today, spare a thought for the scribes of Asia. They have one of the toughest beats on the planet, as David Marshall, event director for *News World Asia*, explains.



Radio New Zealand reporter Shona Geary recounting her time held captive at Parliament House, Suva

It's pretty common knowledge that more journalists were killed in Afghanistan these past twelve months than any other country, yet the death toll among the press in the Philippines - without a major war action - is among the highest of any country in the world. In the past few weeks, a newspaper reporter was shot dead in her home, a radio commentator killed in a drive by shooting, a home made bomb exploded outside a radio station and the military continues to advise foreign media they remain a kidnap risk in the south of the country where the Abu Sayyef still hold foreign tourists hostage.

China has more TV stations and media operations than all of the rest of Asia put together. It has the second largest TV network in the world and its media is seen to be freer and more open than Singapore's. Yet, for the third year running, China remains the world's leading jailer of journalists. Tiny neighbour Nepal, with one per cent of China's population, ranks second.

In South East Asia, many Thai journalists, proud of their free press, have accused business tycoon Thaksin Shinawatra, the country's prime minister, of trying to exercise undue influence over the media. Radio programs produced by the Nation Multimedia Group were banned and advertising restrictions placed on their cable TV channel.

Two foreign correspondents from the Far Eastern Economic Review were threatened with deportation on the grounds that they were a threat to national security. The Nation still struggles, the reporters were allowed to stay, but the stand off continues.

The newly feted responsible leader of the Islamic world, Dr Mahathir Mohammed, remains in tight control in Malaysia where political pressure, threats, and licensing restrictions remain the norm. It is rumoured political pressure may have prompted the recent wave of resignations, suspensions, and lay-offs at The Sun newspaper, yet it remains puzzling to many why the highly critical South East Asian Press Alliance sponsored [www.malaysiakini.com](http://www.malaysiakini.com) web site remains open and a constant thorn in the government's side.

In Singapore, local press is largely controlled by the ruling People's Action Party (PAP). The government has restricted the foreign media from covering domestic politics and has introduced new regulations to curb independent political commentary on the Internet. Yet the regulatory authority for broadcasting, the Singapore Broadcasting Authority, remains a staunch advocate of the News World Asia conference where Singapore is exposed to criticism by the leaders of Asia's broadcast news operations and the attending world media.



Aung San Suu Kyi, the opposition leader in Myanmar, arrives at the headquarters of her National League for Democracy after release from 19 months of house arrest

In Myanmar (formerly Burma) journalists work under impossible conditions, forbidden by state censors from

SUVA: MARK BAKER/REUTERS; MYANMAR: SUKREE SUKPLANG/REUTERS

publishing almost anything of substance and subject to imprisonment for the slightest expression of dissent. But the military junta recently released journalist Sein Hlaing after more than 11 years in prison and freed from house arrest opposition leader Aung San Suu Kyi.

Then, of course, there was the Indonesian government's decision to deny Australian journalist Lindsay Murdoch's application for a renewal of his working visa, thereby effectively banning him from working as a correspondent in Jakarta. He remains in Jakarta three months after his expulsion, continuing to report using a different visa.

### Asia is a remarkable place.

The supposedly more sophisticated, media savvy countries, place similar demands on the working press. The Japanese government has under deliberation in the nation's Diet a Personal Data Protection Bill that would infringe on journalists' freedom to gather information and report the news. Although the bill states that media organizations are immune from penalty if they violate the new laws rumours are the media will be expected to abide by them. One hundred and twelve newspapers, four news agencies, and thirty-eight television stations have protested the proposed law, fearing government interference in freedom of expression.

In highly competitive and heavily cluttered Taiwan media, where players look for audience niches rather than hoping to capture the mass market, headline scoops are a good way of standing out from the crowd. The editor of the Chinese-language daily China Times was recently arrested and charged with endangering national security based on an article about how Taiwanese officials used secret government funds to buy influence and favour overseas under the administration of former president Lee Teng-hui. Other national media were quick to pounce and follow up the story.

Asia is a region of contrasts and contradictions. Which is what makes it so appealing to nationals who passionately cover their own difficult beat, and internationals, alien to the environment but attracted by the fact there is always a good story just around the next aroma-filled corner.

From Kabul to Kiribati, even though the risks remain high reporting on war and insurgency, covering crime and corruption, or simply expressing a dissenting view in an authoritarian state, a journalist in Asia today is more likely to suffer another less friendly fate.

### Getting fired.

The Asian economic crisis was the spark that saw the first wave of retrenchments during the past twelve months as advertising revenues plummeted. The cost of the war on terror has hit home hard on all news media. And now news managers are finding it hard to justify expensive traditional news gathering to critical owners who see audiences, readership and viewers slipping away to new forms of media.

Just another day in the newsroom, really.



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*Members of the NASB:*

*Adventist World Radio; Assemblies of Yahweh; Family Radio Network; Far East Broadcasting Co. Inc.; Global Catholic Radio; Herald Broadcasting Syndicate; High Adventure Ministries, Inc.; Radio Miami International; TransWorld Radio; World Christian Broadcasting; World Harvest Radio International;*

*Associate members of the NASB:*

*Antenna Products; Continental Electronics Corporation; TCI (Technology for Communications International); Thomcast, Inc; IBB (The International Broadcasting Bureau of the US Information Agency), which is affiliated with: The Voice of America; Radio Free Asia; Radio Free Europe/Radio Liberty; Radio-TV Marti; WorldNet (TV)*

NPR Worldwide  
PricewaterhouseCoopers  
Radio Canada International  
Radio Free Asia  
Radio Free Europe/Radio Liberty  
Radio Miami International  
Radio New Zealand International  
Radio Polonia  
Radio Prague  
Radio Romania International  
Radio Sweden  
Radio Taipei International  
Radio Vlaanderen Internationaal  
SES-Astra  
TDP (Transmitter Documentation Project)  
World Radio Network  
You/Com Telecommunicatie B.V.



# Personal View

## Finn Norgren

Director, Radio Sweden

Downstairs is an exhibition of dinosaurs. It is not far fetched to see the symbolism in this. When you listen to the line of “content providers” describing their businesses, extinction feels not too far away. We dinosaurs speak a different language. Instead of “news” and “editing”, modern terminology is “content flow” and “service operation”. In fact, these various media business sales executives sound like they are giving a lecture on how a metropolis has organised its intake and distribution of food. Actually, one digital content provider says his company is “the top of the food chain...”. But to me, as an aspiring dinosaur, news and information can never be a commodity. It is a human right.

I am attending the AIB Global Media Business conference, held in the Museum of Science and Industry in



Manchester. It is a great event, “everyone” is there and the packed agenda brings an excellent exposé of our branch as of now.

We hear a lot about wonderful gadgets. The Gulf war and the conflicts on Balkan are pictured as excellent testing fields for all the technology that now has revolutionised our business. In dinosaur-language, one could then think in terms of better coverage, deeper insights, bringing the true world to the viewers, etc... Maybe even this marvellous technology, for once, could

help us prevent disaster and tragedy, to tell the world *before* it is too late.

But that is not, of course, the point. The role of the gadgets is to *cheaply* get a close up of someone’s brain being blown to pieces and to immediately get that picture up into the Great Digital Smörgåsbord above us for rapid sale.

Of course, as in every conference of its kind, someone proclaims “but content is king!”, earning appreciative mumbling. This time, however, BBC World’s Nic Gowing, excellently chairing the meeting, remarks: “But is this not only a mantra?”

However, I give credit to the content providers that they are not hypocritical. They see the role of the new techniques as that of packaging the goods cheaper, faster and dramatically enough to sell. Not in the slightest to utilise new methods to bring substance and depth and versatility and meaningfulness. Not to improve journalism and “content”.

And no one is hypocritical about where international television is going. What pays - and therefore what “everyone” is focusing on - is *Big Brother* and simplified game shows that allow the viewers to interactively vote for the footballer with the most alluring knee caps.

One panellist is very proud of how the company managed to disguise a campaign for a toothpaste brand in a game show, with the viewers believing that they watched a programme. Market share of the toothpaste brand skyrocketed. Someone is very proud that more Brits voted in “Pop Idol” than in the latest election (is that really true?).

Twenty years ago, I spent a month in the USA, supposedly to study new production techniques for the group of newspapers that I worked for. But mostly I watched television, night after night, absolutely flabbergasted that human brains could invent such disgusting, tasteless, idiotic, humiliating nonsense. And I thought: OK, public service television at home may be a little old fashioned and introvert but still,



thank God, we will never get this crap. Little did I know...

My favourite PowerPoint slide in Manchester is a slide of the ordinary PC in an ordinary English home. A *workplace*, cramped, ugly and boring. Next picture – the cosy and comfortable living room with TV and radio receivers and surround sound loudspeakers. Question: “Will the family gather around the PC?”

“Radio is geared for the stressed modern man,” someone says. It can be everything, anytime, anywhere. It can survive in the smallest, narrowest niche. But what will be inside? “The market will decide,” one content-provider MD explains. That is not true. We can decide if we believe there still is a fair proportion of humanity that basically pukes if forced to watch *Temptation Island* or *Ricky Lake*. And above all, politicians have to decide if they want voters stupefied or conscious. We do have a lot of good arguments to justify our existence.

Since that month spent in the USA, I have been a devout supporter of good old public service. But it is scary to see the impact commercial television has had on our national television. Therefore it is encouraging to hear, from many countries, the demand for radio that considers listeners to be intelligent people.

In Stockholm, Swedes can listen to Radio Sweden on FM. Most people probably have not got a clue what it is, but those who have discovered this service often express a gratitude that “there is still someone who takes news seriously”.

The national public service radio news is of course serious, and good. But even

in a very small country, everyday journalism is packed with new actors. Even a junior Swedish minister delivering a not too exciting message to the world is seen on TV with 43 microphones up his or her nose.

This results in slightly ridiculous striving for profile, so-called scoops or investigative reporting. By promoting your own stories, you may stand out in the crowd. Therefore, the day often starts with news that primarily is an end in itself. But our daily news summary, intended for Swedes and others abroad, is based on the old formula: First the most important thing that has happened, then the second most important thing, etc. Indeed dinosaur-like. But so often we hear people say how fed up they are with news fragments every hour and at the end of the day you still have no idea what is going on. Content needs Context.

During the night, we rebroadcast programmes from Canada, Australia, Switzerland, Japan and South Africa. I cannot quite figure out why, but an amazing number of people in Stockholm do not sleep at night and tune in to these foreign broadcasts. But why

listen to us then and not to the national channels in Swedish? Simply because it is interesting to hear news from other parts of the world. Simply because Man is interested to learn and understand, not only to be entertained.

The same is expressed in e-mails, from Vancouver to Vladivostok, from those who have happened to hear Radio Sweden being rebroadcast. The same is expressed in e-mails from those who have happened to find us on the Internet. On FM we run national programmes in ten languages for the biggest immigrant groups in Sweden - the moment they went on Real Audio they became global. But why does a Kurd in Australia, an Iranian in England or an Assyrian in the US regularly tune in news about Sweden?

Because after all content and context do matter. The "market" is many, many markets that do require substance and accuracy. But the inquiring mind hardly considers news and information a commercial commodity.

Maybe I have one leg at the exhibition downstairs, but if the "market" - the listeners - do have the right to tell the

politicians what to decide, the world may not be turned into a soap.



*Finn Norgren is director of Radio Sweden International. He has been a reporter, foreign correspondent and editor both at newspapers and at the national Swedish Radio. Finn has also worked for the UN, the Red Cross and other organisations involved with relief and development assistance. In August, he takes leave of absence from the radio and moves to Rwanda for two and a half years to head a project of decentralisation and reconciliation.*

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## R&D - the route to success?

Jutel, is a leading provider of software for digital content management and radio broadcasting solutions, invests 22 % of its yearly revenue in product development and over half of its personnel work in R&D teams. Managing Director Reijo Kivelä explains that the partnership with IBM enables Jutel to concentrate on its core expertise areas and particularly on the development of its main product, Jutel RadioMan. Jutel is also working

At the 30-person R&D unit located at Jutel's head office in Oulu, Finland, it is a normal Tuesday morning; a quiet buzz fills the air as people concentrate on their computer displays. "A company is for the most part a reflection of the people it employs," states Jutel's Managing Director Reijo Kivelä, who founded the company in 1984 with his brother Jorma. "We've been lucky along the way because we have succeeded in attracting employees to Jutel who want to genuinely create something new and do things a little differently - and better."

"Besides our 18 years of experience with radio broadcast systems and telecommunications, we also invest substantially and continuously in R&D. Finding the right customers and partners has also been a key success factor," confirms Jutel's Business Development Manager and Chairman of the Board Jorma Kivelä.

This success can be seen in Jutel's results; the company's revenue increased by 70% in 2001 and operations are profitable. A solid reputation in job markets also enables Jutel to keep the right people in-house.

### It all begins with innovative products

Jutel RadioMan is Jutel's main product. Designed for the content production and management of digital media environments such as radio stations or mobile operators' systems, the software is currently utilised by some of the world's leading radio broadcasters, including the BBC, RTE Ireland, YLE Finland, KDAB Korea and ERTU Egypt. Jutel RadioMan software is a unique solution that enables digital content to be created, scheduled, organised, archived and broadcast simultaneously to multiple media channels.

"We believe that Jutel RadioMan is without question the best product on the market. As a company Jutel wants to be known for its comprehensive project management capabilities and excellent customer support," explains Vice President and Marketing Manager Antti Nevalainen. "Our goal is to be the first choice of the market's most desirable customers. To achieve this objective, Jutel has to be quality leader and

innovator; every day we are working hard to achieve this. In early 2002 we also initiated an internal process whose purpose is to further crystallise Jutel's essential nature. A strong brand functions as the directional sign that a globally functioning company needs."

### Mutually beneficial partnerships

In 1995 Jutel signed a Business Partner Agreement with IBM; in 2002 Jutel's products became part of IBM's new Digital Media Factory portfolio. As a result Jutel RadioMan is sold worldwide through IBM's extensive network. "The most visible fruit of the co-operation is the world's largest decentralised computer assisted radio system built for BBC English Regions, consisting of over 1000 workstations nation-wide," explains Jorma Kivelä. "Jutel has traditionally concentrated on European markets, but our partnership with IBM now enables us to also focus on North America and Asia."

"Currently we are working with mobile device operators and manufacturers to develop content production and management solutions for the mobile environment. We believe that convergence - the combination of still and moving visuals, text and sound into multiple broadcast channels - has become a reality and we want to be the first to offer our current and future customers the best new solutions," Jorma Kivelä reveals.

### Uniqueness is a Jutel value

When asked about Jutel's values, Antti Nevalainen is ready with the answer: "Uniqueness, trustworthiness and leadership are our core values," states Nevalainen.

"Our products are currently pioneering efforts. And Jutel is an innovative company. Even so, there is still plenty of room for improvement in our work and operational methods; Jutel's values will become a concrete reality only when they have become part of our daily operations. We intend to remain the first choice of the sector's best customers and partners - in the future as well. Achieving this will require that we continuously develop our operations and products, but we are confident that we are headed in the right direction."

## EVS slow motion/replay monopoly at World Cup

EVS has once again provided all the slow-Motion replay and highlights editing systems for this year's World Cup. This was achieved in collaboration with Thomson (High Speed cameras), Canon (70x zooms), Egripment and Vinten (camera support hardware). No less than 100 EVS LSM-XTs were deployed, 30 of which were Super Motion

HostBroadcastServices was committed to take the quality of broadcasting up to unprecedented heights. No less 23 cameras were available for the 9 major matches, 14 of which were routed to LSM-XTs. And 6 of these cameras were LDK-23s supported by LSM-XTs in Super Motion mode. That meant a total of 12 LSM-XTs per match.

[www.evs.tv](http://www.evs.tv)

## GlobeCast gets fashionable

GlobeCast has leased capacity on HISPASAT for the launch of a new digital DTH distribution platform targeting cable headends and DTH households across Latin America from its Americas gateway in Madrid.

Eurosport News and Real Madrid TV are among the flagship networks to join the new DTH community on HISPASAT. A wide range of international channels from Europe and the Middle East will soon be announced.

Of the 15 million homes in Latin America that have multi-channel cable television, more than 8 million receive programming broadcast via HISPASAT satellites, a market penetration of 55%.

GlobeCast has also announced the launch of NETwork interactive TeleVision, the first exclusively French-language Ku-band bouquet to DTH households in Sub-Saharan Africa. NETwork interactive TeleVision joins two existing bouquets in Africa - Multichoice and CFI's Le Sat.

GlobeCast provides the service from its new digital platform based in Madrid on W4 at 36° East. This enables broadcasters to reach a very large target audience in Sub-Saharan Africa by offering co-location with Multichoice, the leading pay-TV operator in Africa, with over 50 established television and digital music channels broadcast in more than 30 countries.

GlobeCast has begun delivery of Fashion TV in North America via the GlobeCast Digital DTH World Television Service on Telstar 5.

Produced in France, Fashion TV is a 24-hour international television network dedicated to programming the best in fashion coverage. To distribute Fashion TV in America, GlobeCast is providing 24/7 end-to-end channel distribution, including signal turnaround in Miami from GlobeCast capacity on NSS 806, fiber backhaul over GlobeCast's North America ATM network to the Telstar 5 gateway in New York, uplink and digital space capacity on Telstar 5, plus Nagravision encryption. Additionally, GlobeCast is supporting consumer access through decoder/dish sales and subscription management by way of the company's owned-and-operated World TV Call Center in Miami.

## One-stop broadcast reference

"Tektronix is to blame!" That's the verdict from web publishers Phil Sandberg and Hugh Salmon on Broadcastpapers.com, the free online library of broadcast technical papers launched by the pair in February 2000 and now used by around 20,000 broadcast professionals every month.

"Our background is in broadcast industry print titles," says Sandberg. "Aside from the usual news and product updates, we used to see quite a number of technology whitepapers submitted for publication - and of these Tektronix was the most prolific producer. Unfortunately, we just didn't have the real estate to accommodate them."

"That's where the Internet came in," says Salmon, "but the Internet isn't a magazine - or radio or television for that matter - its present strength still lies in storing and transmitting information. So, we settled on a library concept."

A totally free service, the Broadcastpapers.com library concept encompasses topics as diverse as digital asset management, audio, radio, post-production, HDTV, interactive TV, transmission and more. The whitepapers on Broadcastpapers.com are sourced from equipment manufacturers, consultants and conferences around the world.



Among those conferences is IBC2002, which has engaged Broadcastpapers.com as official online host for this year's presentations. In the months prior to IBC, Broadcastpapers.com will provide potential attendees with access to abstracts of white papers being presented at the conference. This will be followed post-show with provision for access to conference presentations in their entirety.

According to IBC Conference Chairman Martin Salter, "IBC2002 promises to be the best yet. Our theme for this year, 'a year's knowledge in one show', highlights the richness of the IBC event. We are pleased that the wealth of top class knowledge that exists within the IBC Conference Programme will now be available at the highly regarded Broadcastpapers.com web site." The IBC content agreement follows landmark official recognition by digital TV standards body, the DVB Group.

According to Phil Sandberg, this endorsement vindicates Broadcastpapers' commitment to sourcing the latest in digital broadcasting information. "In addition to radio and audio," he says, "we are standards agnostic when it comes to digital TV material. However, we think the sheer number of whitepapers we have covering DVB/MHP can only be a reflection of interest in the standard." In addition to whitepapers, the site also offers access to software plug-ins, calculation tools and updates with its Broadcastdownloads.com service.

"Like the whitepapers collection," says Hugh Salmon, "Broadcastdownloads is a library, but instead of documents, it features links back to software on the web sites of technology developers. The overall aim of the site is to save time for industry professionals as they collect the information they need in making decisions for their operations. And did we mention it's free?"

For more, visit [www.broadcastpapers.com](http://www.broadcastpapers.com)

## SMS for the Broadcasting Industry

Mobile communications provider Portalscape has launched its product TXTbox to enable mass SMS text messaging. Handling over one million messages a day, TXTbox provides customer acquisition solutions inherent to marketing campaigns, CRM, entertainment, commerce and content delivery.

It enables companies to reach their target audience anytime and anywhere, while at the same time allowing consumers to personalise the services they would like to receive, such as competitions and voting. Portalscape can provide solutions to enable the broadcasting company to create highly targeted marketing campaigns, as well as empower the target customer to feedback pertinent information on their viewing preferences.

With the TXTbox companies can instantly advertise, promote, contact and interact with their target market. Portalscape CEO, David Wainwright said: "SMS has become the perfect marketing medium - it's instant, trusted and personal."



## “Historic” DRM shortwave demonstration

Integrated Defense Technologies, Inc.'s [IDT], subsidiary Continental Electronics is on the leading edge of shortwave radio technology. The company successfully demonstrated that its transmitters are digital ready. The demonstration underscored the superiority of the Digital Radio Mondiale (DRM) broadcasting system over the conventional AM modulation system used in international shortwave broadcast bands.

The live DRM broadcast demonstration spanned 1,500 miles, from EWTN Global Catholic Network's mountain-top radio station, WEWN, in Birmingham, Alabama, to the floor of the Las Vegas Convention Centre. DRM is an ITU-recognized digital radio broadcast system for all radio broadcasting below 30 MHz. The historic event took place during NAB 2002 in cooperation with Telefunken SenderSysteme Berlin and the Fraunhofer Institute of Germany.

“Demo observers repeatedly said that our AM shortwave signal sounded as clean and clear as local FM” said John Uvodich, president of IDT Continental Electronics.

The demonstration featured IDT-CE's 420C 500 kW transmitter and a Telefunken DRM exciter. Signals were broadcast across WEWN-licensed frequencies of 5825, 7520, 9975, 11875 and 13615 kHz. Telefunken also provided the special receiver, which included Fraunhofer digital decoding techniques. This transmitter is capable of operation in standard amplitude modulation, controlled carrier-level modulation or single side band service. From a central master control panel or from a remote computer control station, this transmitter delivers full carrier power at any frequency between 3.90 and 26.1 MHz.

## Techno chief steps down

Philip Langsdale, chief executive of BBC Technology, has resigned, reportedly over a disagreement concerning the future direction of the wholly-owned BBC subsidiary.

## Pinnacle “Liquid Field” survives Angolan helicopter crash

Pinnacle Systems has revealed that a Liquid FIELD mobile DV editor survived a helicopter crash in the African bush. It was part of the kit carried by Vaughan Smith, a reporter with news agency Frontline, who was in Angola to report on the war for the BBC. The crash happened at a UNITA base in the African bush when a tail rotor hit a tree. Happily everyone came out of the incident unscathed and the Liquid FIELD carried on working as if nothing had happened.

Smith specialises in war stories, and Liquid FIELD has become a vital part of his equipment. He first used it in Afghanistan and since then he has taken it to Kashmir as well as Angola. Liquid FIELD is ideal for television reporters as it lets them record, edit and send video clips directly to the broadcast studio from the field, even under very difficult circumstances.

Speaking about his experience with the Liquid FIELD,

Smith said: “It is a tough powerful system that is ideal for this work, as it gives us enormous flexibility and mobility under difficult conditions. It is also extremely reliable as the helicopter incident proved.”

Smith's team made history in Angola as they were the first journalists to see a UNITA base in 10 years. This story, which was recorded and edited on the Liquid FIELD, was shown on the BBC's flagship domestic TV programme “Newsnight”.

the channel

## Tektronix Laboratory Opens at BBC's Wood Norton Training Centre

Tektronix, innovators of test, measurement, and monitoring equipment, has provided video test equipment to BBC Training & Development's Wood Norton Training Centre for a dedicated Tektronix learning laboratory. The instruments will be used in conjunction with engineering and technology courses taught at the centre, located in Worcestershire, UK.

The Training Centre offers industry-standard studio, post-production, and location facilities, which can be booked for classroom-based sessions and hands-on practice. The new Tektronix Laboratory features video test equipment that is used throughout the industry, including analogue, standard-definition and high-definition digital video test instrumentation, as well as the latest MPEG test platforms. Students attending Broadcast Engineering Foundation, Broadcast Engineering Consolidation, and TV Technology 1 and 2 courses will gain experience in using the equipment in real situations.

Simon Shute, Head of Broadcast Training at BBC, said that the establishment of the Tektronix Laboratory will benefit both trainees and the broadcast industry as a whole. “The dedicated Tektronix facility at Wood Norton will enable delegates to obtain first-hand experience of a wider range of equipment than would otherwise have been possible.”

