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Radio Taiwan International



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Your Best Connection to Taiwan



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A champion of documentaries

Six weeks after the successful launch of Al Jazeera English, Al Jazeera Network launched its Documentary Channel on 1 January from its headquarters in Doha, Qatar. The new 24-hour Arabic-language channel will pay particular attention to the Middle East with a special focus on the cultural diversity of its societies. It is not shying away from tackling topics normally considered taboo in the Arab World. The channel says it will sponsor talent and work in partnership with the documentary industry and filmmakers across the world to develop programmes.

Unstoppable HD

According to Screen Digest, the total number of HD channels in Europe increased to 36 in 2006 (6 in 2005). By 2010, the number will rise to 160 and nearly 9m households in Western Europe are expected to watch HDTV over satellite in 2010, representing 60% of all expected HDTV households. SES ASTRA has noted a significant increase in the number of HD channels it is transmitting - at present 26 HD channels across Europe but the figure is expected to rise to around 100 HD channels by 2010. Alexander Oudendijk, Chief Commercial Officer of SES ASTRA, says "The increase highlights the

rising interest of broadcasters in HDTV and the advantages that the ASTRA Satellite System offers to broadcasters: high bandwidth, widest geographical reach and best transmission quality. We are certain that the further acceleration of the HD development will support a continuous and consistent transition from analogue to digital broadcasting." In early 2007 SES ASTRA

signed a new long-term contract with the French pay-TV operator CANAL+ Group for the satellite transmission of its programme bouquet for the French market from ASTRA's prime orbital position 19.2° SES ASTRA will transmit the full programming line-up of CANAL+ Group from a single orbital position. CANAL+ Group recently merged its pay-TV operations in France with that of TPS.



AIB recommends

In the ever more complex media world where there's an ever increasing number of events that you could attend, how do you find out what's best? The AIB is introducing its own recommendations of conferences, dialogues and exhibitions that are, in the Association's opinion, well worth taking part in. Coming up in the next few weeks, the AIB suggests that you consider the IPTV World Forum in London, 5 and 6 March and the Financial Times Digital Media and Broadcasting Conference taking place - somewhat inconveniently - on the same days! In the Middle East, there are two major conferences taking place - Al Jazeera's invitation-only Forum, in Doha, Qatar between 31 March and 2 April and the Arab Broadcast Forum in Abu Dhabi on 29 and 30 April. The AIB will be attending each of these events, helping to chair and organise in some cases. Members of the AIB receive discounts on attendance at all of the open conferences. Check out the AIB website at www.aib.org.uk for more.

Terrestrial TV and radio get a look-in

A survey conducted by the Arab Advisors Group across different parts of Saudi Arabia found that 93.9% of the population own a satellite dish. But nearly half the population (48%) still watch terrestrial TV offerings, and over 70% are regular listeners to the radio.



Targeted programming

The proposed 2008 budget for US international broadcasting calls for an increase of 3.8% to strengthen targeted programming to provide essential access to news and information to critical audiences. The proposal is also aimed at increasing overall audience reach around the world by utilizing the latest technology and strengthening transmission capability. Of the Broadcasting Board of Governors' \$668.2m request, \$142.4m is allocated for programming to the Near East, South, Central Asia and Eurasia, \$116m for Arabic language programming, \$67.2m for East Asia, \$45m for Latin America and \$13.6m for Africa. The proposal includes enhancements which the BBG believes are pivotal to promoting freedom and democracy and understanding in key regions, such as: a VOA+RFA stream to North Korea; live Alhurra TV broadcasts from the Middle East; continuing the VOA Somali Service; improving Radio and TV Marti's reach into Cuba. The budget also fully funds initiatives begun in FY 2006 to critical Muslim audiences. BBG chairman Kenneth Y. Tomlinson has decided to step down - he plans to remain in office until his successor is confirmed.

Don't say those pictures don't have an effect

Seven children are reported to have died worldwide after seeing video footage of the execution of former Iraqi dictator Saddam Hussein, many in 'play' hangings that ended in tragedy. TV pictures of Saddam's hanging in Baghdad on December 30 were broadcast globally, and a more graphic and grisly bootleg video of his execution, shot using a mobile phone, spread like wildfire on the internet. In Algeria, a group of schoolchildren hanged a 12-year-old male classmate in a 'game' imitating the execution two days after the execution.

BBC iPlayer on the way

The BBC Trust - which governs

Britain's public service broadcaster - has given the go-ahead to the corporation's iPlayer on-demand TV service, but with significant changes, including some proposed by UK regulator Ofcom. Changes include limiting the storage window for seven-day catch up of individual TV shows to 30 days, rather than the 13 weeks requested by BBC management. Series stacking will only be available for certain kinds of programme. The Trust has also asked the corporation to reassess its reliance on Microsoft technology, especially for the digital rights management framework. This requires the BBC to develop an alternative DRM framework to enable users of other technology, for example, Apple and Linux, to access the on-demand services.

OSCE media watchdog hails UN resolution on journalists' protection • New York Times sells broadcast group for USD 575m • Tom McGowan rejoins Quantel as CEO, North America • Radio France Internationale launches FM service in Kuwait and FM relay in Mauritius • Public campaign to reform press laws in Jordan • EuroNews to broadcast on Romanian satellite platform Dolce • North African channel Nessma chooses Globecast for satellite distribution • Sony to enable most of its new TVs, including HD, to play video from the Internet • Afghan and Pakistani ministers sign agreement re forming joint union of journalists • BBC Worldwide buys 25% stake in Freehand • US Congress

EuroNews orbits the Middle East

Middle East pay-TV platform Orbit has gained exclusive distribution rights for EuroNews in 12 countries including Bahrain, Saudi Arabia, Qatar and Kuwait in addition to non-exclusive rights across 13 other countries including the UAE, Jordan, Lebanon, Egypt and Cyprus. The Middle East is a significant market in terms of the channel's international growth - since it has become widely available worldwide it has been



met with considerable interest. Orbit CEO Samir Abdulhadi stated that he considers EuroNews one of the leading channels in the news category and that the agreement will enable him to deliver European news to Middle East subscribers. Since December 2006,

EuroNews has been available in the "News & International" section of Sky EPG, Italy's leading pay-TV platform. Nearly 4m households in Italy subscribing to Sky Italia now have easy access to EuroNews in all seven language versions. According to EuroNews CEO Philippe Cayla, EuroNews is the leading PETV News channel among the Italian upmarket population (EMS Survey Summer 2006).

Contracts re-signed

China's international broadcaster China Radio International has re-signed its transmission services contract to broadcast a daily total of nine hours of programming for another year. VT Communications will continue to deliver this programming into Africa and South America on its global short wave network. Voice of Vietnam, Vietnam's nation radio, started a new 1 hour per day German service at the beginning of November 2006. They have also re-signed their contract for transmission services to Europe and America for a further year.

What DTV transition?

A survey by the **Association of Public Television Stations** shows that the majority of US households that receive TV signals over the air are still unaware of the digital TV transition even though an estimated 22m over-the-air homes need to make some kind of digital decision by February 17, 2009. 61% of participants had no idea that the DTV transition was taking place, 53% had no idea when analogue transmissions were scheduled to be turned off. APTS is now urging American Congress to designate targeted funding for consumer outreach on the switch from digital to analogue.

Pay-TV rollout in India set to pay off

India's US\$3.6 bn TV industry has more than 20,000 cable operators who, so say analysts and broadcasters, under-declare subscriber numbers, charge random tariffs and sometimes black out broadcasters. Since the start of 2007, viewers in parts of Mumbai, New Delhi and Kolkata have been able to access cable channels they choose through a set-top box rather than being limited to channels the operator beams. The three cities together account for nearly 14% of an estimated 65m cable homes in India, the world's third-biggest cable TV market. If, as analysts suggest, cable operators have under-reported subscriber numbers by as much as 50%, this development is good news for broadcasters as their subscription revenue is rising on increased reporting and a bigger share of the distribution break-up.

How to become a Media Master

Germany's international broadcaster Deutsche Welle is expanding its educational activities for media professionals from developing and transition countries. From 2009, up to 40 students will be able to enrol in a four-semester bilingual master's course in 'International Media Studies.' The idea is to establish an educational centre in Bonn which combines theoretical with practical training for journalists and media managers from Africa, Asia, Latin America and Eastern Europe. The proposed two-year applied course of study will focus on journalism, communication and media studies as well as media management. Cooperation with foreign universities is also planned. The course will lead to an internationally recognised master's degree. DW is already training some 1,500 radio professionals from developing and emerging nations every year, a considerable number of them abroad. DW's Director-General Erik Bettermann said that the programme will be financed with 'federal resources, external funds and students' tuition fees.'



Viva for new arrivals

In late 2006 Radio Canada International launched *RCI viva*, a brand-new Web service specially conceived to assist new and aspiring immigrants to Canada. This new service positions RCI as a multicultural, multilingual and multimedia broadcaster. A component of www.RCInet.ca, *RCI viva* is designed to address questions that are frequently asked by aspiring immigrants, as well as the needs of new arrivals. Accessible 24/7, *RCI viva* includes a Web radio service with programming in English, French, Arabic, Mandarin, Spanish, Portuguese, Russian and Ukrainian.

"Personalised TV"

Portugal's PT Inovação and INESC have come up with a system that learns the habits of its viewers, offering them a personalised TV schedule. The system is scheduled to be commercially available in three years time. The personalised TV solution is based on nPVR, an intelligent digital TV recorder that obeys the selection criteria of consumers and provides a schedule of content made to measure for each user. The technology consists of a virtual system of content personalisation in a network context. Unlike TiVO, the nPVR will not be a recorder or additional 'box' which users will have to purchase. It will be a network service, distributed via digital TV and ADSL.

Channel coming soon, web site already here

In advance of the launch of its forthcoming English news channel, Press TV, Islamic Republic of Iran Broadcasting has launched its web site - perhaps taking a leaf out of France 24's book which went live on the Internet in advance of satellite and cable. IRIB's Deputy Director of International Affairs Mohammad Sarafraz said Press TV follows a different news line to US media, and currently content is being produced in different continents. The channel is expected to start broadcasting in the next couple of months.

seeks to add DRM to podcasts • Rai International changes name to Rai Italia • Harris appoints Ian Collis director of business development in EMEA • Indian broadcasting satellite set for March launch • African broadband should reach 7m by 2011 • Radio Farda doubles main evening broadcast to Iran • Media trends in 2007 could include social networking websites such as MySpace charging users • Japan to revise laws on movies + TV shows to help producers compete globally • Chinese to build FM and SW stations for Liberian Broadcasting System • BBC launches mobile news service in Dhaka • Vivendi expects TV merger of Canal Plus and TPS to triple profits • BBC licence fee



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output and maintaining
media excellence**

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the essential annual
gathering of the Arab
broadcast news industry

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www.abfonline.net

It's the ONE initiative

Harris Corporation is unveiling its ONE initiative at NAB2007 (April 16-19, Las Vegas). Harris has integrated a comprehensive line of products into workflow solutions that enable broadcasters to profit from new, multichannel services, get on air fast with HD and effectively project their brand. Tim Thorsteinson, president Harris Broadcast Communications Division, says "By providing integration across the entire Harris product portfolio – and across the entire broadcast delivery chain – we give broadcast customers integrated technology solutions that improve their workflows, save them money and enable new revenue streams from emerging media markets." Harris has invested millions of dollars in research and development to combine its individual product strengths into total content delivery solutions with true interoperability. In February, Harris established a new Government Solutions Unit within its Broadcast Communications Division to address the



rapidly growing requirement for broadcast and rich media management solutions within the public safety, Department of Defence, federal agency, and state and municipal government markets. Other recent news include a significant order from Saudi Television for products spanning the Harris HD product portfolio to equip new HD production and playout facilities in the Saudi Arabian cities of Medinah and Qassim.

Fully tapeless and loving it

Reading, UK, based Pharos Communications will be demonstrating at NAB2007 fully tapeless media asset management from ingest to transmission. Central to the exhibit is Pharos Mediator, a powerful MAM system which can be configured to suit any size of broadcast business from single-station to large multichannel network. The 2007 Pharos Mediator incorporates powerful new features. Each Mediator installation is



based on a precise analysis of each client's workflow. The latest additions to the Pharos Pilot equipment-control system will also be shown, enabling a broadcaster to migrate easily from SD to HD

operation. Communications' Commercial Director Roger Heath says "Mediator has been delivered to several of the world's leading broadcast service providers. The enterprise solution can be configured to match the exact business requirements of any broadcast station or network. It allows operators to concentrate on programme processing and playout rather than getting distracted by a vast array of disparate hardware."

In demand and on demand

New Zealand's state-owned public service broadcaster TVNZ is launching "TVNZ ondemand", a new online service that offers viewers a variety of visual content – catch-ups of "Shortland Street", favourites from the archives, sneak previews of new shows. Chief Executive Rick Ellis said "With New Zealand's broadband penetration and capability now growing, this is the time for TVNZ to demonstrate leadership in the video content online space." TVNZ ondemand will go live with a combination of streamed and downloadable shows. Some will be free, while others will be paid for using a purchasing system called Play Points. The content available will grow over time as there will be continuing negotiations around rights to programmes, and the unlocking of TVNZ's own archive.

MTV Arabiya is music to your ears

Dubai-based Al Arabiya Television network has signed with MTV Networks International to launch MTV Arabiya in 2007, making Arabic the 29th language in which the international all-music MTV television will broadcast its musical repertoire. The new MTV Arabiya, a free-to-air channel, will broadcast 24 hours a day entertainment and music programmes for young viewers in the Middle East – a significant audience considering that approximately half of the area's population is under 25. The channel will also broadcast local programmes. The network launch is expected in the second half of 2007 and will challenge existing Middle Eastern music and entertainment giants such as Rotana TV and Melody Music.

One voice, ten homepages

Nowadays, the Internet is the fastest growing form of media, enabling people to receive text and audio/video programmes. No broadcaster can ignore its power. In order to keep up with this trend, Radio Taiwan International (RTI) built web sites in ten languages – Mandarin, English, Japanese, Spanish, German, French, Russian, Indonesian, Thai and Vietnamese. Now listeners can listen to all programmes on demand for up to one week. RTI also provides a "podcasting" service, which means you can download the Mandarin show "Taiwan Perspective" as well as the English and Japanese newscasts whenever you want.

AFP launches into TV

News agency Agence France-Presse, the global news agency, has launched an international TV news service, AFPTV, aimed at broadcasters, internet providers and cell phone operators. Responding to the needs of multimedia clients, AFPTV is initially offering some 150 video news reports a month in English and French from 12 production centres around the world. Videos will be produced in Arabic and Spanish from later this year, with a German option under consideration.

Keep 6 in analogue

China's regulator SARFT has asked all cable-TV operators in the country to provide at least six channels of analogue programmes when they digitalise their services. This follows complaints from cable-TV users that local cable-TV operators had closed all analogue channels and imposed steep charges for digital cable-TV programmes and set-top boxes. China plans to replace existing analogue cable TV with digital cable TV in most cities in its eastern, central and western regions by 2010.

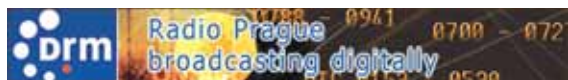
to rise to £151.50 by 2012 • DW-RADIO expands Russian and Asian programmes live online • AFP signs partnership agreement with France 24 Television • Arris buys Tandberg • Inala Broadcast to distribute AP's ENPS across the whole of Southern Africa • Thailand's Council for National Security denies trying to stifle media • China cracks down on "vulgar" reality TV shows • Sirius Satellite Radio to carry CNN online • Moldova's public TV operator Company Teleradio-Moldova launches on Eutelsat W2 • Astro-Malaysia unit buying into India pay-TV • South Korea launches commercial IPTV service • Ondas Media presses ahead with plans to launch a European satellite radio

ABC commits to International

Australia's national broadcaster ABC is strengthening its commitment to its international broadcasting efforts. Among measures announced by ABC Managing Director Mark Scott in February, the ABC's International division will now include Radio Australia, Australia Network and International Projects. "There are opportunities to improve the effectiveness of our services to Asia and the Pacific through greater collaboration and this new division will help to achieve that", Mr Scott said. The division will build on the success of Australia Network and Radio Australia in delivering content to international audiences and building an awareness of Australia and Australian attitudes. Radio Australia's launch into India is scheduled for this year. The new division will also be accountable for the ABC's increasing role in the delivery of support for broadcasters in the Asia-Pacific regions through specialist advice and technical assistance, mentoring and training activities. Mr Scott said the current Head of Radio Australia, Jean-Gabriel Manguy had indicated his desire to stand down from the leadership of Radio Australia in order to take up another senior role with the Corporation in the region, details of which would be advised in due course.

Radio Prague goes digital

Czech international broadcaster Radio Prague has stepped into the digital era. In 2006, the station's 70th anniversary year, Radio Prague launched digital broadcasts in DRM. On analogue short wave Radio Prague broadcasts in six languages almost 24 hours a day, but at present the digital broadcasts in



English and German are limited to two hours a week. The transmitter is

located in Rampisham, UK, courtesy of VT Communications, and the signal covers Central and Southeastern Europe, Switzerland, Italy and the eastern part of France. Although the DRM receivers are not widespread, listeners' reactions have been positive. Radio Prague has been broadcasting digitally over the Internet for some years with podcasts introduced recently.

Shortening time to market

Building on its award-winning DAB/FM modules, RadioScape has introduced the RSC03 clock radio subsystem - the first of a new family of DAB subsystems which provides an even higher level of system integration for manufacturers. This reduces costs, design complexity, and, most significantly, can substantially cut time-to-market for radio manufacturers in this product category. The RadioScape RSC03 is a complete DAB/FM clock radio subsystem that only requires an external DC power supply, speaker, LCD display, button board, and enclosure to complete the product. The need for a motherboard is eliminated as the power supply and audio amplifiers are fully integrated into the subsystem. This reduces the manufacturing steps to just one assembly run. Its construction and compact form factor makes it suitable for many enclosure designs. According to Phil Smith, RadioScape's VP Sales & Operations, the subsystem approach and RadioScape's flexible software defined radio architecture allow customers to bring products to market in less than 100 days.

Monitoring collisions

The ABU is pushing for more of its members to join the Asian Monitoring Network (AMN), to monitor collisions in frequency usage among shortwave broadcasters in a move which could save millions of dollars in wastage. Through its ABU-High Frequency Coordination (HFC) Committee, the ABU is hoping to establish the network to cut costs arising from wastage. Currently, DW-Germany, IRIB-Iran and TRT-Turkey have already installed the software. PBC-Pakistan, AIR-India and RTPRC-China have expressed interest in becoming a part of the network. All broadcasters need to set up a simple monitoring system are a radio receiver, a schedule recording software and Internet access. The SIOFT software can be downloaded free at www.Nschall.de. The ABU-HFC group includes some 40 shortwave broadcasters who broadcast 5,000 shortwave services every day, totalling over 10,000 hours of transmissions.

Sophisticated results

Cologne-based broadcast design company X-Tension has purchased a Quantel eQ multi-resolution editing, effects, colour correction and deliverables system. X-Tension added the Quantel system to its workflow both to increase its productivity and to add new services for its clients. X-Tension looked at several systems in the marketplace before deciding to go with Quantel's eQ for its fast and powerful interface and the broad featureset. "The intuitive interface allows our artists to concentrate on the creative aspects without worrying about endless menu choices, while the system's many features will meet our current and future needs," says CEO Oliver Geiss. The biggest revelation about the eQ has been the QColor grading panel which can be quickly mastered for some very sophisticated results.

HDTV alliance in Beijing

Beijing Gehua CATV Network Company and other companies such as Huacheng Film & TV, Dazhong Electronics, Dolby Laboratories, Changhong, Haier, Hisense, Panasonic, TCL and Sharp have formed an alliance to accelerate the development of HD in China. The six TV manufacturers said their TV sets would conform with the national HD standard. The problem lies in HD signal access, and this is one of the main reasons for forming the alliance.

Dubai media city eyes Europe

Custom-built media hub Dubai Media City is keen to expand its cooperation with European companies, says the City's director Muhammad al-Mullah. Currently European companies represent 35% of the 1,213 companies working in DMC. Dubai's media cluster now houses some 150 TV networks and 120 publishing houses. Business friendly regulatory frameworks and a world class technological and real estate infrastructure have attracted regional and international media. Dubai Studio City and the International Media Production Zone are two new platforms that further add to the attraction.



service in 2009 • HD sets in UK sell, but only 160,000 households receive HD broadcasts • China's CCTV-4 starts Asian, European and US editions • Star CEO Michelle Guthrie makes way for Paul Aiello • Google buys into Chinese media site Xunlei Networking Technologies • Informa Telecoms & Media report suggests that in 2011, 435m homes will take VOD or NVD services • TV 2 first in Norway to launch full live-TV service online • Lycos TV launches • Teliasonera and Merlin ink distribution agreement for Denmark • Ericsson to provide trunk radio network in Russia • Bosnia & Herzegovina regulator to draft advertising guidelines for broadcasters • US study shows TV networks

One step closer

WorldSpace subsidiary WorldSpace Italia is working with Telecom Italia to bring digital satellite radio one step closer to European consumers. Telecom Italia will design and deploy a terrestrial repeater network throughout Italy, for WorldSpace Italia. Terrestrial repeaters are towers that enable WorldSpace Italia to re-transmit its satellite radio broadcasts to consumers who do not have a direct line of sight to WorldSpace's satellite. WorldSpace Italia intends to deploy its repeaters in the major Italian urban areas while the rural areas of Italy will be serviced directly by the satellite signal. By deploying terrestrial repeaters, WorldSpace Italia can ensure that subscribers driving automobiles or using portable devices can enjoy a seamless listening experience as they move about the country. In December, WorldSpace launched the first ever 24-hour Gujarati radio channel for subscribers in South Asia, including the company's primary market of India. There are over 50m people in India alone who speak Gujarati. William Sabatini, WorldSpace VP Global Programming, says the new channel demonstrates their commitment to differentiate themselves from traditional radio in India and around the world.

Linx goes Hyper

Production and uplinks specialist Linx now offers online video distribution as part of a new range of services. Managed by new London Bureau Chief, James Thomas, *HyperLinx* enables broadcast-quality video on-demand over the internet, while offering a one-stop-shop for production and distribution, specialising in charities and NGOs. Linx Managing Director Faridoun Hemani says, "Our reputation is built on offering good value and great service. All our regular services remain available for the world's broadcasters. But our new focus is connecting our broadcast clients with humanitarian organisations. HyperLinx is a package of products designed to help those who aim to make the world a better and safer place get their message across on-air and online". Visit the new Linx website at www.linxproductions.com

A mission dear to my heart

Dr Jeffrey Gedmin is the new president of RFE/RL, taking up his duties in March. He has served as Director of the Aspen Institute in Berlin and of The New Atlantic Initiative, and has been a frequent contributor to leading US and European newspapers and magazines. In accepting the appointment, he said of RFE/RL, "Its mission has always been dear to my heart and for a number of reasons Radio Free Europe/Radio Liberty is more important than ever." In December, Romanian President Traian Basescu paid official tribute to RFE/RL for keeping Romanians informed about developments in their country and in the world during the days of communism: "RFE... was the spoken newspaper of all Romanians. [...]they awakened the Romanian people with their unforgettable programmes and through Radio Free Europe became the moral conscience of all Romanians."

Aiming at the Balkans

RRSat Global Communications Network, a leading provider of Uplink, Downlink and Turnaround services for TV, radio and data channels, is now operating two new MCPC platforms on the Eutelsat W2 satellite at 16° East, aiming at the European and East European target audience, especially the Balkans. Major TV channels such as Fashion TV, GOD TV, Balkanmedia, TBN Rossiya, the Karaoke channel, and the Miracle channel have already chosen RRSat's services on Eutelsat W2 as a platform to expand their distribution. Through its proprietary "RRSat Global Network", integrating satellite and terrestrial fibre optic transmission capacity and the Internet, RRSat provides services to more than 265 TV and 80 radio channels, covering more than 150 countries.

The roll-out begins

Vizrt, provider of real-time 2D and 3D broadcast graphics solutions, has begun supplying the BBC with a USD 0.5m graphics system as the first part of a four-year nationwide framework agreement signed between the two parties in 2006. The first live implementation was BBC World and News 24 which are using Vizrt to produce on-screen graphics and captions. BBC London is also piloting Vizrt software on behalf of regional stations. The roll-out continues during 2007 and Vizrt UK is assisting with training and support to help BBC staff adapt to the new software. Britain's ITN which supplies TV news to the UK's two largest commercial broadcasters ITV1 and Channel 4 also uses Vizrt's VizContent Pilot software.

Asking the impossible

Converting India's TV and radio to digital by 2015, as proposed by the Planning Commission, may not be possible, says A S Guin, president of the Broadcast Engineering Society of India. Instead, the analogue and the digital mode may have to be run on a simulcast mode for 10 years before complete digitisation, taking into account the entertainment needs of audiences in rural India for whom switching off analogue after 2015 may create problems.

Ericsson and Turner go mobile

Ericsson is collaborating with Turner Broadcasting System, the big US producer of news and entertainment, to develop international mobile services for users in Europe, the Middle East and Africa. Turner will provide news and entertainment material like CNN International and programmes from the Cartoon Network and Adult Swim, while Ericsson will host and deliver the content management technology. The first services will be introduced in Europe in February.

RNW now available via iTunes

Radio Netherlands is making its audio streams available via iTunes. The streams are accessible under the category Radio > International > Public. There are separate streams for Dutch, English and Spanish, and also a mixed stream of various languages.

draw a younger, wealthier and better educated audience when they run their shows over the internet • Polish Radio to begin broadcasts in Hebrew • EuroNews launches No Comment video podcast • Dutch Council of State says no to airtime on public TV and radio for two separate Islamic broadcasters • Harris named exclusive HD radio transmission vendor for Jefferson Public Radio's 21 stations • India's Prasar Bharati: no action against ESPN-STAR on cricket feed • South Korean government approves controversial media bill • Røde Podcaster hailed as the world's first broadcast quality USB microphone • AsiaSat CEO Peter Jackson wins CASBAA Chairman's Award

Arabsat on course for 5th generation

Arabsat participated in the Cairo ICT following the successful launch and commercial operation of Badr-4, the first 4th generation satellite which will enable Arabsat to provide HDTV transmission services for the Arab World. In the framework of cooperation with ASBU, Arabsat recently signed an agreement to implement multimedia network exchange via satellites (MENOS). Arabsat's Badr-6 satellite is scheduled for take-off in mid-2008, and the company is currently in the final phase of signing manufacturing contracts for the launch of its 5th generation satellites. Arabsat has entered a strategic partnership with Nilesat to establish a new "ARABSAT Media Gateway" ("AMG") from Cairo, located in Nilesat's 6th of October City free zone area premises. Arabsat CEO Khalid Ahmed Balkheyour called this a key step in mutually beneficial cooperation with benefits for millions of Arab viewers.

Into the satellite hall of fame

Former Intelsat chairman Conny Kullman has been allocated a place in the Society of Satellite Professionals International Satellite Hall of Fame. "Conny led Intelsat through its privatisation and began the challenging task of transforming the company from an intergovernmental organization to a commercial company, positioning Intelsat to become the leading global satellite operator," said Dave McGlade, Intelsat CEO. At the end of 2006, China Central Television, a long-standing customer since 1994, renewed a multi-year contract with Intelsat for the global distribution of its programming, and Intelsat is well positioned to offer broadcasters of the 2008 Summer Olympics in Beijing a complete suite of global transmission services. In February Intelsat changed the names of 16 of its 51 satellites as part of the integration process, following the recent merger with PanAmSat: Galaxy (G) replaces the Intelsat Americas (IA) brand; Intelsat (IS) replaces the PanAmSat brand (PAS); unique or joint venture satellites, such as SBS-6, Horizons or APR, retain the same name.

Home-made receivers put you in jail

Cubans have been warned against manufacturing or using illegal satellite TV dishes and arials. The Communist Party's official newspaper reported the case of four men facing up to three years in prison for allegedly making home-made receivers to pick up foreign channels. In the past, Cuba was able to jam most of TV Marti's anti-communist output but since December, TV Marti, which is funded by the US government, has been broadcast on stations in Florida. The move has made TV Marti accessible to thousands of people on the island albeit illegally. Fabio Leite, Radiocommunication Bureau Director of the International Telecommunications Union denounced the "radio-electronic aggression" of the US against Cuba by saying "Radio and TV transmissions broadcast illegally to Cuba from the US are inadmissible, even more so if they are designed to promote internal subversion on the island".

Hosting agreement

WRN, the UK-based radio and TV transmission company, and WorldSpace Satellite Radio, one of the world leaders in satellite-based digital radio services, have signed a facilities hosting agreement in which WorldSpace's London broadcast operation will move to the headquarters of WRN. WRN is expanding its Master Control Room to house WorldSpace's satellite radio broadcast operations equipment and will provide access to studio facilities and office space for its technical staff. The move is scheduled for March 2007. "We look forward to building on our long-standing relationship," said WorldSpace VP Randall Scott, and Gary Edgerton, WRN's Managing Director, commented that the agreement builds on the synergies between the two organisations.

Extending presence

Autocue, leading provider of prompting and newsroom automation solutions, has entered into partnership with UAE-based distributor United Broadcast & Media Solutions (UBMS) to strengthen its presence in the Middle East. UBMS is now promoting the full Autocue portfolio of newsroom and prompting systems in UAE, Oman, Qatar, Bahrain, Saudi Arabia, Iran, Iraq, Kuwait and Yemen. In December, Autocue chose major systems integrator Ideal Systems Asia Pacific Ltd as its distributor in the Indian and Thailand territories. Mala Mathur, Ideal Systems' Director in India commented that Autocue had "proven its capabilities" in India's vast market where there are multiple languages to support. Frank Hyman, Autocue's Sales & Marketing Director, said the extension of the company's global reach comes at the right moment to fully exploit the introduction of Autocue's groundbreaking IP-based, networked prompting solution, QNxt.

Full US market coverage

Teletrax, the global broadcast intelligence company, has extended its contract with the ABC Television Network to monitor usage of promotional content by all of ABC's affiliates. ABC is the first Teletrax client to contract to receive broadcast tracking and analysis across the 210 markets in the US. ABC Affiliate Marketing utilises Teletrax to electronically track the broadcast of its on-air TV show promotions. Teletrax tracks TV broadcasts from the largest US market, New York, through the smallest measured TV market, Glendive, Montana, providing video content owners with the ability to track and monitor short- and long-form programming and airings of TV promotions and advertising spots, ensuring the proper utilisation of content and protection of assets. "The expansion of our network to include all US markets is a significant milestone for Teletrax, making us the only global broadcast verification company to offer full nationwide coverage," said Andy Nobbs, president of Teletrax.

New broom sweeps clean at Discovery

Discovery Communications' new president and CEO, David Zaslav – recruited from NBC Universal at the start of the year – has announced a major restructuring of the company that will see a number of long-serving executives leave. Billy Campbell, president of Discovery Networks US, David Abraham, president and general manager of TLC, Maureen Smith, general manager of Animal Planet, Dawn McCall, president of Discovery's international operations, and Pandit Wright, senior executive vp of human resources all leave the organisation. Zaslav is restructuring the company into five over-arching brand groups. In addition to these changes, Zaslav is hiring. He's asked Joel Berman, president of worldwide television distribution for Paramount Pictures and CBS/Paramount Television, and Tom Wolzien, a veteran media analyst formerly of Sanford C. Bernstein, to act as consultants to Discovery.



2006 • Romanian media market expanding with opening of several TV stations • Medium wave in Jamaica set to go digital • China's internet search leader Baidu receives licence to provide news • BBC in negotiations with Google to make programming available via a branded channel on its video-sharing site • Korea's public broadcaster KBS extends trial DRM transmissions into Europe for a further year • BBC to launch own version of MySpace • Spain's largest pay-TV company Sogecable launches Digital Plus Mobile • EU Commission approves Nokia Siemens merger • Maurice Newman takes up chairmanship of ABC-Australia • IPTV growth driver for equipment in 2007

Sawt Al Alam

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Mrs Mariana Stoican
Director, Radio Romania International

"It is my sincere hope that Sawt Al Alam, the new WRN Arabic service, will help to enhance the understanding of Korea across North Africa and the Middle East. KBS World Radio will provide listeners with quality programmes on Korea's culture, politics and economy and continue in our role as the most trusted guide to Korea."

Mr Young-seok Park
Head of the International Broadcasting Team, KBS World Radio

"Radio Canada International is proud to be part of this new programme offer. We hope that a Canadian perspective on national and international issues will enrich the diversity of voices brought through WRN's Sawt Al Alam."

Mr Jean Larin
Executive Director,
Radio Canada International

Sawt Al Alam (Voice of the World) is the new radio station development from WRN, the London-based international broadcast and transmission company.

It brings together daily programmes produced by the Arabic departments of the world's leading international public radio broadcasters. Listeners are tuning into daily perspectives from Montreal with Radio Canada International, Seoul with KBS World Radio, Moscow with Voice of Russia, Bucharest with Radio Romania International and from the Holy See with Vatican Radio. More international stations are lined up to join this new station, providing listeners with a unique tour of the world's capitals without leaving their home or needing their passports. The station is broadcasting to the Middle East on Arabsat, North Africa on Nilesat and Europe via Hot Bird.

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Arqiva builds for BBC

The BBC has announced the build-out of the next phase of the corporation's DAB digital radio transmitter network in Britain. Two of the 9 new DAB enabled transmitters are already radiating the BBC's services, the others are expected to be on air by the end of April. The BBC confirmed that it is hoping to bring its DAB service to the Isle of Man and is working towards establishing a transmitter covering Douglas and the southern part of the island, to come on stream over the summer. All ten transmitters are being built and will be operated for the BBC by Arqiva. They represent the first of the new transmitters to be ordered under the £1.8bn transmission agreement put in place between the two companies in September 2006. Paul Eaton, Head of Broadcast Radio at Arqiva, said: "For many years we've built and operated transmitters for independent radio stations but these are the first we've provided for the BBC. It's the start of a new digital era which will see us roll-out a completely new digital TV network for the BBC and, if approved, a substantial increase to their DAB network."



A move to South Asia

Grahame Lucas has been appointed Head of DW-RADIO's South Asia programmes. He is responsible for the German international broadcaster's radio programmes in Hindi, Urdu and Bengali, as well as regional English-language programming for Asia. "This region is a definite focus for Deutsche Welle. By putting responsibility into one pair of hands we are strengthening our commitment in this target area, which is developing very rapidly", said DW director general Erik Bettermann. Lucas' colleague Alexander Andreev, deputy head of DW-RADIO's Bulgarian service, has been awarded the media prize "For European transparency" for his outstanding contribution to Bulgaria's integration into the EU.

It's Sunrise for GlobeCast

GlobeCast has successfully moved its South Florida channel origination and MCR operations to newly leased technical facilities at HBO Latin America Group in Sunrise, FL. HBO and GlobeCast operations will run completely independent of each other. From Sunrise, GlobeCast will facilitate origination for multiple channels, including Latin Television (LTV), Wizebuys TV and Clase, among others. GlobeCast will also operate connectivity to its global fibre network from Sunrise, which will inter-connect customers to GlobeCast worldwide network of teleports and satellite distribution platforms. The relationship also includes access to studio space and network contingency back-up operations. At the end of January, GlobeCast subsidiary GlobeCast WorldTV – the leading aggregator and distributor of international TV and radio programming in America – announced the launch of ARTN, the first 24-hour Armenian and Russian language TV network in the US. The new channel will be distributed directly to consumers throughout the US as part of GlobeCast WorldTV's European bouquet which also includes channels from 14 European countries including Italy, Poland and Romania.

Singaporeans give thumbs-up to HDTV trials

High Definition TV has been given the thumbs-up by Singaporeans. According to a survey by StarHub, 96% of those interviewed were satisfied with the picture quality, and four out of five viewers were satisfied with the trial as a whole. The figures were announced by the island state's Information, Communications and the Arts Minister Lee Boon Yang at the launch of StarHub's HDTV service. The HD launch makes Singapore the first country in Southeast Asia to offer a commercial HDTV service with SingTel and MediaCorp planning a commercial HDTV launch later this year. The minister added viewers can look forward to more local HD content this year: "The Media Development Authority has been actively encouraging and supporting local content producers to create quality HD content for domestic and international markets. About 100 hours of local HD content was completed last year and this figure will be doubled by this year."

1915 Media Combiner

British company ARG ElectroDesign is introducing the 1915 Media Combiner, which allows up to eight different signals to be combined into a single STM-1/OC-3 telecom circuit. Applications for the 1915 include connections to satellite uplink/downlink facilities, studio-to-transmitter links, remote venue video/data backhaul circuits, and a variety of other point-to-point circuits for broadcasters. Using advanced variable-rate multiplexing, the 1915 can combine up to eight different MPEG, data, or G.703 signals onto a single telecom link. Available interface cards include dual DVB/ASI, dual LVDS(SPI) and dual T1/E1 telephony interfaces. The unit is a compact 1RU device that features dual-redundant internal power supplies for maximum reliability.

Success in Russia

Russian TV station Yugra TV has opted for NorCom's Apple-based multimedia production system NCPower. A recently established broadcaster, which also operates several radio stations, Yugra TV produces news for Central Russia and provides a full range of broadcasts for an audience of some 2m viewers. With its open software architecture, NCPower is a superior integration platform allowing Yugra TV to produce news and magazine shows swiftly and flexibly on an end-to-end platform. This was one of the main reasons why the broadcaster chose NCPower. NCPower is an editing system capable of processing all types of multimedia content and offering extensive archiving functionality as a media asset management system, and also features an integrated research system for retrieving all the data required in a news room. Moscow-based Zvezda TV has also opted for NorCom's NCPower system. The public sector TV broadcaster will be working end to end on an Apple-based tapeless IT system and is one of the world's first broadcasters to implement all production processes such as ingesting, newsroom and layouts in an Apple environment.

• NTL re-brands as Virgin Media • Astro-Malaysia to lease Ku-band space on Measat-3 satellite • Plans for public to have access to BBC journalism training site • Korea accelerates adoption of digital technologies for radio • Spain's regional TV network TVC first to go HD • Arab States Broadcasting Union elects Saleheddine Ma'aoui as its new DG • VOA to launch daily radio broadcasts to Somalia • Moldova's first satellite TV channel said to be broadcasting illegally • Apple launches Apple TV • Football Association expects to raise £400m in TV rights • France's Com One expands Bluetooth product line • Initiative to form Croatian-language TV channel in Bosnia-Herzegovina •

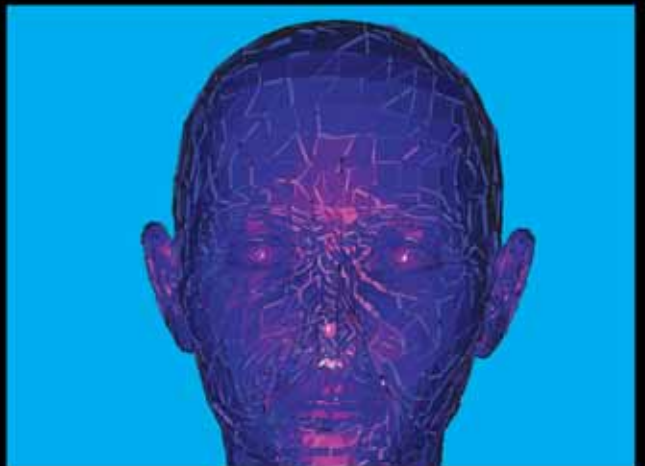
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EuroNews is expanding a great deal, particularly in the Middle East and North America. What are you doing in these regions?

In the Middle East, we launched on the Orbit bouquet on 10 December, complementing our existing distribution on Nilesat. Orbit is very keen to enhance the distribution of our channel not only in DTH homes, but also into hotels and businesses. At present, they are carrying our English, French and Russian language variants. We very much hope that we will launch our Arabic-language service before long; of course, it's a matter of finance and we are on course to secure funding of a EuroNews Arabic service. Arabic will improve the channel's penetration in the Arab world.

In the United States, we launched on EchoStar on 30 November and now we reach right from the west coast to the east coast which gives us 13.5m households, all of whom can subscribe to EuroNews. We are also included in seven ethnic bouquets which means that subscribers to these can watch EuroNews at no extra cost.

Does this mean the programming philosophy of EuroNews has to change to meet the needs of these two

EuroNews is on a mission to take its multi-lingual content to new markets. Simon Spanswick talked to Philippe Cayla, the channel's President and CEO

Is this the start of an expansion into other territories, such as Asia?

Asia is a little far at the moment, but I am planning to move into other major languages in Europe – perhaps Polish, Greek or Turkish. Turkey is a very large country where we're already broadcast and of course there is a big Turkish community across Europe, so this makes sense, and so Polish, Greek and Turkish are our priorities over the next few months. And in the longer term, perhaps Mandarin, Urdu, Hindi – but these are further off, I think. Eventually, EuroNews could become a global channel – we have the right format. When I was in India recently, some broadcasters I met told me that EuroNews could be a perfect model for India as well because the country has 15 official languages.

Why do you think EuroNews is beating competitors such as BBC World and CNNI in terms of audience figures in Europe?

EuroNews is attractive to people for a range of reasons. We are fully multilingual which our competitors are not. When you speak the language of the people, it's advantageous. English is certainly the *lingua franca* of Europe, but nevertheless the number of people fluent



AIB INTERVIEW

very different markets, plus EuroNews' existing European market?

You're right in saying that this has some editorial impact. For the time being we are sticking with our editorial line which is being a world news channel from a European perspective. But of course we tend to report a little more from and about Europe than we do about other parts of the world. This may change in the future; we could have more Middle East stories because there is so much happening there. We are not going to change into an American or Asian news channel, but in the future we may include more stories from these regions. However, we will maintain our European perspective and this is what differentiates us from all the other international channels.

in English and who can watch and understand an English-language news channel is perhaps less than 10%. So people who have an interest in international affairs and do not speak English prefer to watch EuroNews.

EuroNews has been very active in getting on new platforms such as mobile TV and IPTV. Are these a mainstay of your future distribution and accessing audiences?

We have the opportunity to acquire the rights to broadcast on every type of new platform: 3G, IPTV and so on. We have to be there, we have to adapt our signal to these platforms. These new platforms will also generate new revenue and we are active because this is where the growth

Lyon, Europe, next: the world



is. Traditional platforms of cable and satellite are more or less stable and now we have to exploit new platforms.

EuroNews revenues come from advertising but does your income give you enough funding to expand your operations?

We have been very successful as our advertising revenues have grown faster than the overall market over the past three years. We are also developing sponsored programmes, with funding from the European Commission or multinationals such as Shell. I must admit that we get more revenue from our new platforms, including our Internet site and this will continue to grow.

Do you get much cross-over of people coming from the TV channel to your website, or do you have different audiences on each?

I think it's a different set of people and it's very much a question of generation, too, because on the whole information TV channels appeal to older, up-market males whereas the Internet audience is much younger so we have to adapt to this group.

How do you attract this younger, Internet-literate audience?

At present we're debating our communications strategy and we're planning to hire dedicated marketing professionals to tackle this issue. I think that the EuroNews proposition fits the profile of these younger people well – we're European-focused, the news comes every ten minutes and there are no presenters. Young people want to have facts, quickly.

France 24 has just been launched. Is this competition for EuroNews?

Every new international news channel is a competitor for EuroNews and the end of 2006 was very busy in terms of new channels. We saw the launch of Al Jazeera English and of Medi-1 Sat which is less well known in the English-speaking world but is a channel in French and Arabic for the Arabic population in France and North Africa. Fortunately, people are spending more time watching television and consuming media as a whole, compared with the press where people are spending less time. I think there is room for everybody and at EuroNews we don't feel the effects of the competition too greatly.

I think also that these launches will help to convince media buyers that international channels are now good ways to reach high-spending opinion-formers through advertising.



Citizen journalism is something that's being constantly discussed in the media. What's your view of this?

This is something we have been discussing with a number of people including the European Commission. Just recently, Reuters and Yahoo created a service where Yahoo collects news and information generated by people all over the world and Reuters provides its editorial skills to select the best stories. Organisations like EuroNews can then take material from this service. It's the only way forward as we don't have the time to sit and watch everything that is on the Net because, for example, some statistics suggest that in 2006 alone, the number of videos put on the Net is equivalent to 40,000 years – yes, 40,000 years! – of viewing. That's why we need this kind of filtering service.

Philippe Cayla, thank you for talking to The Channel.

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distribution. The latest addition to the **Vizrt** product portfolio is Viz|Multi Platform Suite. **Vizrt's** product suite is used by the world's leading broadcasters, world-class production houses and corporate institutions, including both the New York and London Stock Exchanges.

To find out about how AIB Membership could benefit your organisation, download our information pack at www.aib.org.uk – follow the link to AIB Membership in the navigation bar on the left-hand side of the home page, and you'll find the current AIB corporate brochure in the *Join the AIB* section.

Simon Spanswick, the AIB's chief executive, will be happy to discuss the opportunities for your organisation and how AIB services will work for you.

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AIB – delivering intelligence

The AIB provides a remarkable range of services and support to the international electronic media industry. With a tremendous quantity of information at its disposal, one of the organisation's prime tasks is to make sure that AIB Members have the best intelligence about markets, trends and developments in electronic media throughout the world.

Every six weeks, the AIB publishes an exclusive **market intelligence briefing** for its Members. The briefing includes analysis, as well as information and data essential to organisations as they develop and refine their operating strategies. We also brief members on media tenders, enabling AIB Members to bid on key infrastructure projects in broadcasters throughout the world. In addition to hardware and support services tender intelligence, the briefing also carries data on tenders for programming from organisations such as the European Commission.

Our intelligence gathering activities include **visits to key markets** where senior officials of the AIB meet regulators, parliamentarians, media executives and other opinion-formers to discuss developments in international broadcasting and assess market opportunities for

AIB Members. You can read an overview of the AIB's research in China on page 22 of this edition of *The Channel*.

The AIB also briefs the wider media industry about its Members' activities and about major developments in the industry. The AIB **electronic news letter** is free to subscribe to and is published every two to three weeks – it currently **reaches well in excess of 17,000 people** in the media in almost every country on the planet. When the AIB says that it provides promotional support to its Members, it means what it says – on a grand scale!

All this work helps the AIB to build networks and to start conversations on behalf of its Members.

AIB – building media networks

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

During 2006, the AIB held a range of formal and informal private meetings, including our renowned *Diners Pensant*, which created the right atmosphere for starting conversations. Many AIB Members built on the contacts

made and the discussions that started at the Association's private meetings and have reaped the rewards.

The AIB is also active at major broadcasting and media events where members can use the AIB as a "virtual" point of presence. The AIB provides support and advice to major conferences, contributing expert speakers and chairs to events such as the IPTV World Forum, the Commonwealth Broadcasting Association's meetings, the Arab

Broadcast Forum and others. And to provide as much value-for-money as possible, the AIB negotiates special discounts on the delegate fees at major media events such as the Financial Times Digital Media and Broadcasting Conference and the Arab Broadcast Forum.

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AIB Members

When all else fails, radio might

Radio is David Smith's driving force. His grandfather gave him a shortwave receiver when he was six years old and he was the nerd in geography class who played *Round About the Soviet Union* programmes recorded from Radio Moscow broadcasts. A great deal of water has flowed under the bridge since then; 24 years ago he moved from Canada to Africa and began to understand the vital role radio plays in the daily lives of millions of people



Much of Africa is in very rough shape. Brutal wars continue to rage in many regions where peace and stability remain but a dream. Many countries which do enjoy peace and stability do so only in the most fragile of ways; HIV/AIDS threatens to wipe out a large percentage of the active labour force over the next decade if current trends continue. Poor governance is an equally daunting problem. The term kleptocracy was coined in Africa, referring to the leadership of then Zaire (now Democratic Republic of Congo) under Mobutu Sese Seko. Fortunately, the term 'accountability' is being thrown about more often these days!

It's a difficult mix, but it's not a mix without hope. The more I travel the continent, especially in places that are off-the-beaten-track, the more I witness how radio can bring change and hope to communities in crisis.

Over many years, I've become a specialist in setting up radio stations in zones of conflict. Chad is the current theatre of operations for my work. Chad is a failed state. There is hardly any transport infrastructure. When it rains, roads that are little more than dirt tracks can remain impassable for weeks at a time. Schools are few and far between and the illiteracy rate is amongst the highest in the world. In the southern part of the country, a relatively new oil industry has brought in workers and transport of equipment from outside the country, which has sent the local HIV-AIDS infection rate spiralling into double digits.

At time of writing, it's difficult to know if President Idriss Deby will still be in power once these words are printed. Mr. Deby clings to power in N'Djamena to a large extent thanks to a defence cooperation agreement with the French. Rebel attacks throughout most of 2006 came close to toppling the Chadian government and probably would have succeeded had the French forces' persuasive Mirage jet fighters not convinced them to retrace their steps towards the Sudanese border.

Often bad governance, war, refugees and humanitarian crises are exacerbated by a lack of credible and relevant information. That's where radio comes in. It may not be obvious to the uninitiated why radio is so vital in such circumstances. Picture this scenario: you live in a small town with meagre resources and high unemployment. All of a sudden, thousands of new

people appear in your community and international relief organisations arrive to give them clothing, food and shelter. These new people also take over large patches of land you had been using for grazing your livestock and growing food. The water table drops because of heavy demand and virtually every tree is cut down to be used as building material and cooking fuel. Now imagine that there is no newspaper, television programme or radio broadcast to explain all of these dramatic changes that are happening at lightening speed before your eyes. Without clear explanations, such a situation can easily deteriorate into conflict. In some cases, the conflict which the refugees have attempted to flee, takes on a new dynamic in their temporary home. My task in eastern Chad was to get three radio stations on the air as quickly as possible, to help diffuse tension between refugees from Darfur and locals, as well as to provide up to date information on the peace process, allowing those affected by the conflict to make informed decisions about what to do next. The war in Sudan is integrally linked to conflicts in both neighbouring Chad and the Central African Republic. The United Nations is considering a peacekeeping mission that takes in all three countries.

Radio is often the only link millions of Africans have with the outside world. In many cases, that link is through shortwave programmes transmitted by international broadcasters. Today, it is still very common to see young people walking down footpaths clutching cheap transistor radios and listening to the news from the big broadcasters, BBC and RFI. They're often listening to these services simply because it's *the only radio signal they can receive!* The state broadcasters of many African countries do not have the capacity to reach large swathes of their population, due to lack of infrastructure. The programming they *do* broadcast is often perceived as less than credible or objective.

Chad presents a number of challenges many broadcasters never have to consider. How does one build capacity to broadcast where there is no infrastructure? How does one recruit staff in places where many people do not know how to read or write the local languages? How does one convince nervous governments that giving access to information to everyone may actually be in everybody's interest? How can radio in such dire economic circumstances be sustainable?

work

Obviously, circumstances and conditions vary from place to place, as does the level of emergency. In eastern Chad, where hundreds of thousands of refugees have fled across the

persuasions to hear *the other side* as well as to voice their own concerns. In fact, rebel leaders called regularly to complain that *they* weren't getting *enough* air time! Today, the DRC has just moved into a new phase, with its first democratically elected government in place in more than 40 years. Radio Okapi continues to broadcast across the entire country.

A general meeting under the "Talking Tree" at Lere town hall, in southern Chad near the border with Cameroon. David Smith called this meeting recently to ask members of civil society to set up a management committee for a proposed community radio station and to task them with coming up with ways and means to make the radio station sustainable once initial funding for the set-up ends

border from Sudan's Darfur region, the long-term sustainability of radio has to take a back seat to the immediate imperative of

I see access to information as a human right. How can informed decisions be made, in situations which are often life-threatening, if there is no information available upon which to make them?

There are millions of people in Africa still waiting for that access. That's what drives me.

getting broadcasts on the air as soon as possible. Working with the United Nations Development Programme in southern Chad, the main hurdle to overcome was that of sustainability. Unlike along the Chadian border with Sudan, where international media attention has helped to unlock development funding, the southern part of Chad is virtually unknown to people who don't live there. I was recently asked by the UNDP to determine whether communities with almost no financial means can take on the burden of funding and managing community radio stations once the initial funding is provided for start-up.

It's this sort of project that re-ignites my passion for radio in Africa. In two communities, one near the border with Cameroon and the other north of the border with the Central African Republic, I was able to offer villagers the hope that they could have their own radio station; but there was a catch: they had to find money from their empty pockets to pay for fuel for the generators and salaries for the staff. This would be a non-starter in many parts of the world, but in the Chadian villages of Léré and Koumra, residents held emergency meetings and came up with a plan to make things work. People in this part of the country are accustomed to being ignored by central government and the rest of the world, so, when offered a chance to improve their lives, they're willing to take risks.

In both of these villages, they watch relatives, neighbours and friends contract HIV-AIDS and die. It's a rather new phenomenon, linked to the heavy vehicles passing through their communities with supplies for the oil industry. Unlike much of the world where mass media informs people how to avoid getting infected and how to treat the disease, such information has not filtered down to isolated rural communities in southern Chad. Radio will change that. Using people from the community who speak the local languages and understand the local concerns, radio can be used effectively to save lives. And it does.

I was co-founder of the Radio Okapi network in the Democratic Republic of Congo. I witnessed the power of radio literally remove the front line in a war that had taken more than three million lives prior to the signing of a peace agreement by all parties involved. That agreement was signed, in part, because Radio Okapi provided an opportunity for Congolese of all political

Demobilised soldiers in the eastern Democratic Republic of Congo's Ituri Region, listening to the radio. This is a common sight. They have just come in from the bush to hand in weapons for cash. They are listening to Radio Okapi, broadcasting in Swahili



Local journalist Mahamat Daoussa reading the news from a container in a village in eastern Chad near the border with Sudan's Darfur region. The programming targets Sudanese refugees, internally displaced Chadians as well as locals. This station - Radio Absoun - is the only local voice within an area larger than many European countries



David Smith is a specialist in setting up radio stations in conflict-zones and a Johannesburg-based media consultant

Make your content: we have a cunning plan

Conventional wisdom suggests that traditional international radio broadcasting is in decline. And, as it is the core business of VT Communications' Broadcast division, why are they excited about the future and busy investing in it? We went to find out if they had a cunning plan...

A brief history lesson sets the scene. In 1997 BBC World Service privatised its transmission and distribution division and Merlin, a management and employee buy-out, was born.

With BBC World Service as its key customer, the company grew, selling spare capacity and its network to other international broadcasters, and growing its network through partnerships with other transmission providers.

Today, Merlin is no more; when VT Group bought Merlin in 2001 it saw the opportunity to create VT Communications, now providing business critical specialist communications services to a wide range of organisations around the globe. But its broadcast business lives on, and is relishing the challenges of a changing landscape.

The industry has changed beyond recognition over the last few years and the much over-used phrase 'the only constant is change' genuinely applies to the world of international broadcasters.

The whole food chain has changed. Digital production methods mean that content can now be made, manipulated and managed in completely new ways. And given that many listeners are choosing to access this material in more and more ways that has to be a good thing.

Although it varies across different countries and different demographics people are now choosing to access the programmes (or content) in more sophisticated ways. 'New media' is no longer new, live streaming on the Internet, audio on demand, satellite delivery (radio on the TV? Who'd have thought!?) podcasts, DAB, mobile phones are just some of the choices the listener or consumer now has. And the list will grow, not shrink.

So has VT Communications decided to go all 'hi-tech' and give up on its core business? Clearly not, according to Bryan Coombes, Director Broadcast. "The principle remains the same. Our role is to allow the broadcaster to do what it does best – make programme content. What we do is to take the delivery headache out of the equation, and make sure that the content gets to the right place at the right time, in the right quality and on the right platform. Newer technologies just mean more ways of doing it." Great words, but how do you do that?

"We do some of these things for our customers today but we are currently investing in our multi-million pound Global Media Network and Broadcast Centre capability. The aim is to be able to sit down and agree with a broadcaster what 'rules' they wish

to apply to their programmes i.e. which ones are available live, to which target audience, on what platform, where in the world. And what will be made available via the Internet, for example, at a later date. Those 'rules' are embedded in the system and the end-to-end process is automated. In some cases, we will be able to provide real data on customer listening behaviour too."

Josh Sparks, Head of Product and Service Development at VT Communication explains further. "The overall proposition is quite unique. We aim to take that 'contribution' responsibility away from the Broadcaster. In other words, as long as we know the 'rules', we'll take the programme from your production facility rather than you having to send it to us. Also, the traditional mode of a central control room has gone. The design of our Global Media Network means that a major single point of failure has been taken out of the equation. You make your content, we'll make sure that it's delivered, right time, right place."

...yes we've heard that bit, thank you. But it's just a few servers and a network isn't it? Aren't people doing this already? "In a fragmented way, some are. And some broadcasters are wondering how they harness all these new ways of reaching their increasingly choosy and educated audience without having to hire an array of 'techies'. Perhaps a more important piece to think about is how this can be achieved in an organised, co-ordinated and more cost effective way, and presented in a way that attracts and keeps the audience interest." Huh?

"Many of these newer services will be accessed via the internet. People are notoriously fickle when using the Internet. If the page is slow, difficult to navigate or unattractive then you are about 7 seconds, and one click, away from losing your audience. Clearly: compelling content that people want to access is an issue here, but that is down to the broadcaster. Our design team can also work with broadcasters to ensure that the look and





Baldrick's cunning plan

feel of the web page suits the brand of broadcaster and in turn is attractive to the target audience. There is an opportunity for cross-platform advertising and of course data mining the behaviours of an audience is of great interest to a broadcaster. People who listened to this also listen to..."

So it's time to move on from traditional broadcasting on short wave and focus on the new stuff...? Sales manager, Nick Gilboy doesn't think so. "It's not about one versus the other. All methods of broadcasters communicating with their audience are valid. It's just that there are more of them available through different technologies but they all have their place. Some broadcasters want to encourage a more interactive discussion with their audience, whereas there are times when speed of reaching vast quantities of people many miles away is more important. For example, analogue shortwave has a place during times of disaster such as an earthquake, the tsunami etc.



Bryan Coombes

And don't forget, millions of people around the globe have little or no access to sophisticated communication networks and rely heavily on short wave to retrieve news and information in their chosen language every day.

Broadcasters spend a lot of time effort and money to make their programmes. They are usually under significant pressure to do more with fewer resources. We at VT Communications pride ourselves in recognising this and in creating a flexible cost-effective solution that will be delivered. I won't mention right time, right place, right..." No. Don't.

I'm starting to get the picture but am still unsure why VT Communications is embarking on a multi-million pound investment programme in high frequency infrastructure. Surely building the Broadcast Centre and Global Media Network is costing a small fortune.

Bryan Coombes picks up the story. "In simple terms we believe the HF as a broadcast platform is here to stay. It has some very unique benefits that mean broadcasters can get on air, across international boundaries to reach a very large audience very quickly. It is tried and tested. There are over one billion receivers out there. Most international broadcasters recognise this. For example the significant contract we have with Deutsche Welle is for a minimum of five years. Our contract with the BBC is until 2012. Our infrastructure was quite old, relatively inflexible and in terms of power consumption, quite inefficient. So it wasn't too difficult to conclude that we needed to upgrade our infrastructure. That said, it is going to be a programme phased over several years.

"We'll be keeping an eye on the market. And of course see how DRM develops – our new transmitters are DRM capable and it is important to us to have such capability as and when DRM establishes itself as yet another potential platform for broadcasters to exploit."

So when is DRM going to take off? "That sounds like a whole new article to me!"

VT Communications designs, builds, maintains and supports mission critical communications for governments, defence organisations, NGOs and broadcasters. VT Communications has over 500 employees based in the UK, Falkland Islands, French Guyana, Cyprus, Oman, Seychelles, Antigua, Singapore, Thailand and Ascension Island.

www.vtplc.com/communications

Hey, let's go on an exotic business trip. Well, you know what it's like: sounds glamorous but it's actually hard work. And even in our age of e-mail, Skype, SMS, the truth is: there is nothing better to really get to know people than sitting down and starting a conversation.



So let's get out there! AIB CEO Simon Spanswick regularly visits key players and opinion-formers in major markets throughout the world, to gather intelligence that AIB members can use as they develop their strategies for the future

For many media players, Asia is more interesting than North America and Europe at present. In particular the markets of India and China are seen as the Holy Grail, markets which must be entered and exploited. The region is developing rapidly with disposable income increasing in many countries as the middle classes grow in number and influence. From Bangalore to Beijing, the way people use and interact with media is changing – fast.

It's easy to be seduced by the sheer numbers. Asia after all is home to two-thirds of the planet's population. The number of TV homes is growing. The number of mobile phone users is increasing. The number of people using the Internet regularly is growing. Disposable income among the middle classes is growing. And the number of people in the middle classes is growing, too. There are hockey-stick curves all over the place, with not a plateau in sight.

Those hockey stick curves apply equally to the overall development of countries such as India and China. Economies are growing and despite economists' warnings that there is a danger of over-heating, it's likely that the growth will continue exponentially for the foreseeable future. Given the dramatic, continuing growth, companies from the west head to China and India seeking to protect their legacy businesses. But beware: neo-colonialist sales missions will not get you anywhere. The growth in development means that there are huge opportunities for business, but it's dialogue that's required, dialogue to discover exactly what media players in these countries want.

It is also worth remembering that not only are western media companies seeking to enter Asian markets, but Asian companies are looking at developing their own media firms in markets throughout the world. TV companies in India, such as NDTV and TVToday, are building audiences for their products among Diaspora worldwide. Distribution deals are being struck in North America, Europe and Australasia, growing the market and ensuring that brand awareness is built in Indian communities worldwide. NDTV has formed a joint venture company with India's Genpact to exploit its technical infrastructure for archiving, offline editing and more. The Delhi-based company sees an opportunity to make sales to western media houses that are under increasing financial pressure to reduce staff costs and operational budgets yet need to produce the same level of output on their channels.

China, meanwhile, is on a major government-led drive to do business with the world, particularly areas which are rich in the natural resources that China's rapidly expanding industries need to fuel their output. In November, China hosted the Beijing Summit of the Forum on China-Africa Cooperation, flying in the leaders of just about every African nation for three days of talks. As part of its development strategy, China is promoting its international television and radio services. Just as western broadcasters have secured carriage for their services across Africa and Latin America, CCTV and CRI are now engaged on a similar mission. At present, there is little concrete progress – China Radio International has a single African relay in Nairobi, Kenya. It is likely that as part of its trade and co-operation dialogues, getting China's international TV and radio on the air in capital cities around the world is high on the agenda.

Some observers suggest that China will enjoy tremendous success as it moves around the world, securing major deals for the supply of raw materials. China does not, for example, attach onerous conditions to its aid, financing and sourcing deals. Unlike the west, China does not tell African and Latin American leaders how to run their countries and imposes no human rights conditions on them. That makes China relatively easy to do business with. While the west may not like this, it's a pragmatic approach that is bringing dividends to the People's Republic.

Back at home, there is tacit acknowledgement by the Chinese leadership that of the country's 1.3bn population, some 700m will

The State Administration of Radio, Film and Television is China's media regulator. SARFT promulgates China's media laws and landing rights. AIB chief executive Simon Spanswick met with Ma Xuming, Chief of the International Co-operation Division



CCTV is a powerful organisation and one of the principal sources of news, information and entertainment. It is rapidly modernising with a newly-equipped master control room and major investment in HD before next year's Olympic Games. The AIB met with CCTV VP Zhang Changming

remain on low income levels for many, many years with little or no hope of increasing their wealth. Drive just 30km out of

Internet culture. Walk around Tiananmen Square and the Forbidden City and you'll quickly get the (correct) impression that you're being watched – look out for the men with cheap plastic shoes, says one of the AIB's contacts in Beijing.

Visit a government official's apartment in Beijing and you'll find the TV tuned not to the extraordinarily powerful CCTV, but instead to Hong Kong-based Phoenix InfoNews. It's a requirement for government employees to be loyal to the state broadcaster but in practice it's very different. Phoenix is China's most influential news and current affairs broadcaster and it's far slicker than CCTV. It talks about taboo issues such as Taiwan and yet continues to be allowed the freedom to report from the mainland. The channel's owner, Liu Chang Le, is known to be close to China's main political leaders.

CCTV does, however, remain the principal source of information and entertainment to the Chinese population. It is, by Chinese standards, very well resourced and, in anticipation of China's digital goal of 2008, moving into HD. The organisation is also starting to recognise the link between online, TV and radio and is beginning a strategic development in this area, probably to compete with the commercial and quasi-commercial companies that are now beginning to populate – and to some extent dominate – China's online industry.

Beijing and you'll see villages hardly changed in the past 30 years with many subsistence farmers still eking out a meagre living from the land. That leaves 600m who are becoming wealthy and, in some cases, super rich. There are more elites in the urban areas, and the upper and middle classes are also growing and spending more, particularly on branded goods, on entertainment and on communication.

More than 300m mobile phones are now connected in China – more than the entire population of the US – and the growth in mobile is unlikely to abate. In Beijing, even the migrant workers from the poorest west of the country, who work on the myriad building sites around the capital, have prepay mobiles clamped to their ears for much of the day. Mobile companies in China are – just like their counterparts in the west – seeking ways to hook in their users by offering value-added services. There's a need for content and this is where the west has something to offer. But bear in mind the way in which MTV has responded to the challenges of the Chinese market – its online offering through online search portal Baidu has majored on Chinese popular music rather than anything from the west as it's discovered on its Chinese TV service that this is what the audience is looking for.

Importantly in China people don't expect things for free. There is no history of public service broadcasting, nor a history of state support for individuals. That means that people are prepared to pay for things they want, and that includes entertainment content – albeit for a very low unit price. There is an opportunity here and in IPTV which is seeing some growth in the country despite the lack of joined-up thinking by the government with media regulator SARFT occasionally at loggerheads with other government departments over licensing issues. Despite these problems, content – of the right sort – is desperately needed by both IPTV and mobile platforms. Interestingly, mobile phone manufacturer Motorola has been far more successful in China than any western media company.

There are many hurdles that remain to be cleared. China is not, despite its protestations to the contrary, anywhere near a free country. The "Great Firewall of China" exists and works rather successfully. Try and log onto websites of the BBC, Voice of

America, CNN and other media outlets. You can't get through. There's a reported 60,000 Internet police, monitoring what use is being made of the Internet and they do get results; with a rapidly growing Internet population that's already topped 120 million, however, it's difficult to see how they can stem the tide of free speech that is already permeating Chinese



Beijing is almost constantly smog-bound – except during large-scale events, such as the China-Africa Summit when heavy industry around the city closed to allow the air to clear. It's likely that the same will happen during the Olympic Games next year. Ma Guoli is COO at BOB



Anyone thinking about entering the Chinese market should take a step back and look at what they plan to offer when they get there. If you're simply trying to leverage legacy content and legacy ideas, you will have little chance of success. What is needed is research into what China needs and wants and then a very specific tailoring of your offer. It's not difficult, provided you are prepared to take a long-term view and enter into dialogue rather than sales. The Beijing Africa-China Summit was described by the Chinese government as a dialogue – it's a moot point as to whether it was in reality. Yet this is the way the Chinese want to do business – as equals, as people with valid opinions, as market leaders.

The Association for International Broadcasting is planning a media dialogue with China's principal organisations – traditional and new media – for late 2007. AIB members will be able to join a specially-arranged visit to Beijing to meet, in informal, off-the-record surroundings, with some of the key opinion-formers in Chinese electronic media. This dialogue is one of a series that the AIB is starting for its members and one of the benefits of AIB membership. For more information, contact Simon Spanswick at simon.spanswick@aib.org.uk.

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PCCW's success is being achieved in a communications market characterised by strong technology leadership, increasing consumer technology adoption and intense competition. Hong Kong has two million households, and its communications market exhibits an increasingly high rate of technology adoption demonstrated by a high penetration rate of advanced services. The Hong Kong communications market is highly competitive with three pay-TV operators, five major fixed operators, seven mobile operators and two free-to-air broadcasters with four channels. Pay TV operator Hong Kong Cable Television has been in operation in Hong Kong for more than 10 years.

Today, content is developed and distributed by many, showing a demand by individuals for involvement in the content creation process and opening a door for IPTV operators. In this highly competitive environment, PCCW has successfully launched its business transformation, i.e., from being a provider of fixed line telecommunications services to being a provider of content, applications and transactions—T-commerce.

Fundamental to PCCW's competitive strategy is its view that access to valuable content and transaction revenues will be via multiple access technologies for a number of customer situations, devices and experiences (broadband, IPTV, fixed-line, wireless and mobile). Harris Corporation holds a similar view that is fundamental to its Total Content Management offering. Harris was asked to provide the key building blocks in the content management engine of PCCW's *Now TV* broadband IPTV service and to help PCCW maintain a high quality of service and user experience as its IPTV service offerings expand to a rapidly growing, loyal subscriber base.

Business solution The *Now TV* headend ingests video streams from satellites via IRD or video link. Then, all the video content is managed inside a baseband infrastructure that comprises a wide array of Harris products. After signal routing, signal processing, commercial insertion, and live event studio operations are completed in



Case study snapshot - PCCW Hong Kong

Business challenge - provide content management tools to enable PCCW maintain a high quality of service/user experience as its IPTV service expands

Harris products in play - infrastructure products; servers; CCS control and monitoring software; Videotek TVM-950 SD/HD multi-format signal analyser; NUCLEUS user-customisable control panels

Business value - reliability; broad feature set; increased operational efficiency

www.broadcast.harris.com

the headend infrastructure, programmes are encoded into MPEG2 format and streamed out to PCCW's subscribers via IP multicasting. Subscribers simply use a broadband modem and set top box to connect to PCCW's *Now TV* service.

Harris has provided the core products in PCCW's baseband infrastructure. All Harris products are managed and monitored by the CCS platform and controlled by NUCLEUS user-customisable control panels.

Business value PCCW chose Harris products for the high level of reliability and broad feature set. Broadcasters worldwide rely on Harris solutions to deliver a service that is always "on air." Harris Corporation's software and systems work together under common business rules throughout an IPTV service architecture providing gains in operations efficiency.

PCCW, from its base as Hong Kong's incumbent telecommunications provider has been rapidly growing and transforming its business. It has increased its service offerings to include ISP, IPTV and mobile wireless and has outpaced all existing IPTV deployments with its 650,000 IPTV subscribers. PCCW is now well-positioned to continue as a market leader in Telco triple play and quad play. First deployed in September 2003, PCCW's *now TV* continues to set the standard for a differentiated broadband experience

With Harris Corporation's industry-leading content management and media business systems, providers can optimise advertising revenue across multi-channel or multi-service (television and video-on-demand, stand or high definition, mobile TV) environments. With Harris' infrastructure systems, providers can manage and repurpose content from a common storage platform—from news to production to air.

Next steps PCCW's current channel count exceeds 100 channels, and additional growth is planned. Strong access management is critical in order to sign exclusive deals with large content providers. As PCCW rolls out HD, the Harris presence will be further extended into PCCW's HD headend. System monitoring will be provided by the Videotek TVM-950 SD/HD multi-format signal analyser. The HD headend platform will be managed by the CCS platform with NUCLEUS control panels.

The launch of France 24 must have brought a feeling of relief and elation.

A year ago we hardly had an office, only a couple of people were working on the project...just about everything had to be done...yes, it is a feeling of relief and elation! But it is also one of the most exciting media projects of the year 2007. We are enthusiastic.

You came on board at the end of 2005. What did your background in advertising and publicity bring to the project?

My experience in advertising helped, because it taught me to analyse the competitors, their strengths and weaknesses, but also consumers' attitudes, behaviour, reactions and needs. We ordered a survey in 12 different countries to understand what people lacked and expected from international news on TV. We tried to find out what their needs were and we built our programmes based on those results. That's mainly what I learnt from my background in advertising - and I used that knowledge to build FRANCE 24.

With the launch of France 24 you have plunged into the global media war. How is your concept different from CNN International, BBC World or Al Jazeera English?

There are two ways of approaching globalisation. The first one is to put forward the similarities - that is to say you have one

are not necessarily as highly educated or as rich as the old opinion leaders but they like to be informed any time, anywhere, and they need to be exposed to different points of view before they make up their own minds.

Is France 24 an arm of French foreign policy?

No more and no less than the BBC is an arm of the UK government or CNN of the American government. France 24 is simply a news channel covering international news from the French perspective in the same way as the BBC and CNN look at the world from an Anglo-Saxon perspective. We have different visions and this is why the specific approach of France 24 is of interest. We remain impartial at all times. We are an independent voice.

What distribution does France 24 have?

We have a potential market of 80m households in Europe, the Near and Middle East and Africa, which represents 250m people. Now and even before going on air, France 24 had already signed agreements with pay TV operators making it possible for 80m households in over 90 countries to receive the network. We hope to extend that distribution to the Asia-Pacific region as well as North and South America in three years' time and thereby multiply our audience by four.



**The concept of France 24
– under the guise of CFII
and various other names
– goes back some years.
There were turbulent
times with people
wondering will it or won't
it happen but France 24
finally launched on 6
December 2006.
Gunda Cannon talked to
Alain de Pouzilhac,
France 24's CEO**



strategy and one way to convey your message. That is the Anglo-Saxon vision. The other way is to put forward the points on which you differ: one strategy but different ways of conveying the message and that is what France 24 will do - show the diversity.

How do you sum up the channel's mission in one sentence?

To cover international news from a French perspective 24 hours a day, seven days a week.

You've said "The world's...opinion-leaders...increasingly look for multiple, contradictory opinions in order to construct their own viewpoint. France 24 must be one of their benchmark sources..."

Are you principally targeting the world's opinion leaders?

Yes, but not exclusively and not only the "traditional" ones. We are also targeting new opinion leaders, the people who are using all the new technology to communicate, who really want information. They do not necessarily occupy a senior post or

You chose GlobeCast for your international satellite delivery – what will they do for France 24?

Being a state-financed company, France 24 had to go through a public tender for its primary satellite coverage. GlobeCast provided us with a very comprehensive offer based on our requirements. Through GlobeCast, France 24 has one or both of its two versions on Astra 1, Eurobird, Arabsat, Nilesat and NSS 7 CBand for our free-to-air coverage of Europe, the Middle East and Africa. This coverage is complemented with our partnership in Europe with Eutelsat for Hotbird and Atlantic Bird 2. France 24 has also secured distribution deals on DTH platforms located on other satellites: Yes in Israel, CanalSatellite Horizons in French-speaking countries, Multichoice Africa for the English-speaking part of the continent or TV Cabo in Portugal. Moreover, France 24 has signed numbers of listing agreements with the leading pay-TV operators on satellite, digital cable or ADSL in our target regions. You can receive France 24 through, for example, Sky Italia in Italy, Sky in Great Britain,

Digital + in Spain, Canal Digitaal in the Netherlands or Cyfra + in Poland . Moreover – and this is probably a world first – France 24 went right from the start in its English version on Comcast's Washington DC digital cable offer via a partnership with MHz Networks, a US public company bringing international programming to Americans. Finally we are developing partnerships with hotels and airlines to reach our audience, which is composed of people who travel a great deal.

The fact that a significant proportion of the output is in English has been the cause of some criticism in the press – why English and how much English programming is there compared with the French output?

One thing is to cover international news from a French perspective and another thing is to make sure people understand what you are saying. Taking into account the fact that 85% of our potential audience do not understand or speak French we had to adapt and offer our programmes in the language most commonly used throughout the world by opinion leaders: English. Now we have two channels, one 100% in French, the other mainly in English. We will offer programmes in Arabic later this year and Spanish probably in 2008.

Your channel represents a 50/50 partnership between the public television group France Télévisions and the commercial channel TF1. How does that partnership work in practice?

Very well. We are lucky that we have been able to benefit from their support. They are the two leading TV groups in France, with experience in producing TV programmes and managing news channels. The mix of both cultures – public and private – puts us in a unique position. In practice for the decision-making process, our Management Board presents a number of decisions to the Supervisory Board, which they either accept or reject. So far, there has been no problem in terms of partnership.

The press has made much of disputes over the use of foreign bureaus and the use of images and reports by your international news network, with journalists working for the public network afraid that a scoop uncovered by them could be used first by France 24. Have all these disputes been resolved?

It is not a real problem. The disputes had to do with copyright issues and we are resolving these questions with France Télévision.

What resources are at your disposal?

France 24 has a network of approximately 150 correspondents, both freelance and staff. They produce news reports and can also participate in “two-ways” or telephone hook-ups. Furthermore, an agreement has been signed with our two shareholders giving France 24 the right to use video produced by France Télévisions and TF1 and facilities in their offices outside France. In Los-Angeles, Cairo, London, Warsaw, Hong Kong and New Delhi, France 24 has access to AFP allowing it to organise live coverage, with links provided by superfast broadband internet networks. France 24 also has access to AFP video sources. In addition, France 24 will broadcast radio reports produced by RFI journalists all over the world. An additional agreement has been signed with RFO (Réseau France Outre-mer) to use news reports on sub-Saharan Africa produced by AITV, RFO's video agency. AITV provides France 24 with 10 minutes of African news reports every day. Finally, AITV's news editorial office will make its network of correspondents available to the channel to provide commentary, interviews and specific reports. We are also working with GRN, which has over 100 English-speaking correspondents throughout the world.

You have hired about 180 bilingual journalists for your newsroom. What portion of the output comes from them and where does the rest of France24's output originate?

The video produced by France 24 – by its reporters and through our diversified network giving the channel a presence in some 100 countries – accounts for approximately one-third of total broadcasting time. A further third is produced by our shareholders and the remainder is produced by our partners.

Plunging into the global media war

How is France 24 funded?

France 24 is a limited liability company with a Supervisory board and a Management Board and is equally owned by two shareholders: TF1 and France Télévisions. The channel is funded by a public subsidy granted by the state in accordance with an agreement committing France 24 to edit and broadcast two news channels.

Your annual €86m budget is relatively small compared to your rivals. Does that stop you from doing things you would like to do?

No, when we speak about these networks' budgets we often take the overall budget of the group instead of the budget of the channel. The budgets of CNN International and BBC World are not the same as that of CNN or BBC as groups. We have enough to be competitive and we don't feel inferior because of financial issues.

What about advertising?

France 24 is entitled to broadcast advertising in the territories covered by the channel.

How important is the channel's website in your overall strategy?

Internet is highly important for us. Indeed, France 24 was symbolically launched online (www.france24.com) before going live on TV and this process underscores our commitment to placing the Internet at the heart of our strategy. Video is of course available on our site and the rights issues have been resolved.

Everybody talks about “citizen journalism” these days. Does this kind of layman's journalism have a place on your channel?

Citizen journalism is not a regular, institutionalised practice at France 24. You can use this type of journalism to broadcast documents filmed by amateurs in exceptional cases, for instance: footage of natural disasters, such as a tsunami. There are two provisos: the source and origins of the document must be validated and there must be strict editorial control. There have been proven cases in the past of false documents or faked footage. In conclusion, for France 24, journalism is more than ever seen as a profession that embodies a specific culture, practices and codes. Citizen journalism can only be an exceptional and carefully controlled adjunct.

Finally, imagine you had three wishes for your new channel...

That it is never sectarian, never complacent and always courageous and clear-sighted.

Alain de Pouzilhac, thank you for talking to *The Channel*.

China emerges as mobile TV

Mobile TV is a hot technology topic. Korea pioneered the way and other countries such as Germany and the UK have introduced commercial MTV services. MTV is now taking off around the globe and the country that is really going for Mobile TV in a big way is China.

Les Sabel reports on how RadioScape has been working closely with the Chinese authorities for the past three years



There are a number of platforms which can incorporate Mobile TV: mobile phones, MP4 Personal Media Players and automotive navigation systems. As mobile phones are being rapidly adopted in China, they are seen as the dominant delivery platform. In 2005 China had a mobile phone penetration approaching 400 million

representing approximately 30% of the population. This is expected to rise to over 500 million by 2008. Mobile phones services are currently predominantly GSM/GPRS although use of the Chinese TD-SCDMA standard is expected to grow rapidly in coming years. Also we now see the merger of PMP and mobile phone technologies in the form of smart phones. While smart phones represented less than 10% of sales in China in 2005, it is expected that this proportion will rise rapidly as the cost of PMP technology decreases. This trend is accentuated by the increasing use of multifunction platforms, particularly those which offer high flexibility such as those offered by RadioScape using its Software Defined Radio technology. We note that in 2004 approximately 75% of all mobile phones had colour screens. This percentage is increasing even for low-end phones. The availability of colour screens in existing models will allow the introduction of Mobile TV functionality at relatively low incremental cost.

Content is a critical aspect to the introduction and market acceptance of new services like Mobile TV. China has

numerous organisations which are generating content; indeed China has a very active film, television and radio industry. It is expected that China will gradually increase the proportion of content from the private sector as it increasingly adopts a more commercial approach to business in the broadcasting industry. While the vast majority of content is locally generated it is also expected that non-Chinese content will eventually be included in programming schedules.

Mobile TV technologies under consideration by the Chinese authorities are:-

DVB-TH is designed in China for Terrestrial TV in the home and large mobile platforms where power and antenna size are not a constraint. Mobile applications are limited to buses and trains and it is not considered to be suitable for hand-held applications.

T-DMB is the Korean version of Mobile TV. Based on DAB (Digital Audio Broadcasting), it uses an additional outer layer of Forward Error Correction (FEC) coding protection and uses the MPEG-2TS. China is using this for the evaluation of Mobile TV as receivers are readily available from major Korean companies with commercial products from Chinese manufacturers becoming available in volume in 2008.

DVB-H is based on the Terrestrial TV standard, DVB-T, with adaptations for use on held-held devices but its take up is unlikely in China as it would require significant royalty payments. In other parts of the world, its implementation is delayed due to spectrum not being available for a few years by which time rival technologies will have a significant lead.

T-MMB is a Chinese development of a set of algorithms for Mobile TV that is based on DAB. Although this solution makes changes to the physical layer of DAB to increase spectral efficiency it is backward compatible in the sense that new High Order Modulation can be used in the same ensemble as the existing physical layer definition. This allows a gradual change from existing receivers to higher efficiency receivers, hence softening the impact on consumers as the higher efficiency services can be introduced over time. For example the video services could be introduced on T-MMB while audio services remain on the existing delivery system. After significant adoption the audio services would then also migrate. It is likely that the transport and audio/video codecs will also be updated to use

Chinese options to help reduce, and over time eliminate, specific royalty payments. **S-TiMi** is the alternative Chinese designed Mobile TV solution. It is based on satellite broadcasts with terrestrial fill in, making it ideal for rural locations. This system has two main modes, one using 8MHz bandwidth and a second using 2MHz bandwidth. The 8MHz configuration has the flexibility to provide either increased services, i.e. 4 times as many, or to broadcast some programs with higher resolution than the standard QVGA format which is generally accepted as what is necessary for MTV. The 2MHz mode can be used for lower power broadcasts or those which need a larger service area.

The Chinese authorities have recognised that DAB standard provides a solid, field-proven transport system for Mobile TV and Digital Radio. Indeed DAB is now an adopted standard within China for Digital Radio. For MTV the question is which standard, or standards, will be used and what audio/video codecs will be adopted?

DAB/DMB is already operational in several provinces, including the major cities of Beijing, Shanghai and Guangdong using RadioScape's proven Broadcast System. One of the reasons why this solution was chosen is that it is a highly flexible product and can be used to broadcast both Digital Radio and any Mobile TV standard that is based on DAB. This enables comparative trials to be easily done and the selected technology implemented without having to change the broadcasting hardware.

Given this and the fact that the Chinese authorities prefer to use home grown technology so that they are in control of its evolution and can minimise royalty payments, it would seem likely that T-MMB and S-TiMi will both be adopted for the long term solution for Mobile TV in China. However, in the short term for the 2008 Olympic Games in Beijing, it is probable that T-DMB will be used as handsets are readily available and there is little time to deploy other technologies in significant volumes.

T-MMB has the advantage that it is based on the existing DAB transmission system. This will allow a very rapid rollout as most



powerhouse

of the major equipment will be in place with only a few items of network equipment requiring modification, those being the modulator (COFDM) and some software updates to the ensemble



multiplexer within the Broadcast System. The receivers for T-MMB will also be able to be developed more rapidly than

those for S-TiMi, particularly those which are based on a software solution such as those from RadioScape. This is because the majority of the physical layer for T-MMB is the same as for DAB. The addition of higher order modulation and a different inner FEC code is easily accomplished in the RadioScape Software Defined Radio receiver solution. This will ensure a very low cost solution.

On the other hand the S-TiMi system will provide wide area coverage and in particular will provide services to remote parts of the country. Given the need for both

terrestrial and satellite transmission systems it will take a considerably longer time to deploy S-TiMi than T-MMB. It is also likely that the S-TiMi system deployment will be considerably more expensive due to the use of both satellite and terrestrial transmission systems. While the S-TiMi system can theoretically operate over a wide range of frequencies, the use of the same frequency for both satellite and terrestrial links will most likely require that system to operate in either L-Band or the low 2GHz band. Note that the use of the same frequency for both the satellite and terrestrial links will help minimise the cost of the receivers as only one RF and baseband processing system is required. The use of high transmission frequencies will require additional terrestrial transmission cells with the consequent cost increase relative to DAB at Band III.

So, while the Chinese authorities have not made an official announcement regarding the National Standard for MobileTV there are many reasons to adopt a dual standard approach. Initially the deployment of T-MMB as soon as possible based on existing DAB infrastructure will

provide the most rapid service delivery in the major cities and their surrounding areas. This could conceivably be ready in time for the Olympic Games in mid 2008. This could then be followed by the deployment of the S-TiMi system to provide wide area coverage as well as additional service capabilities in cities.

What is clear is that there are two technical options, both of which are currently being developed. The race is on between the two competing options. RadioScape is the major DAB infrastructure solution provider to China and is working with a number of local organisations on the development of MTV solutions for both the infrastructure and the receiver terminals.

RadioScape has been driving the move to digital audio for over ten years with its Software Defined Digital Radio approach. It is a world leader in Digital Audio Broadcasting (DAB), Digital Radio Mondiale (DRM) and Digital Multimedia Broadcasting (DMB) for Mobile TV.

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New media

shaking up

Latin America

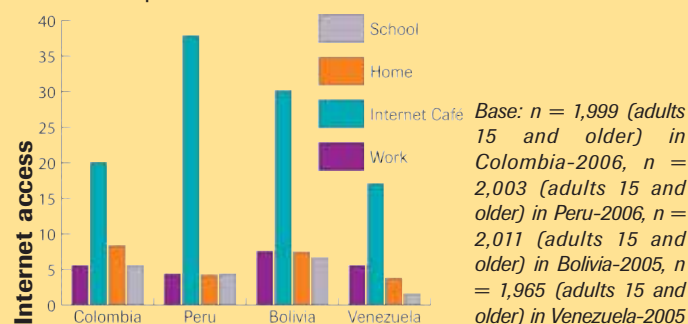
Latin America's political scene has been undergoing a seismic shift in its orientation, with a resurgent left coming to power across the region.

A tremor of a different type has been shaking up the way Latin Americans are communicating.

InterMedia's Justin Holmes and Giovanna Monteverde report

InterMedia, the Washington DC-based research company, has just completed a multi-country survey of audiences in Argentina, Bolivia, Colombia, Peru, Venezuela and Monterey, Mexico. A focus of the research was how Latin Americans are using new technologies to acquire news and information, in addition to the more traditional ways, like television and radio. InterMedia's research shows how quickly Latin Americans are adopting the latest multi-media innovations and how these are changing the way they communicate with others and process the world around them.

As in other parts of the world, the tech savvy set in Latin America are young and demanding consumers. The challenge for traditional broadcasters is making content available quickly across multiple formats.



Access to the internet in Latin America has grown exponentially in recent years, and in a region where more than 60% of the population lives below the poverty line, the proliferation of *cabinas publicas* and other points of public internet access have been key to this rise. Accessing the internet at *cabinas publicas* is some 70% cheaper than home access. The internet is used most by those 15-25, so *cabinas publicas* in Peru serve variously as sources of entertainment, study or training. InterMedia's surveys found that 38% of internet users in Peru go online at a *cabina publica*, compared with 30% of Bolivian internet users, 20% of Colombian users and 17% of Venezuelan users.

InterMedia finds the internet continues to gain ground on more traditional forms of

media. In Colombia, for example, the internet as a daily source of news and information climbed from 5% in 2003 to 9% in 2006. Meanwhile, daily radio listening fell over the same period, from 69% to 49%. And television, still by far the most popular form of media, also saw its daily viewing rate fall, from 87% to 80%.

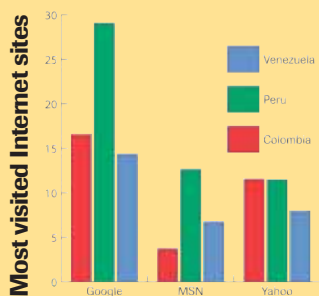
In the trend towards convergence, Latin Americans are increasingly accessing radio through the internet. For instance, in Colombia, 4.9% of internet users reported listening online in 2006, compared to just 2.6% in 2002. And online communities are helping feed the content of many online newspapers like *eltiempo.com* and *elcomercioperu.com*.

The internet is changing the way Latin Americans—mostly the young—communicate with friends, local and distant. Latin American youth have enthusiastically taken up instant messaging (IM), which they favour because it has all the advantages of other internet tools but allows intimacy and real-time communication. The rise in IM is necessarily in step with the growth of internet use. In February 2006, 64% of online visitors in Latin America used IM, the highest rate in the world, according to comScore. The world's three top sites—Google, MSN and Yahoo!—garner different rates across the countries in InterMedia's study, but all are consistently the top three sites in the region. In Peru, among those who access the internet, most visit Google (29%) over MSN (13%) and Yahoo! (12%). Similarly, in Colombia, most visit Google (17%) over Yahoo! (12%) and MSN (4%).

The figures are likely given a boost by the high rate at which online users go to those sites to send emails, look for information and join IM chats. (These are also interests that require some commitment in time: InterMedia found that 30% of those who access the internet in the Latin American countries surveyed are online for 30 minutes or more.) In Peru, most internet users go online to send emails (33%) and to join newsgroups or chat rooms (25%). In Colombia, sending emails and performing job-related tasks garner equal attention (19%). Bolivia reflects similar use rates between sending emails (24%) and performing tasks related to work (23%).



In addition to online communication, young Latin Americans are avid users of instant messaging (SMS), connecting with friends through cell phones. It's also affordable—SMS use is free as part of most cell phone plans, and the poor have access to SMS through pre-paid plans that allow users to pay as they go.

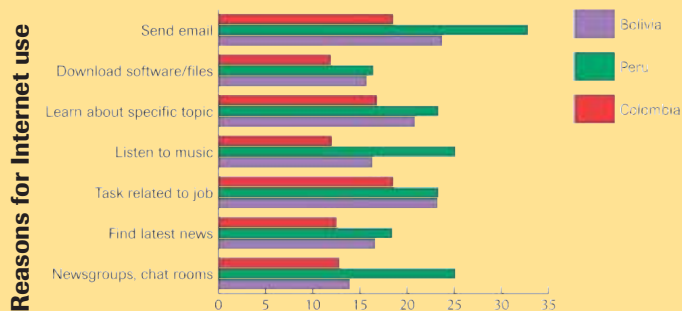


Base: *n* = 1,999 (adults 15 and older) in Colombia-2006, *n* = 2,003 (adults 15 and older) in Peru-2006, *n* = 1,965 (adults 15 and older) in Venezuela-2005

One form of traditional media seems to be gaining ground among select media users, based on the observations of some researchers. Community radio is small, free and locally maintained. In Colombia, for example, community-based radio has been vital in keeping isolated communities informed of political or military developments that may affect them directly. It also fosters reconciliation and community empowerment, bringing isolated communities into the communication fold.

This seems to suggest Latin Americans use the communication tools to which they have access, as long as they can procure information directly relevant to them. If current trends continue,

the internet will prove to be the fulcrum on which other media applications and content turn. Traditional broadcasters will want to assure their content fits with the mechanics of this system if they are to leverage it for their own benefit.



Base: *n* = 1,999 (adults 15 and older) in Colombia-2006, *n* = 2,003 (adults 15 and older) in Peru-2006, *n* = 2,011 (adults 15 and older) in Bolivia-2005

InterMedia is a leader in providing global research, evaluation and consulting in support of the international media and development community. The company assists clients turn public attitudes, opinions and behaviours into market intelligence and strategic communications solutions in transitional and developing countries worldwide. Data and analysis of InterMedia's Latin America research cited in this article are available. Contact Alex Wooley at wooleya@intermedia.org

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The reason for the flood of new Pakistan-focused channels lies with Pakistan's Head of State, General Pervez Musharraf, who came to power in 1999 after leading a military coup that ousted the then Prime Minister, Nawaz Sharif. In 2002, General Musharraf took the decision to liberalise the country's broadcast media, thus allowing millions of Pakistanis access to home grown independent information for the first time in the country's 60 year history.

example, is owned by one of the largest business groups in Pakistan and it will be equipped with the latest technology available to the broadcast market. Like GEO TV, it will broadcast on SD for the time being, but both channels are looking towards an HD future."

Muzaffar Ali adds that one way in which broadcasters are maintaining their competitive edge is by using the latest on-screen graphics technology. This

Today and NHK. Production houses and corporate institutions, including the London Stock Exchange, are also Vizrt customers.

Vizrt's software suite provides a complete graphics solution including caption generation, content management and newsroom integration, template graphics, 3D tickers, virtual studio sets, weather forecasts, virtual sports graphics, SMS interactivity and large-scale

Pakistan's TV growth means:

Many believe that General Musharraf's decision was prompted by the popularity of Indian channels, which are banned in Pakistan but were being watched via satellite or cable as an alternative to the State-run Pakistan TV (PTV). Whatever

helps them define their 'look', which in turn differentiates them from other broadcasters. As Pakistan's distributor for Vizrt 2D and 3D graphics software, Muzaffar Ali is well placed to comment – and the company's own sales figures

displays. All Vizrt's graphics products are powered by a single core renderer, the unique and powerful Viz|Engine and include highly customised user interfaces for the designer, operator, journalist and engineer.

After years of bland state broadcasting, TV viewers in Pakistan are suddenly faced with a wealth of television choice. In the last four years more than 40 new channels have gone live, some operating from within Pakistan's borders and some from abroad, but all with their focus on Pakistan. The majority of these channels are delivering content via satellite or cable and all are competing hard to attract viewers, especially in the run-up to Pakistan's 2007 elections. Content creation company Vizrt is playing a major role in the country's media explosion

his rationale, the impact has been nothing short of dramatic, particularly for broadcast equipment and software manufacturers who are seeing significant increases in sales in the region.

Although many of the new channels are little more than cottage industries with very limited capital and minimum levels of equipment, others such as GEO TV, which produces in Karachi and broadcasts from Dubai Media City, and TMN, Waqt TV and DAWN TV, which are set to launch soon, are investing heavily in new technology in order to stay ahead of the game.

Agha Muzaffar Ali, director of A.A Systems, one of the largest Broadcast System Integrators in Pakistan, says: "At the moment, GEO TV is the most technologically advanced broadcaster delivering content to Pakistan, but there are many other parties working towards starting their own satellite channels before the 2007 elections. TMN, for

back him up. In the third quarter of 2006 alone, Vizrt significantly expanded its market share in Pakistan with sales of 1.1 million dollars thanks to orders from GEO TV and the soon to be launched TMN.

"Right now, Vizrt is the graphics system that everyone wants to use," Muzaffar Ali says. "The company's software is considered to be the ultimate standard in the Pakistan market. With the market so competitive, broadcasters will go to any lengths to appear different from their competitors and we expect many existing channels to re-vamp their look in the run-up to the elections in order to boost their viewing figures."

Since its formation in 1994, Vizrt has built an international reputation for its high quality graphics solutions and services. Internationally, Vizrt's customer base includes many of the world's leading broadcasters such as ITN, BBC Sports, Sky Sports, Sky News, QVC and CNN, CBS, ZDF, Star TV, TV

During the past two years Vizrt has undergone a period of extensive growth, fuelled by a number of key acquisitions including broadcast mapping specialist Curious Software and Ardendo, a software developer that provides complete Media Asset Management solutions for broadcasters. The introduction of these subsidiary businesses has brought a wealth of new features to Vizrt customers.

Vizrt's first customer in the Pakistan region was GEO TV, which is owned by the region's largest daily Urdu newspaper. It now transmits high-quality live news coverage, sports and general entertainment programmes to audiences across south Asia, especially Pakistan where it has become hugely popular.

GEO TV recently expanded its core Vizrt technology for use on its new music-only channels. Other orders have come in from TMN and Waqt, which will be using Vizrt for all their

graphics requirements, including live graphics.

Javad Goraya, chief technical officer for GEO TV, says: "With such a high number of channels in the market, competition is getting stiffer. GEO TV had a head start in the electronic media industry and maintains its stature with innovative programming delivered through cutting edge technology."

competitors. We also use Vizrt for our live on-air graphics and we have recently increased our investment in Vizrt to cover our newly launched music channels."

According to Agha Muzaffar Ali, where GEO TV leads others follow. "GEO TV has become the industry standard in Pakistan, so whatever GEO TV is using tends to be the equipment of choice for everyone else," he says.

technology has not been properly introduced but as with HD, broadcasters recognise that it's coming.

"We're already setting up for HD and we're looking at a number of different options to deliver content over mobile G3 networks, even though we accept that it will be some time before we can really tap into this market," Goraya concludes.

outshine the competition

GEO TV installed Vizrt in 2002 after taking advice from Singapore-based system integrator Benchmark Systems and Ken Tiven, former CNN guru for new technology who was the senior consultant for the GEO project. (CNN had been an early Vizrt customer for its news channels in Turkey and Spain, later adopting Vizrt for all its channels.) They proposed a cost-effective graphics solution based on equipment and software from Vizrt,

Octopus and AVECO, and a Viz/Content Pilot system was duly ordered and installed.

"It wasn't just a question of cost," says Javad Goraya. "Reliability and ease of use were also important and the Vizrt system was able to deliver this. Our staff find the software very straightforward to work with and our viewers appreciate the added appeal that interesting graphics bring to our programmes. Also, Vizrt keeps coming up with new products that have value in the media production and delivery chain. By incorporating Vizrt graphics we have been able to achieve a distinct look that sets us apart from our

Indeed, many believe that GEO TV has done more than any other broadcaster to change Pakistan's media landscape, both in terms of the equipment used and content delivered. By providing a wide variety of political viewpoints and exploring difficult cultural and religious questions that are rarely discussed publicly, GEO TV has succeeded in reflecting this predominantly Muslim country's diverse society.

With the advent of High Definition broadcasting and 3G mobile phone technology, there is still plenty of scope for Pakistan's broadcasters to move ahead. At present, 3g mobile



Based in Bergen, Norway, **Vizrt** offers content creation and delivery with an end-to-end solution from ingest to visualization. Running on non-proprietary hardware, the combination of Vizrt's true 2D/3D graphics tools with Curious Software's World Maps and Ardendo's Asset Management ensures a seamless workflow. Vizrt's product suite is used by the world's leading broadcasters, production houses and corporate institutions

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While western journalists were busy searching for news on 'Islamic terrorists', the recent Global Peace and Unity event organised by Islam Channel, which attracted more than 55,000 visitors, with guest speakers like the Foreign Minister of Chechnya, Lord Falconer, Yusuf Islam (formerly Cat Stevens) and many government ministers and ex-presidents, was hardly mentioned in the western press or given any news coverage.

Speaking to Britain's *Guardian* newspaper, Yvonne Ridley, political editor of Islam Channel, pointed out: "What more does it take to make headlines?" She argued that "given the line-up of guests and the numbers attending, this was an ideal opportunity for the western media to report on what Muslims discuss when they convene [yet] instead they would rather waste time looking for Islamophobic stories."

What does it take to make headlines?

It is no mean feat for a TV station that has been in existence for only two years to attract nearly 60,000 people to a two day event. The previous Global Peace and Unity event succeeded in attracting over 25,000 people.

The channel has ushered in a new era of 'ethnic media' in the UK, answering the growing calls from Muslims for a medium that reflects and expresses their views. Its meteoric rise can be attributed to the increasing demands by Muslims in the West for a channel that reflects their needs in a climate of dramatic social and political change.

Islam Channel has arrived, calling itself 'the voice for British Muslims'. At present it is a lone voice which has very little competition. The station began operations with a small group of mainly volunteers in cramped offices in Central London; two years later it took over a whole office floor, employing about 40 professionals but still relying on volunteer support. Today the channel is viewed by Muslims all over Britain and abroad, and its presenters have become instant stars.

The demands for a medium that reflect the Muslim perspective increased after the success of the Arab TV channel, Al Jazeera. Saudi journalist Jamal Kashoggi explained Al Jazeera's success by arguing: "they are led by the masses, they don't lead the masses". Perhaps this is also true for Islam Channel.

The station's success came at a time, post 9/11, when Islamophobia was at its height and Muslims felt they were being increasingly marginalised. They needed a medium that focused on issues of concern to

them. No issues aroused stronger emotions and united Muslims more than the plight of the Palestinian people, Iraq, Afghanistan and, of course, the war on terror.

However the needs of Muslims in Britain were slightly different, in that they needed a channel that not only united the various Muslim communities but also united them in a language they all knew: English. The station addressed these issues and focused on their concerns. With constant news headlines in the wider media linking Islam with terrorism and Muslims as terrorists, the Channel's first aim was to counteract and dispel myths about Islam.

Its news output and political programmes like *Agenda* not only focused on these issues but also tried to redress the balance. The use of terminology is based on the different perceptions and understanding of the community. For example those seen as terrorists by the western media are referred to as 'freedom fighters'. While the major TV networks will be selective about which footage of carnage to be shown, Islam Channel news is more graphic.

News editor Roshan Saleh, explains: "We don't want to sanitise the realities of war; we want people to know that conflict is not glamorous, but rather brings death and destroys lives. The wider news networks may want to tiptoe around this. We however feel that the only way to prevent conflict is to show what the end result of conflict is". He also points out, "we are not interested in promoting anyone's propaganda, just the truth."

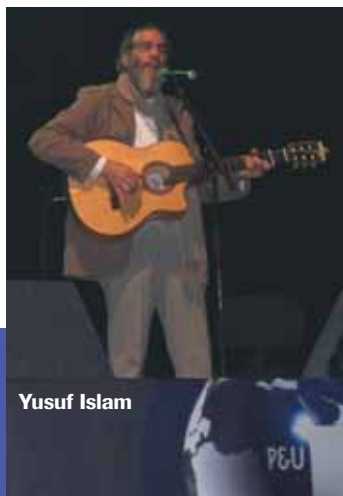
BBC journalist and author of *Dining with Terrorists*, Phil Rees, believes the channel's success can be strongly attributed to the changing political climate: "The 90s saw the growth of Islamophobia. After 9/11 it worsened, leading to discrimination and attacks on Muslims through the media and government legislation. Muslims felt marginalised. The search for their identity and a need to rationalise their situation led to a resurgence of Islam. Islam Channel has managed to cross over boundaries of caste, class and language amongst the varied Muslim communities in the West."

The TV station has been successful in tapping into the Muslim lifestyle with programmes like *Behind the Veil* which challenges many of the stereotypes affecting Muslim women. In programmes such as *Muslim Dilemma*, *Politics and Beyond* and *Islamiqa*, Islamic scholars answer viewers' questions.

The man who made the idea of a channel a reality is a softly spoken London based Arab businessman, Mohamed Ali. A great



Britain's Islam Channel has been changing the face of media for Muslims in the country.



Yusuf Islam

www.islamchannel.tv



So why, asks Shabana Syed, editor of *Islam Magazine*, has this major media development not received the coverage it deserves

deal of the station's success is attributable to the energies and efforts of Mr Ali, who is at present, as CEO, running the channel but also working on his PhD. Known for his quiet and charming manner, he deals with every challenge thrown at him with a smile; and there has been no shortage of challenges since the channel launched in 2004.

Mohamed Ali strongly believes that Muslims are misrepresented in the media. He explains: "We came at a time when Muslims were looking for media that gave the story from their perspective. [The channel] is a success for us, especially as we are walking on egg shells in the current political climate.

This is a time when [even]

Muslim charity organisations have been accused of aiding terrorism – we have worked hard to keep the recipe simple, to build credibility and respect, not only with Muslims but also non-Muslims in Britain."

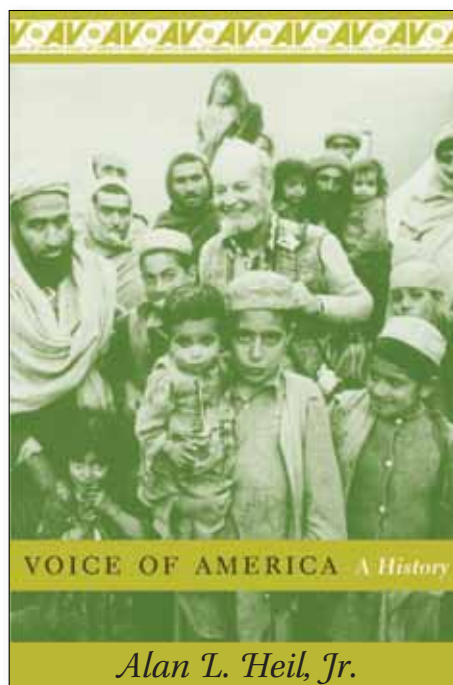
Ali points out several reasons why the station is popular: "Firstly, it united Muslims through its programmes. Secondly, volunteer participation led to greater involvement of the community in the Channel, making Muslims feel they were part of the whole process. Also we gave opportunities to many young university graduates who wanted to make a career in the media but felt they were discriminated against for being inexperienced in the field and for being Muslims."

From its modest beginnings in 2004, the future now looks promising with the channel having global distribution, leaving only American carriage to be secured.

How long will the success story continue? There is increasing competition for viewers but Ali remains optimistic: "We have only been in existence for two and a half years and accomplished so much. The fact that we can unite 55,000 Muslims at one of our events shows we are on the right path".



Mohamed Ali



"For those wondering why, in the presence of global commercial news networks, there is still a need for the Voice of America ... Heil's comprehensive history of America's largest publicly funded overseas broadcasting network surely provides a most comprehensive answer."
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We ARE all media now

The Integrated Media Systems Center at the University of Southern California has teamed up with two media analysts to form the non-profit Institute for the Connected Society. iFOCOS will bring together leaders across disciplines to study and develop a new definition of 'media', in the hope of driving innovation and creating a more informed global citizenry and assisted by a board of advisers drawn from leaders in digital media. iFOCOS co-founder and executive director Andrew Nachison explains why, and why now

From a hospital bed, Ahmed Hameed describes how he lost his hand and leg when a car bomb exploded in the market in Baghdad's Adhamiya neighbourhood, where he sells cigarettes and Pepsi. Restaurant owner Shukri Abdul, seen in the same hospital with half his left arm missing, says the bomb was in a car that parked in front of a shop that sold ice. The bomber purchased a block of ice and asked that it be loaded into his car – and as it was loaded, the bomb went off.

"What's that unpleasant smell?" an unseen interviewer asks Hameed's brother. "It's because of the wounds of the injured patients," the brother says. "Plus, there's a patient opposite from this hall with an abdominal injury which smells bad." See it for yourself here, on the video blog Alive in Baghdad: <http://aliveinbaghdad.org/2006/11/27/car-bomb-survivors-no-longer-statistics/>

In East St. Paul, Minnesota, Willie and Jermain wear red boxing gloves for "practice" fight on a streetcorner. "This thing is throwing f*****g haymakers and s**t," one of them says. See it for yourself here: http://www.mnstories.com/archives/2006/11/street_boxing.html

In Florida, the gay cowboys look just like straight ones. See them for yourself here: <http://www.weatherlight.com/freetime/?p=15>

In Libya, blogger KhadijaTeri's New Year's resolutions include: "Be more assertive with my husband (threaten to leave if the house is not finished soon)." Read more here: <http://khadijateri.blogspot.com/2007/01/setting-myself-up-for-guilt-trip.html>

We can share all of these experiences, now, simply by following the links, from wherever we happen to be: at work, at home, at a bus stop with our noses in our mobile phones – or wherever you happen to be right now.

I can't tell you for certain that any of those scenes, observations or reflection are true or real. They may all be staged, fakes, like LonelyGirl15, a doe-eyed teen who attracted millions of viewers to her webcam videos posted on YouTube, only to be revealed to be a 21-year-old Los Angeles actress working off a script written by an aspiring film-maker. (More here: <http://www.youtube.com/profile?user=lonelygirl15>). Once revealed as an act, millions of viewers continued to watch and enjoy LonelyGirl's fake teen angst. As of early January, "her" videos had been viewed 6,568,828 times, according to You Tube.

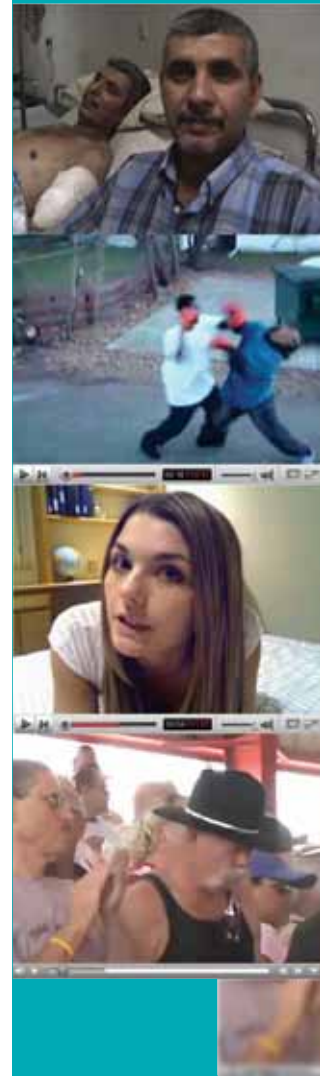
I am writing this in the United States, near Washington, DC. You are reading this – wherever. On paper. On a screen. Web site. RSS feed. Whatever. Who knows if or where we might meet in person, or exchange an email or a phone call, or bump into each other in a virtual world like SecondLife, where a Reuters reporter now covers the virtual comings and goings of avatars and virtual real estate pioneers.

What does it mean when we can be anywhere, access unimaginable volumes of data and ideas, channel surf around the globe until the end of days and never view the same thing twice, or search and narrow in on what we want, when we want it, or people we like and want to hang out with, all the while hovering in a fog of uncertainty about what's real and what's not, about who's trying to fool us and who's trying to help us?

What does it mean – for individuals, for our institutions, for our society as a whole – when the tools of creation, production and distribution are in everyone's hands, and when control of communications, expressed through privileged access to production and distribution technology, crumbles to dust and gives way to a world of open access, creative freedom and economic or political disruption to anyone who depended on closed access, controlled distribution and limited choice?

These questions are at the heart of a new organisation I helped launch last year, iFOCOS, the Institute for the Connected Society. iFOCOS was created to inspire global innovation in media and communications and to bridge or demolish traditional boundaries between industry, research and professional sectors.

Our goal is to focus on action – using our research and thought leadership programmes, and the insight and contributions of a global community of concerned individuals, to inspire innovation. Among our activities is organising the annual We Media conference and We Media online film festival (at <http://video.ifocos.org>). It is typical of



...the tools of creation, production and distribution are in everyone's hands...

our approach – bringing people and ideas together to spur collaboration and relationships that lead to action.

Our goal is to bring together innovators from a variety of industries and professions who are committed to joining hands – virtually or literally – to pursue innovative projects that help create a world that is better-informed and more capable of applying information to create positive outcomes for all segments of society.

I helped create iFOCOS after years of working in and thinking about media and communications in much narrower terms – what does all this change mean for an industry, like newspapers, or a job, like journalist or advertising director. At iFOCOS we convene thought leaders from across industries and disciplines to understand, apply and experiment with media and technology, and to harness the power of media, communication and human ingenuity for the common good.

Why and Why Now? The media plays a key role in discovering, explaining and distributing information essential to informed self-government and to fostering engaged, knowledgeable citizenship. The internet, wireless networks, and widely available mobile technologies now allow ordinary citizens not only to consume media but to create, share, aggregate, remix and redistribute it – to BE media. Ordinary people, as well as institutions that were once thought of something other than media, are now direct participants in the media, increasing their power to communicate with each other, to apply the power of communications to improve their living conditions and communities, and to hold governments to account. We are at a turning point in history. We are here, living through it: The emergence of a global society connected by digital networks. The change is far from universal, and yet we see clearly the beginnings of a world in which we are all media, all of us empowered to create, consume, tune in or out, and to take charge of our digital, networked media experiences.

But what will we make of that power? Which institutions will adjust and thrive under the new order, and which will crumble? Will the connected society be better off, simply different, or a nightmare of noise, tribalism and oceans of meaningless data?

iFOCOS facilitates collaborations, creates relationships and brings together leaders from all sectors to address these questions, raise others and inspire actions to create a better-informed society. iFOCOS connects and inspires individuals and organisations to take action – to materially do something – to help people not only access but productively apply and derive knowledge from the extraordinary volumes of information distributed throughout the connected society.

The iFOCOS mission and vision look beyond the needs of any industry in particular to consider the information and communications needs of a world in which everyone has or will have a capacity not only to consume media in many forms, but to BE media – to create, share, aggregate, remix and redistribute information anywhere. It's a world of We Media, and We is big. It's citizen journalists and mommy bloggers, political dissidents and extremists, museum curators, advertisers, artists and entertainers, along with

everyone else, including big media institutions like newspapers, broadcast and satellite networks that play an essential role in how we know what we know, as well as governments, entrepreneurs, technology companies, manufacturers, retailers, healthcare providers, NGOs and non-profit organisations, creative individuals and others who used to be thought of as something other than media. Now we are all media.

At iFOCOS, we believe that enlightened use of media and communications technologies will lead to better-informed citizens, and that better-informed citizens are more empowered to make sound decisions positively impacting their own communities.

With the advent of the internet and ubiquitous digital communications networks, media has been redefined to include the traditional channels of private and public media such as television networks and publishing enterprises as well as a vast “long tail” of personal, social and niche media. The explosion of the latter and the changing economics of “old media” means that the rules are changing. We have a new opportunity to use all types of media not just to meet business goals but for meet social goals.

The one constant is change – continuous and complex change. The best ideas and the brightest individuals are found in blogs, as well as within companies, non-profit organisations, non-governmental organisations, research institutions and think tanks. iFOCOS fosters non-traditional collaborations across disciplines to understand where these changes can take us, and to inspire actions.

iFOCOS will lead the international collaboration to understand how we can use media in its many forms and anticipate changes. As conveners, we bring productive groups together. As facilitators of innovation, we embrace the idea of co-creation and actively seek innovation from an outward versus an inward view. We embrace the idea of “glocalism” where the world is most certainly flat and some of the best global ideas happen at the local level.

I invite you to learn more about us and become an active participant in the iFOCOS community.

www.ifocos.org



Andrew Nachison



AIB International Broadcasting



On a rainy night in London in November, more than 100 people gathered at Savoy Place on the banks of the River Thames for the presentation of the second AIB Awards. This was no ordinary awards dinner. The AIB put together one of its internationally-famed *diners pensant* to give everyone present something to take away from the evening, even those who weren't selected as prize winners by the AIB's panel of judges.

Between courses, Guido Baumhauer, Director of Distribution at Deutsche Welle, was in conversation with Jonathan Marks and the AIB's guests about the strategies he is putting in place to ensure that DW's TV, radio and online content is as accessible in the multi-platform world as it has been globally for the past 50 years. Joanna Shields, Managing Director of Syndication and Partnerships for Google Europe, explained in conversation with Simon Spanswick and the evening's guests about the search company's move into international content aggregation and the way in which Google wants to work with content partners, including those from the international broadcasting sector.

With guests from all over the world, the evening lived up to its billing as a truly international celebration of success, with Barbara Serra of Al Jazeera English hosting the Awards and handing the prizes to the highly deserving winners.

Best coverage of a single news event - radio

We received lots of entries for this category, covering a wide range of subjects, from stories on human rights abuses in China to violence in Ethiopia. The judges were looking for engaging storytelling that was not only clear but which explained a situation to an audience who didn't have much prior background knowledge.



BBC World Service for South Asia Earthquake - category winner

IBB/VoA for their series on North Korea - highly commended

IBB/VoA for Operation Murambatsvina: voices of Zimbabwe's Dispossessed - highly commended

Best coverage of a single news event on TV

Entries covered a wide range of subjects, from Hurricane Katrina to the Pakistan earthquake and tension in Nigeria over oil revenues.



Sky News for London Bombings - category winner

IBB/Voice of America for Niger Famine - highly commended

Geo TV for Wedding in Quake Hit City, Balakot - highly commended

Channel News Asia for Asian tsunami one year on - highly commended

Best documentary or magazine programme - TV

Another popular category for entries, perhaps not surprising since this type of programme dominates the schedules of international TV networks. The subject matter varied widely, from religious tolerance in Turkey to the plight of Roma people in the USA and orphans in Asia.



Al Jazeera for Prisoner 345 - category winner

Al Arabiya for Fallujah - highly commended

CBC Television for A few Bad Apples - highly commended

Best documentary or magazine programme - radio

The judges remarked that nearly all the programmes selected for listening were on serious, topical subjects. Programme makers assume that something light-hearted or funny might be regarded as less worthy, which is not the case.



BBC World Service for Return to Sarajevo - category winner

BBC World Service for Tsunami reflections - highly commended

Radio Netherlands Worldwide for EuroQuest - Trafficking! - highly commended

BBC World Service for Message from Mavembo - highly commended

Radio Netherlands Worldwide - Rembrandt, Portraits of the Artist - highly commended

Awards 2006



Most innovative use of technology

The AIB and its judges were looking for innovation and originality and the transferability of the technological solution within the international broadcasting sector.

Category winner - Link Research for their work on making a wireless camera system in HD overcoming challenges getting four times as much data across the airwaves. Link brought stunning pictures from the Torino winter Olympics.

Highly commended - Createcna 21 with their 3G news studio, allowing the transmission of audio and video material over a mobile phone

Highly commended - RadioScope for incorporating both DAB and DRM technology, plus standard AM and FM into a single chip, so that radios can get smaller and use less battery power



International channel of the year - TV

We were surprised that more channels didn't have the confidence to enter this year. The judges feel that many international channels don't put enough time and money into making the channel look as polished as its domestic counterparts, even if the viewership is considerably greater. This should change though as competition becomes more intense.

Category winner - BBC World

Highly commended - EuroSport

Highly commended - Sky News



International station of the year - radio

The judges shortlisted two stations that face special challenges in reaching their audience. BFBS has technical and programming hurdles to overcome serving British forces stationed around the world. Shortwave

Radio Africa, an independent station which is broadcasting daily to Zimbabwe from outside the country has been banned inside the country itself. The station's dream is that one day they will no longer be needed.

Category winner - SW Radio Africa

Highly commended - BFBS Radio 2



International presenter of the year - radio

There were two finalists and if you've had the pleasure of hearing their on-air presentation, you'll know that they are at the top of their profession. There could only be one winner, however.

Category winner - Doug Bernard - IBB/VoA

Highly commended - Mandisa Mundawarara - Shortwave Radio Africa



International presenter of the year - TV

Two presenters were clearly in the lead from the nominations!

Category winner - Simon Hobbs, CNBC Europe

Highly commended - Adriana Amat, IBB/VoA TV Spanish service.

The AIB is indebted to a range of individuals and organisations who supported the second AIB Awards, in particular **Barbara Serra**, who presented the Awards. It came at a particularly busy time for Barbara who is one of the anchors of Al Jazeera English, which had launched just days before the AIB Awards. The AIB also wants to thank its international panel of TV, radio and technology judges.

In addition, thanks are due to the Institution of Engineering and Technology, Inhouse Catering, GHA Group, David Costley-White, Sue Philips, Charlotte Dent, Katie Bergius, Satnam Matharu and Jonathan Marks.

the 2007 Awards? Contact us to discuss playing a part in this major celebration of success



Convergence makes a comeback

The multi-platform, convergent newsroom of the future will be driven by a revamped editorial structure and will feature consistent workflows that intelligently respect media-specific needs. Bill Burke, ENPS product manager, Associated Press Broadcast Technology, reports on the systems broadcasters are looking for to feed multiple news channels

Convergence is making a comeback as broadcasters, energised by the possibilities of mobile phone and internet news channels, prepare to bolster their business with revenues from new content platforms.

This is more than cutting and pasting stories from the broadcast news system onto the Web, more than moving previously aired video packages onto a secondary channel. This is about producing newscasts as immediate as live broadcasts – but available to consumers anywhere or anytime they turn on their computer or phone.

What's more, the potential of these emerging channels is simultaneously invigorating efforts to provide high-level integration between broadcast news systems and newspaper or print systems, as cross-media companies look to leverage all possible resources to feed new output channels.

In the convergent environment, there is no tomorrow

For broadcasters, the transition is profound and it calls for fundamental changes to the process of gathering and producing the news. Interestingly, although the transition is being driven by technology on the customer side – the sharp increase in broadband connectivity and in the speed and capability of mobile phones – inside the newsroom, it is primarily about the editorial process.

What are the principles that will guide this reshaping of world newsrooms? The first is a shift in focus from one output (such as the evening broadcast news) to the creation of pools of content that will be distributed in many different ways. We think this implies an assignment-driven workflow that is content-focused and multimedia from the start. A unified editorial desk drives logistics, manages media lists and makes story assignments for TV, radio, online and print.

To accomplish this, the assignment process as we know it now has to change. Today, many planning desks are static – setting

up coverage of an event and then handing it all off as each news day starts – printing out a story list and then going back to the planning office to start working on the next day.

In the changing convergent environment, there is no 'tomorrow', there is always a deadline and the assignment process must become more continuous, dynamic and internally interactive. It will probably mean more people on the desk. Editors and journalists will work together to create packages of raw information and media links that can be later shaped into finished content for one or more targets.

This is not easy. As complex and profound as technology change can be, reworking the editorial structure is harder still. One has to revamp attitudes and work processes that not only have been in use for decades but which also (at least for the old-style one workflow to one output format) work well.

In broad strokes, based on what some media enterprises are now doing, the new convergent architecture is likely to consist of a central, long-term content repository (database), connected to one or more content production systems via a common communications protocol. The latter allows the production elements to exchange information among them and for journalists to pull material easily from the long-term content database. Importantly, work in progress can stay in the production systems and can move when approved into the long-term storage.

In addition, there is a distribution layer, which takes content from one or more of the production applications (or from the database itself) and distributes it to multiple channels based

Dynamic content-collections drive stories to the right channel

on system wide business rules. Dynamic content-collections in the production systems will drive stories to the right place on the right channel. Although there may be multiple editorial systems, it is also possible (and likely) that some journalists



www.enps.com



will use a single tool to create content destined for many places, even if all the content is not fully finished.

For example, a TV producer can create completed content for a mobile phone newscast, but the same TV staff might only produce roughly finished content for the Web. Once the rough-cut Web content is passed to the Web production system (automatically, and based on editorial approval at its source), Web producers using specialised tools would refine the content further.

In order for this data and content exchange to work, there must be an underlying consistency of data structure and work process. For ENPS, this means using tools that let producers create a rolling 'mobile phone' or IPTV newscasts exactly as they now create rolling news for TV.

For the last five years, in highly advanced rolling news sites from India to Hong Kong to the US, producers have essentially controlled station output from their editorial running orders – allowing them to produce highly automated news wheels without sacrificing the ability to aggressively cover breaking news.

We think the market imperatives of mobile and Internet platforms will demand a similar level of responsiveness and control; the plan is to leverage these proven methods of high-volume production to create and control content for these new channels.

For producers, this means producing the new content with workflows that are familiar to them. It means using the MOS (Media Object Server) protocol, which provides a consistent way for newsroom and production systems to name and edit media, build playlists, and share content.

This consistency of workflow and easy exchange of data is crucial. Imagine an assignment editor working in a convergent newsroom – knowing that a story will have TV, radio, online and text elements. When the naming and linking of all these assets is correct at the assignment, there is a better opportunity for other journalists to spend the right amount of time properly crafting the content itself.

Assignment-driving media management eliminates the unproductive necessity for media managers to (re)create a parallel media list and reduces the possibility that media list names (slugs) will be different across multiple outputs. Keeping

Decades-old attitudes and work processes need revamping

names and metadata structures consistent across platforms also increases the value of the long-term archive – 'noise' is reduced and media descriptions (on which future use will be based) are as accurate as possible.

Therefore, the multi-platform, convergent newsroom of the future will be driven by a revamped editorial structure and will feature consistent workflows that intelligently respect media-specific needs. But there is one more essential element that pulls it all together: simple and seamless search access across the enterprise.

We believe these new search capabilities, just now being rolled out, will prove critical in allowing news enterprises to realise the promise of a true cross-media, multi-layered enterprise content system.

Having been in the market for more than ten years, S4M – Solutions for Media is very aware of the challenge and has developed an integrated solution portfolio that covers all the tasks of a broadcaster and/or sales agency. And “integrated” to S4M really means a seamless workflow between different modules and applications. For example our media- and airtime-sales system, S4AdSales, works seamlessly together with the digital media management system VPMS and the programme planning system, S4Schedule. This can also be combined with broadcasting automation systems. That way sales people always have the latest information about programmes and programme planners always know the exact position, length and content of commercial breaks. Through VPMS, both can browse video content at their PC and accounting departments instantly know if a commercial really was broadcast.



It is widely accepted that broadcasting companies need systems that optimise administrative tasks in the broadcasting sector and meet – head-on – the constant changes in broadcasting technology. This is not only to make daily working life easier but because modern integrated systems really are able to help

A few years ago, it seemed as if there was a huge gap between the worlds of TV and IT. Today digitisation and integration are areas that broadcasters have to deal with routinely. But there are challenges. In the area of broadcast management, you need to channel enormous amounts of data (like rights and licence information, customer data, sales and pricing information and even video files), make it trackable, available and manageable. Manfred Heinen describes S4M's solution

broadcasters save money or create higher revenues. And this is a key opportunity, for example in the area of airtime sales. In a broadcast management environment a Media Sales system plays a vital role: since advertising is the number one source of income for many media companies and therefore crucial to their success, a sophisticated system for the management of all sales related topics is vital for a whole enterprise.

We had to develop a system that enables broadcasters to manage and place advertising efficiently and effectively and

represents all the important tasks in one integrated system. Consequently, S4M's Cross Media Sales System S4AdSales includes features like Customer Relations Management, Sales Proposals, Contract Management, Traffic, Pricing/Forecasting, Tape Library Management, Billing or Ratings Analysis and Prediction. But in a competitive market it is not enough to introduce a system that is able to represent the complex sales workflows of broadcasting companies – our goal was to improve these workflows. We analysed the industry's requirements and wish-lists, and considered them during the development. The realisation showed that the benefits for broadcasters are extraordinary.

Broadcasters need a “Real Time Integrated System” that can replace various single systems (which quite often are not connected to each other) and combines them to create an efficient and time-saving workflow. With old systems, a great deal of information has to be input several times; within



S4AdSales information is available at once and as soon as some information changes, this change is reflected in every single module. That way everybody always has current data and a huge source of error (manual input) is eliminated. All this leads to a noticeable increased performance.

Broadcasters want to increase revenue. One of S4AdSales' most innovative features is optimising inventory and optimising spots placement. The system, for example, enables users to define targets like “fill up unsold inventory” (plotting) or “improve avails” or “GRP target achievement”. Parameters such as spread rules or any legal or business constraints like exclusions, preferred placements and so on are considered and can be modified, too. Then as many simulation runs as desired can be accomplished. And finally, if the result complies with the user's requirements, the automated booking process can be started and physically books a given simulation. This method of automated optimisation pays out: in a live test the optimiser module was able to reduce the over delivery of ‘manual’ GRP-bookings by more than 13% while keeping – and even improving – the customers' placement preferences. That way, customers' needs have been fulfilled completely although using 30% less airtime, most of it being part of primetime slots, which can now be sold.

Users want easy-to-use and customisable user interfaces. To make the use of the system as convenient as possible we developed a sophisticated user interface concept. Firstly, the design of different modules reflects the typical chronology of the various tasks within a module. That way a huge part of the system is self-explanatory and (airtime) sales experts are able to use the system immediately. Secondly, every module provides an easy overview all the time. The use of clearly labelled tabs makes it possible to open and work within any desired number of windows without getting confused. Although users deal with most complex tasks, they need just three or four mouse clicks

to access any desired context, no matter in which context they started out working in. And thirdly, every user is able to personalise the interface according to her wishes.

Broadcasters need more than the basics. Video features and integrated media analysis provide genuine added value. As soon as a concrete commercial film is available, S4AdSales gives users access to the corresponding video material. The user simply has to click on the appropriate film name and the video starts at the PC screen. This can be very helpful when it is necessary to check film content. S4AdSales' integrated media analysis module tops the system off: on one hand it provides the possibility to import a huge amount of ratings information that is used, for example, to estimate future ratings of programmes. On the other hand the system enables users to autonomously and quickly call up television audience measurement (TAM) information important to them. Various television-viewing reports like market share, market leader

Simply three or four mouse clicks



reports and competitor comparisons are provided and even audience flow can be tracked. Furthermore the system combines ratings information with video and allows at-a-glance ratings and content comparison. It is possible to watch five different channels and the corresponding ratings at once.

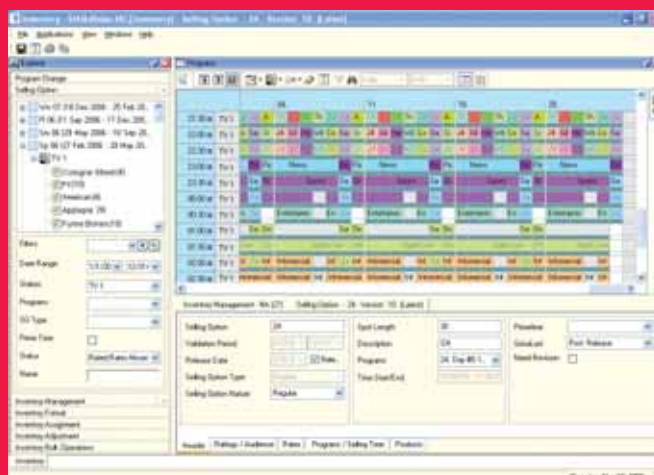
Even if our S4AdSales system is just an example, the advantages demonstrate that sophisticated software systems are not just an interesting add-on for the broadcast industry – they definitely become essential. Without real time integrated broadcast management systems, in a very short time broadcasters either won't be able to handle their tasks or will have huge disadvantages compared to operators that deploy such systems.



Manfred Heinen

Based in Cologne, Germany, **S4M - Solutions for Media** have been developing integrated systems solutions since 1996 for commercial airtime sales, video content management, programme planning, rights licensing, ratings analysis and production planning.

www.s4m.de





In a leafy green suburb of Nairobi, Kenya, in the studios of the late photojournalist Mohamed “Mo” Amin, a *hands-on* training centre for TV and film is producing highly qualified confident young professionals capable of telling the African stories. Ten years after Mo’s tragic death aboard a hijacked Ethiopian Airliner, his dream of developing a strong local core of internationally trained technicians is alive and well

Mo, the consummate workaholic, would be pleased to see that things are in a constant state of motion on his property. The grounds and facilities have been transformed into a self-contained training laboratory for young East African TV and film technicians, journalists and directors. MoFORCE Training for TV and Film, a project of The Mohamed Amin Foundation is delivering a unique curriculum that integrates theoretical knowledge with technical skills, using *state of the art* equipment and most importantly a team approach.

Director David Johnson explains that this curriculum is 180 degrees from the workshop style of training that is constantly utilised in Africa. “The workshop approach is often a waste of time in Africa as the individuals usually don’t have the background knowledge required to assimilate the ideas and techniques delivered in the short span of a workshop. The products made in workshops, under the direction of international professionals, are many times remarkably good. But once the workshop is over, the participants can’t perform these tasks on their own. Our objective is to steer clear of shortcuts and *band-aid* methods when it comes to training. We unfold the highly technical world of TV and film to students that have very poor science training in their secondary school backgrounds. We have developed a way to help this type of student understand the physical nature of the medium of TV and film. They learn the scientific principles of light,

electricity and magnetism and how these can be manipulated with cameras and editing equipment in order to tell a story at an international level of production. All our students can use a waveform monitors and vector scopes. They understand concepts like the colour cone, progressive scanning, and basic systems engineering. Our method delivers confident students who are not afraid to start using their skills to push the limits and tell the African stories. Once they graduate, they are able to learn much more quickly on the job or whenever they get the opportunity to attend a workshop. “

The training centre was established in 1998, following Mohamed Amin’s tragic death. Operating from Mo’s Lavington studios, African students receive an international level of TV and film production training in a small nurturing environment. The students and alumni have achieved incredible results. Over the past 9 years their short films, feature stories and TV dramas have won awards at both local and international film festivals. They have travelled to foreign countries to work with students from international film schools. In 2004, Peter Murimi, an alumnus of the centre, working with a team of fellow classmates, won the prestigious CNN Africa Journalist of The Year award demonstrating beyond a doubt that the training centre was up to the calibre of their namesake, the legendary photojournalist Mohamed Amin. With the advent of A24 (a 24 Hour African News

Channel) on the horizon, the centre is poised to help develop a new breed of 21st century African journalists working at the front end of technology.

The training centre was developed by David Johnson and Christel de Wit. In 1997 this filmmaking couple met up with Salim Amin, the son of the late photojournalist. Salim told them of his father’s desire to start a training centre where young Africans could learn the skills and techniques that would enable them to tell the African story in the same tradition of courage and truth that he was so famous for. Mo had seen countless foreign crews coming to cover the African stories because of the lack of locally trained crews and he wanted to see this change. Salim, the CEO of his late father’s company Camerapix, has seen his company grow due to the expanding number of qualified alumni coming from the training centre. “We finally have a very good local talent pool of technicians,” remarks Salim, chairman of The Mohamed Amin Foundation and spearheading the development of A24. “Our job at Camerapix is to supply crews and equipment to news agencies and organisations all over the African continent. My crews are almost entirely made up of MoFORCE graduates and their work is truly at an international level.” David Johnson, co-director of the Foundation continues, “Our alumni are taking up crew positions, not only on local productions, TV shows and films, but also on foreign films that are being shot in the region. They are performing



Mo's dream is alive

for clients like the BBC, CNN, ABC Nightline, Survivor, World TV News as well as working on set with international commercial film crews.

Growth has come slowly at the centre. But lately this is starting to change with financial assistance starting to come from a growing list of impressive donors. Annual scholarships are sponsored by many of the world's leading media organisations, the BBC, Bloomberg TV, CNN, MAISHA Foundation and the Reuters Foundation. In 2006, the Ford Foundation joined this prestigious group with an annual 1st year student scholarship. Each year Bloomberg TV offers an advanced student scholar a 4 to 6 week internship at their TV studios in London.

The most recent donor to join forces with the MoFORCE is OSI (the Open Society Institute) and Network Media. The input from these two George Soros Foundations has helped transform the centre and is taking the training to the next level. At the heart of the OSI project is a series of highly produced human rights TV talk shows that are currently airing on KBC, Kenya's national broadcaster. Three 2nd year students Wamuyu Kaigwa, Sam Maina and Wanjeri Wachira conceived the talk show, HATUA, a Swahili word meaning action. Wamuyu explains what this opportunity means to her career. "This is the chance of a lifetime for me. I don't believe this kind of opportunity would exist for me outside of the training

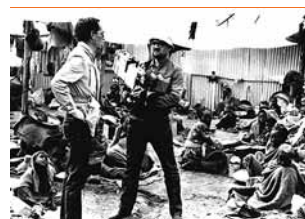
centre at this moment in time here in Kenya. Because of the reputation that the training centre has developed, donors have trusted it with a budget to produce an international level TV show and because I am a student here, I was lucky to get the opportunity to undertake the challenge of producing the show." Co-producer/director Wanjeri Wachira adds, "I enjoy doing something that is going to make a difference for Kenyans. I have a real passion to tell stories about Kenyan people, and doing HATUA gives me that opportunity."

The Network Media funding that came in tandem with the OSI funding has made it possible for the training centre to expand its student numbers and at the same time keep its training 100 percent *hands-on*. Thanks to this assistance, the centre now boasts a 9-seat iMac computer lab for its first year students who are linked to the instructor through a 1-gigabit Ethernet switch. There is also a complete camera sound and lighting kit for every three students. Each advanced student edits on his or her own Dual Processing Macintosh G5. The centre is now, by far, the premier *hands-on* training centre in East Africa.

The Centre has been able to gain new partners while still retaining the organisations that first came on board. But co-director Christel de Wit cautions, "The only problem is that this takes a constant input by donor agencies and media organisations to keep a centre like this afloat. We are concerned what is

going to happen the day donor funding is not there. We have trainers in place, but without someone to constantly drive the donor input, the institute will struggle to meet the daily costs of operation. It is now our goal to find a group of donors who can help create an endowment fund that can be invested into a portfolio that will generate enough interest to insure the daily operation of the centre, even long after we are gone."

Michael Beardsley, a Knight Fellow working for the International Centre for Journalism in Washington, DC spent three months training with the centre in 2001. Michael was a news director in eight major US markets and the Fred Greer Chair for Journalism at Louisiana State University in Baton Rouge. Michael sums it all in up when he had this to say about MoFORCE training in an article he wrote for *Knightline Magazine*. "The education the students receive in one year at The Mohamed Amin Foundation exceeds any programme I have seen in the US."



Mohamed Amin with the BBC's Michael Buerk, Ethiopia

www.MoFORCE.com



Fact file

Tim Ayris, Marketing Manager, WRN

My career

Having graduated with an MA in Communications Studies, I worked for a business consultancy in Brussels. Whilst there I volunteered at a local community radio station called Radio Panik 105.4FM. I soon started MCing for a newly created weekly music show called Mind Research, run by two young Belgians who played hardcore techno and acid. The show became hugely popular across the city and I was asked to MC a number of local underground club nights culminating in my hosting a warehouse rave of 3,000 “up for it” Belgians – a crazy night! Sadly the station was destroyed by fire so we had to stop the show but this fitted in with our “underground” credentials! Having seen the power that radio has to move and excite people I moved to the post of Marketing Officer at London Radio Service, which was run by Associated Press Television News for the British Foreign Office. LRS operated a daily news syndication service and produced weekly programmes in a number of languages. After a couple of successful years I moved to its sister organisation, British Satellite News, a daily international video news service, before joining WRN.

WRN's history

2007 is WRN's 15th anniversary year. Back in 1992 the company was a mere concept in the minds of Karl Miosga, Jeff Cohen and Tim Ashburner, who had worked together at the BBC and saw a business opportunity. They wanted to create a worldwide radio network that aggregated and broadcast programmes from major broadcasters which, at the time, were limited to short wave. Their output would be distributed on newer broadcast technologies such as satellite and the then emerging invention – the ‘internet’. Their concept was floated in 1992 to a few raised eyebrows. The idea proved to be a good one and has become the bedrock of the company's development. Vatican Radio was WRN's first client and continues to be a valued customer to this day. The first World Radio Network station went on air across Europe on the Astra analogue satellite in 1993, followed by English networks to North America, Africa and the Asia-Pacific region, and then networks in German, French and Russian. These were recently joined by Sawt al Alam, WRN's new Arabic service. WRN allows listeners around the world to continue accessing and enjoying some of the best speech radio in the world and has pioneered many of the distribution platforms that today are taken for granted: digital satellite, the internet and mobile telephony.

WRN today

WRN is a privately-owned commercial organisation with over 50 clients, ranging from global radio and TV broadcasters, national commercial networks to community radio stations. Whilst radio is what most people know WRN for, TV distribution is an increasingly important part of our service offering; we currently work with VoA TV and the US urban gospel TV station, Word Network. Our fibre network stretches from North America to Asia and with PoPs located on different continents we can take content from one market and distribute it to any other market in the world. Staff

members come to WRN with substantial experience in radio and TV, both production and business, and with colleagues from Slovakia, South Africa, Germany, France as well as the UK, it makes for a very interesting and diverse workplace.

Strategy

Our strategy remains to explore the latest platforms and technologies to see whether they are suitable and cost-effective for content distribution. We will then develop them to match the objectives of our clients. As a broadcaster ourselves – operating our own WRN-branded networks – we are empathetic towards our clients, an empathy that comes from real and current experience.

Outlook

The broadcasting industry is changing so rapidly and the channels, platforms and market opportunities we can utilise are appearing on the horizon in ever greater numbers with the “long tail” of the digital economy. How can broadcasters and content creators successfully use YouTube, or social networks like myspace, to reach audiences? In a world where we, as individuals, can all broadcast, surely those with the most creative content will rise to the top – and who are better placed to create exciting and relevant content but existing broadcasters who bring together the stories from around the world and around the corner?

For radio, what's a future platform winner?

WRN sees great things from DRM – digital AM, long wave and short wave. The universal DRM/DAB/FDM/AM receiver is now available online for about €200. AM band switch off is being openly discussed by broadcasters for whom an analogue AM network is rapidly becoming uneconomical to sustain – to say nothing of its poor audio quality. Ofcom, the UK media regulator, sees a positive role for DRM complementing DAB in the UK. From our perspective DRM also offers international and niche broadcasters as well as programme makers the opportunity to use a radio platform to broadcast digitally to their communities and listeners anywhere in the world. And satellite radio in Europe is one to keep an active eye on. Sure, the Europe market is different to that in North America but WorldSpace and Ondas Media have impressive plans for roll out within five years, based on solid research. The digital radio experience in the automotive environment is the obvious gap in the entire digital radio piece.

What's your media consumption outside work?

Radio: BBC Radio 4, Virgin Radio Classic Rock and House FM, a London station that plays non-stop house music.

TV: linear TV, what's that? When I get some downtime I'll flick through my Freeview DTT PVR to watch a stored episode of Curb your Enthusiasm, American Dad or the Sopranos.

Online: download.com and emusic.com – great places for discovering and downloading music. And YouTube to indulge my odd slapstick sense of humour – who can resist watching dogs fall off skateboards, brides collapse on stage and people crash their motorbikes? Brilliant!



www.wrn.org



It's all change in Montenegro

Until recently, the interest of foreign investors in the Republic of Montenegro had focused on major industry and tourism resulting in rapid economic growth. The image of Montenegro as an attractive tourist destination with a favourable business climate has quickly spread around the world. But what about media in this small Balkan republic with a population of only 700,000? Djordje Vujnovic, head of international relations at the Broadcasting Agency of Montenegro, explains how the country's regulator is helping shape the future of broadcasting

The broadcasting sector, with the national public service broadcaster undergoing a transformation process and 15 commercial TV channels and 39 radio stations, started to feel the first signs of recovery as a result of the inflow of foreign capital to a previously very limited radio and TV advertising market. The increase of competition in the country's business sector has been reflected in a sudden growth in advertising in both the broadcast and print media, with recognisable international brands easily finding their way onto the TV screens of long-time economically isolated Montenegro.

A growing advertising market has, in turn, attracted the interest of foreign media corporations in both the acquisition of local stations and in opening their own channels in Montenegro. With its broadcasting frequency allocation plan together with a co-ordinated digital frequency plan, the Broadcasting Agency was ready for the rocketing interest in this rather limited resource.

Two licensing tenders have been finalised, and the Agency is warming up for the third that will, together with the ongoing licensing of CDS and wireless operators, introduce serious international competition into this small but extremely promising market.

IN Television, one of the best rated commercial TV channels with national coverage, was recently bought by a newly established German-Slovenian joint venture *DZS*, and the interest of European and American media companies promises an even greater

presence of major international broadcasters in Montenegro.

The Broadcasting Agency has already undertaken a series of activities in the field of the international coordination of the frequency spectrum for broadcasting digital radio and TV and signals. The digital radio and TV frequency plan has been developed and became a part of the Final Act of the Regional Radiocommunication Conference RRC-06, adopted by the ITU member states in June 2006 in Geneva.

Consequently, the Broadcasting Agency of Montenegro is launching a Digital Video Broadcasting Forum, including stakeholders from the government, university, NGOs and business sector. Given the complexity of the switchover implications and numerous solutions available for the development of the media, economy and society in general - especially when it comes to the growth of the electronic communications market - the Agency believes that this forum will provide the necessary exchange of ideas, experiences and know-how, serving as a platform for discussing every possible solution.

The intention is to use this opportunity to outline the digital switchover strategy through discussions, recommendations and conclusions coming straight from the professionals actively involved in this industry. The Agency relies on a pro-active rather than traditional regulatory approach in dealing with these kinds of challenges, a proven method the Agency has employed from its early days.

In order to take into consideration the social implications of digitalisation, namely the respective needs of citizens and businesses in the sector, the Agency must define the opportunity for the development of competition, protecting the freedom of expression and information, human rights and sustainable development, and proposing a final deadline for the analogue TV switch-off.

Furthermore, the Agency believes that it is of the utmost importance to carefully consider all the pros and cons when introducing fixed technical standards and funding models supporting the entire process. For all these reasons, the Broadcasting Agency considers the drafting and promotion of a national strategy for introducing the DVB-T standard in Montenegro to be a cornerstone of its five-year long operation. Needless to say, this is true for many European countries facing the EU and ITU switchover deadlines of 2012 and 2015 respectively, but it can prove to be much more of a challenge for newly independent Montenegro, which is concentrating all its administrative and financial capacities on economic development and Euro-Atlantic integration.

The Broadcasting Agency of Montenegro is undoubtedly facing a challenging and stimulating period, as new and attractive international partners come into the broadcast arena, and digital switchover approaches. The Agency will have to prove itself dynamic and adaptable.

www.ard.cg.yu

Both the telecoms and the broadcast media industry have evolved at an incredible rate over the course of the last decade; both have embraced and been totally transformed by the digital revolution. Most tellingly, both have been subject to intense competitive pressures from young upstarts, riding the disruptive wave of new technology. So is the much touted issue of convergence rapidly accelerating towards a head-on clash between the world of broadcast media and the world of telecommunications?



Towards an IP-centric future

The changing face of broadcasting

On one hand, we have the cable, satellite and traditional terrestrial broadcasters, with strong brands, ready access to a proliferation of high quality content

and programming, solid advertising revenues and a loyal customer base. On the other there are the young broadcast upstarts: IPTV and 'telco-TV' providers riding on the back of the broadband explosion, enticing consumers with attractively priced, cleverly positioned packages incorporating video-on-demand and pay-per-view services, specifically designed to appeal to certain lucrative target segments.

On the face of it, this appears to be a deliberate and disruptive move to upset the traditional broadcast model. However from the perspective of the telco or broadband operator, it is crucial to their long term survival to secure new revenue streams from new markets to offset declining fixed line and (internet) access revenues.

To be successful, the 'new wave' broadcasters must provide a range of products and services which the viewer actually wants to watch and more importantly is willing to pay for. All of this at a quality and ease of use, *at least* as good as the existing players.

Fibre-based contribution & distribution This fragmentation within the market has led to an explosion in demand for programming, resulting in a raft of new channels and a clamour for new and unique content. In turn this is having repercussions in the realm of content contribution and distribution. Furthermore, the imminent arrival of HDTV will only compound the contribution and distribution bottleneck. Current satellite supply simply cannot deliver the necessary capacity at a viable cost.

Consequently, many broadcasters and content owners are turning to fibre-based contribution and distribution services, such as those offered by TeliaSonera International Carrier (TSIC), to fill the gap. TSIC, a subsidiary of the Nordic based TeliaSonera group, owns and operates a vast fibre-optic network, with operations in 23 countries across Europe, eastwards into Russia and Ukraine and west across the Atlantic to the US and beyond.

Recently, TSIC has taken the steps to 'video-enable' this fibre optic backbone, by deploying the latest technology from video transport specialists, *Net Insight*. Jonathan Wood (left), Head of Media at TSIC explains: "We have many years experience in building and operating international fibre networks. The TSIC network is engineered to the very highest standards, with total diversity and redundancy of all fibre links and nodes

on the network. By 'video-enabling' the network we have created a unique pan-European platform capable of transporting live and real-time, native video signals with 100% Quality of Service. Being a fibre-optic based network, bandwidth is virtually unlimited. Uncompressed HDTV? No problem!"

Of course for a telco to make the transition to become a media services company is not without its own set of challenges. 'occasional-use' services, for example, are the norm within the professional media and satellite services world – but entirely alien to the average Telco. That said there are also many common aspects between operating an international telecommunications network and a video contribution network. Immediacy, flexibility, zero margin-for-error, operational excellence and proactive customer service are all fundamental to both.

Content security and access to new markets From the perspective of a content owner or distributor, fibre-based networks offer a compelling alternative to satellite or tape/hard-disk distribution. Intrinsically fibre networks are totally secure, which means vastly reduced risk of piracy or unauthorised access. In addition, the TSIC fibre network is engineered to be extremely resilient and as such is capable of handling multiple live or real-time signals with 100% Quality-of-Service, and the signal does not degrade over long distances.

TSIC already offers content owners and distributors a commercially viable channel-to-market, to reach out to new customers in new geographical markets. TSIC is already directly connected to the vast majority of telco's, ISPs, broadband and triple-play operators throughout Europe as well as a rapidly increasing community of broadcasters, TV channels and satellite operators.

IP-based contribution networks Whether content owners and broadcasters like it or not, one thing is for certain. Eventually all professional video contribution will be carried over IP-based networks. Consumers will access all their TV content, which will be increasingly tailored to their specific preferences, through a single, high-speed connection. In this IP-centric vision of the future, broadcasters may choose to 'peer' with other broadcasters, or to trade video content, TV programming, as well as 'occasional' and niche sporting events.

To make this transition a reality, all that is needed is to convince the professional broadcasters and content distributors that IP is able to deliver the stringent quality-of-service and consistency necessary for the transport of broadcast quality video.

www.teliasonera.com



Closing that training gap in SNG

Pity the poor souls, unprepared and lacking critical background information, who are sometimes literally thrust into the frontline to operate an SNG terminal that, according to the manufacturer, 'anyone can operate'. No wonder the results are sometimes disappointing and occasionally downright harmful, as incorrectly set-up equipment can cause interference to other satellite traffic.

No-one wants to invest in excess of US\$100,000 on SNG uplink equipment and not get benefits, yet while all may be fine when the rig operates according to the manufacturer's intentions, a small amount of well-placed knowledge can often help the hapless operator when the equipment does not behave as intended. In addition to that, satellite industry lobby group Satellite Users Interference Reduction Group (SUIRG) logged over 4000 interference incidents in 2005 alone – 16% of which are attributable to human error, 39% to equipment failure; and 22% 'unknown' – so that probably includes human error and/or equipment

undertakes approximately seven hours of online training, over a period of 12 months. SlingPath is aimed at the absolute beginner, and will take the participant through the basics of satellites, how they are used in newsgathering, and the various key technical parameters and critical component parts of an SNG system. At the end of each of the seven modules a multiple-choice test decides whether the participant can progress to the next module, up to the final award of a certificate.

The SlingPath presentation of the material is highly graphical and user-friendly, with complex subjects made transparent. An online forum allows participants to post questions to a content-matter expert and the answers are shared amongst the community. Jonathan Higgins' primer book on SNG Introduction to SNG & ENG Microwave is the recommended text to be used along with the course. The SlingPath online course is then followed by a three day practical course with a hands-on examination, which can be taken at one of eight practical training centres. The first

this makes SlingPath the first competency-based training for the broadcast SNG community. Secondly, because SlingPath is delivered principally over the internet, it is very accessible – there are not the associated costs of taking people out of the system and travel expenses are minimised to the practical stage only.

Initially SlingPath will be delivered in English but there will be other language versions rolled out through 2007–08 according to demand. The additional languages envisaged include Chinese (Mandarin), Spanish, Arabic, and French. With these languages SlingPath will be accessible to virtually everyone on the planet with an interest in SNG. But the SlingPath scheme does not stop there. Participants will be required to keep their knowledge fresh and so they will be required to re-take a 'refresher' version of the training between the second and third anniversary of their initial qualification. This ensures that this is a living programme that keeps pace with advances in technology.

More and more people who are expected to operate SNG uplinks have little or no technical background in the subject. For these 'newbies', who are also expected to undertake their primary job function of cameraman, picture editor or reporter, there is very little suitable cost-effective training on offer. But as Jonathan Higgins reports, SlingPath will change all that



malfunction. So well in excess of 50% of the incidents can be attributed to factors that could be reduced or eliminated with better training.

Rising to meet this definite training need is UK-based

BeaconSeek, which is teaming up with specialist distance learning trainers e-Blended Learning Solutions from New Zealand, to launch a new online training scheme called SlingPath in the early part of 2007. SlingPath is a web-based training (WBT) course, where a participant purchases a 'seat' on the course and

three centres will be in Europe, Cyprus and Singapore, to be followed by centres covering Central and South America, two in North America, one in Africa, and one in India – so that students from every continent will have ready access to at least one practical training centre. Once the participant has completed this second practical stage, she is awarded a final certificate which will be recognised throughout the industry.

What makes this approach so different is twofold. Although some formal SNG training courses exist, participants are only required to attend to gain a certificate –

The aim is to provide training that is operator-orientated, relevant, affordable, and competency based. With the online element costing US\$595, it is hoped that some satellite operators, SNG equipment manufacturers and other interested parties may step in to help participants from poorer parts of the world take part. It is in the interests of everyone in the SNG industry to ensure that every uplink operator is as well-qualified as the antenna system they are using.

www.slingpath.net





Alan Heil, former Deputy Director of the Voice of America, reports on an historic exhibit and multimedia project shedding new light on a dark chapter in the modern history of China

In 2006, millions in the People's Republic of China recalled the beginning of Mao Tse Tung's Great Cultural Revolution 40 years earlier. The Chinese leader unleashed wave after wave of Red Guards to purge the land of what were then called "capitalist roaders." The revolution spread from coastal China in the east to the towering ranges of Tibetan in the far west. It seemed to spare no one.

Over the years, relatively little information about the impact of the bloody Cultural Revolution in remote Tibet has been available to residents of China. The Propaganda Department of the Central Committee of the Communist Party in Beijing wanted to keep it that way.

The officials did not reckon, however, with the power of international broadcasting to pierce even a tightly woven bamboo curtain hiding the past. The Voice of America's opportunity to help shed new light on the Cultural Revolution actually began to emerge about fifteen years ago, before its Mandarin Chinese and Tibetan services launched TV and Internet services of their own.

Tibetan writer and editor Tsering Woeser had made a stunning acquisition in the early 1990s. Her father, an army photographer in Tibet during the Cultural Revolution, had taken scores of photos of his colleagues' attacks on the Tibetan religious leaders and others beginning in 1966. Woeser, who had seen some of the pictures as a child, was given the entire collection of photos and negatives by her mother after her father died in 1991. As a historian, she knew that the pictures she inherited really tell only part of the story. It was a story that would slip away unless she captured the recollections of those directly involved.

Woeser returned to Tibet and interviewed scores of people shown in her father's photos, both Red Guards and their victims. "Most of them were surprised and depressed to see them because it was a period in their lives they didn't want to remember. Monks ridiculed in those days and officials in Tibet, including some party dignitaries, were stunned to see themselves in these photos." The young author compiled pictures and recollections in her latest book, *Revolution* (*Sha Jie* in Tibetan.) According to VOA East Asia Division Director Jay Henderson, Woeser and her husband are both intellectuals who tried to work within the system while calling for reform. But, he explains, "when Chinese Communist Party officials browbeat them

(Woeser was expelled from the Tibetan Writers Association after editing a literary magazine in Lhasa), it only succeeded in pushing them to the fringes."

VOA, recognising the value of their moving story, arranged to have the photos displayed first in its Washington headquarters. One of the most dramatic photos was of a renowned female Tibetan lama, Sangtin Dorje Phagmo, shown in a bent over position in a street. She was being threatened with a shaking, bent fist wielded by a former nun, Ani Lhadon, who became infamous for leading particularly harsh "struggle sessions" against prominent religious figures during the Cultural Revolution. Lhadon's political activism earned her a party membership and eventually, leadership of a Red Guard faction. She died in 1985.

America's largest publicly-funded global network determined that September 21 would be the day for a multimedia reflection of Woeser's epic adventures and the stories of the scores of Chinese and Tibetans who made history four decades ago.

The Voice arranged for a live audio and video Polycam linkup with Woeser in VOA's Beijing bureau. She told her story, and answered listeners' and viewers' questions for a full hour on one of the daily Chinese Branch call-in programmes, which — for TV viewers —

also displayed some of the most compelling photos in Tsering Dorjee's exclusive collection. In the hour-long panel discussion that followed, Woeser was joined by Tseten Wangchuk, senior editor of the VOA Tibetan Service, and Elliott Sperling of Indiana University, one of America's leading scholars on Tibet.

Tseten was a boy who lived in Lhasa at the time of the Cultural Revolution. "I lived 20 yards away from one of the shrines that was attacked," he recalled. "The real thing was much more horrible than even the photos show. My father was dragged out of our home and beaten up. The Revolution caught us off guard. Tibet was completely isolated and didn't have any idea what was happening in the rest of China." Sperling recounted his own research centering on this time of turmoil. "Chinese cadres came in early," he said. "Terror was used to pressure even the highest ranking Tibetan religious leaders. In some instances, the Red Guards divided into two factions, vying for control of a dormitory. Some local people used the chaos to settle their own scores...it was not a noble time for anyone."

"We are overjoyed on hearing your programme. As a Tibetan saying goes, 'Peacocks dance with happiness when hearing thunder'. " Listener to VOA's Tibetan Service



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