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for International
Broadcasting

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The Channel

99 ways to reach
your audience?



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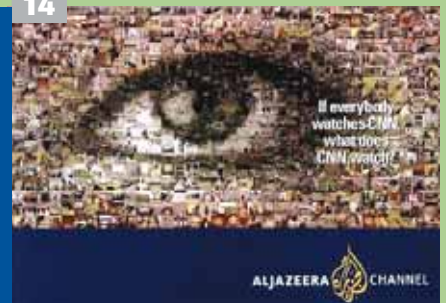
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The Association
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Broadcasting

PSBs agree to differ

Public service broadcasters in the Asia-Pacific region have widely different views about their future. At the 2006 Public Broadcasting International conference in Maputo, the Secretary-General of the ABU, David Astley, said that a recent 'thumbnail survey' undertaken by the ABU showed that PSBs in the more advanced countries were cautiously optimistic about their future, but those in developing countries – many of whom were in transition from state broadcasting to independent PSBs – were quite pessimistic. "Finding strategies to cope with the erosion of audience share from the increased competition that the development of digital broadcasting is bringing about was the major challenge identified by the PSBs in the more advanced countries," he said. For broadcasters in the developing countries, the main issue is funding – even without considering the cost of digitalisation in the future, many do not have backup transmitters or money for spares for studio equipment. There is pressure to go commercial but this often replaces political influence with commercial influence. The new President of the European Broadcasting Union, Fritz Pleitgen, recently stated that PSBs must be at the heart of the digital world for the European Union to attain its Lisbon goals, saying "We call on national and European authorities to put in place regulatory frameworks which have caught up with the new technologies, and recognise the vital role of PSBs in providing quality content on all significant new platforms."

VT Communications delivers for BBC

VT Communications has been awarded a £1.4m contract with BBC World Service for the deployment of their new Satellite Media Distribution System, which replaces the current satellite-based Global Delivery System with DVB based technology. The contract covers the migration over a 2-year period, including the shipping and installation of over 1000 new satellite receivers to BBC partner sites worldwide, as well as the re-engineering of programme feeds at their SW, MW and FM relays and programme distribution hubs. VT Group Managing Director Doug Umbers says he is delighted to be working with the World Service to deliver and support its next generation content distribution system. VT Communications provides 24/7 operations, scheduling and support to BBC World Service, and is responsible for distributing their programmes globally to the BBC's overseas relays and partners, as well as to the 10 VT Communications operated and maintained SW and MW transmission sites in the UK and throughout the world. Award of this contract is recognition of VT Communications' expertise and track record in providing programme delivery services to the BBC World Service over the last 9 years, and in managing innovative end-to-end solutions and system integration in over 100 countries from 29 locations around the world.



Shutting down

In September, the Iraqi government ordered Arabic satellite network Al Arabiya to shut down its Baghdad operations for one month. The network said Iraqi police arrived at its offices to enforce the order which apparently was issued by Prime Minister Nouri al-Maliki's cabinet. In July, al-Maliki warned TV stations against broadcasting footage that could undermine the country's stability. A statement by the prime minister's office cited news reports that 'capitalise on the footage of victims of terrorist attacks.' The statement said TV stations should uphold the code of media ethics or else the government will take legal action against them. The other pan-Arab satellite network, Al Jazeera, had its office in the capital closed two years ago.



What a trial

Arqiva is partnering with Microsoft to trial datacasting applications over DAB and DVB-H mobile broadcasting standards. The technical trial will test the integration of live multi-channel Mobile TV with two datacasting applications: 'clip and share' and 'augmenting live events'. This technology will enable viewers to tailor the Mobile TV viewing experience to their individual preferences: when watching a live broadcast of a football match the 3G return path can be used to access further information such as individual player profiles, match statistics or goal replays. Arqiva's partnership with Microsoft is part of the long-term industry trial of broadcast multimedia delivery using DVB and DAB taking place in Cambridge. Begun in June 2004, the companies are trialling the capabilities of terrestrial DAB and DVB broadcasting platforms for delivering video, audio and text-based information services to mobile devices.

A leap in prompting versatility

Autocue transformed the world of prompting at this year's IBC with the introduction of network-based architecture, a radical new approach. The QNxt system uses an IP architecture and comprises QMaster software on a PC, which communicates over an Ethernet link with a QBox unit co-located with the prompter. By providing a level of intelligence at the prompter a number of real world user benefits immediately open up. Prior to this innovation every prompting solution has relied on a single composite video source produced by a central PC leading to an inherent lack of flexibility and potential entire prompter system failure. Kieran Smith, Autocue CEO, explains, "The QNxt architecture is Autocue's answer to longstanding customer demand for a versatile, robust and modern approach to prompting. By introducing a level of intelligence at the prompter, Autocue unleashes functionality in the field or studio previously only dreamed of." The QNxt product line is incorporated within Autocue's QSeries range. QSmart is an affordable newsroom system targeted at developing and small market stations, launched at NAB this year, IBC 2006 saw its European debut.

Any legal questions?

Weekly programmes from the Massachusetts School of Law, located in Andover, Massachusetts, USA, are now being broadcast around the world on the news and current affairs satellite radio networks of international broadcaster WRN, headquartered in London, England. Senior staff members at MSL produce and host the two weekly 60 minute shows that are distributed by WRN. Gary Edgerton, WRN's Managing Director, says he thinks listeners will enjoy the perspective that the programmes bring to a host of relevant and timely topics. The shows can be heard on WRN's English language news channel on a number of leading cable TV services in European cities including Prague, Geneva, Brussels and Vienna. In the UK and Ireland, the shows can be heard on Sky digital, Telewest Active digital cable channel across the UK and NTL digital cable in Ireland. In the USA and Canada the shows air on Sirius Satellite Radio. Meanwhile, in October WRN announced that it has assisted Radio Romania International into the age of digital shortwave through inaugural DRM broadcasts.

France 24 to launch on 7 December • Harris Corporation upgrades Commonwealth Broadcasting facilities • SES ASTRA contracts UK's Five for additional capacity • RadioScape achieves listing in Sunday Times Microsoft Tech Track 100 • 43rd ABU General Assembly from 7-9 November in Beijing, China • Alexander Wrabetz to head Austria's ORF from January 2007 • Nokia in deal with Vietnam Multimedia for commercial mobile TV • National Geographic reaches France in HDTV with GlobeCast • WORLDSPACE and CNN International extend global relationship • Radio France appoints Alain Massé as deputy director •

EuroNews goes live on US broadband

EuroNews is now, for the first time, available live on the internet in the US through the Ttext Internet TV service, developed by Broadband TV Network Corp of Washington DC. Ttext carries EuroNews live in all seven language versions (English, French, German, Italian, Spanish, Portuguese and Russian). Available on www.ttext.tv, the service provides users with access to a range of content, including programming from EuroNews, on a subscription and pay-as-you-go basis. EuroNews is already successful on high speed internet in Europe, and Philippe Cayla, Chairman and CEO of EuroNews sees the partnership with Ttext as a perfect fit because of their philosophy of attracting unique programming that is accessible and relevant to dual-language households and expatriates living in the US. According to Cayla, for EuroNews this represents a new way to expand globally and reach viewers who are attracted by EuroNews' unique editorial concept.

Teletrax tracks motorsports

Global broadcast intelligence company Teletrax has signed with the A1GP World Cup of Motorsport, to provide A1GP with evidence of its live coverage and highlights packages broadcast around the world. With the intelligence gathered, A1GP will be able to tailor its offering, improve allocation of its resources and provide precise details of airing coverage to its sponsors. Richard Dorfman, Broadcast Director at A1GP says that Teletrax's broadcast verification services are critical for them to better understand their world and local reach, and provide a unique service to sponsors about the global impact and performance of their brand. For Andy Nobbs, President of Teletrax, this contract marks Teletrax' entrance into the sports marketing arena, and demonstrates the urgent need for sport executives to know the true value of their content.



When dropping numbers is a good thing

China launched the project to transmit radio and TV to all villages in 1998 to keep rural people informed of government policies, current affairs and other information. At the end of 2005, more than 50m Chinese, mostly in the rural areas, were still unable to receive TV or radio broadcasts – of 2005 – but the number had dropped from 148m in 1997. In a big leap forward, the October launch of DTH satellite TV on the Sinosat 2 satellite means that almost 300m mainland households are gaining access to cable-quality TV services that have so far been restricted to China's more urban areas. A new firm led by the Chinese Central Television's China Cable Television Networks Group will act as the country's first DTH satellite service provider. The expanded reach to rural areas will boost the move to digital TV, which is being nurtured by favourable policies. The development of HD digital TV is listed as one of the 13 key information industry projects in China's development plan for the coming 15 years. Digital TV trials have been launched in a number of Chinese cities. According to reports, China plans to launch HD terrestrial digital TV broadcasts in 2008, adopting a terrestrial digital TV broadcast standard in 2007 and stopping analogue by 2015. In 2005, over 4m Chinese subscribed to digital TV.

A helping hand for the competition

The Italian cabinet has approved a draft law that is aimed at increasing competition in a television market dominated by Mediaset, the broadcaster owned by the former prime minister, Silvio Berlusconi, and the state-owned RAI channels, which have a combined 85% market share. The bill would force the companies, which together operate six of the country's seven main national TV stations, to move one existing terrestrial channel each onto digital TV, freeing up the airwaves to other operators and potentially denting their own advertising revenues. A single network would not be able to control more than 45% of the TV advertising market.

New international broadcasting treaty

The World Intellectual Property Organisation is to convene a conference in late 2007 to complete negotiations on a new international broadcasting treaty, ending eight years of wrangling. The conference will aim to update the 1961 Rome Convention on the Protection of Performers, Producers of Phonograms and Broadcasting Organisations, which predates much of modern TV technology. Preparatory sessions will be held in Geneva in January and June 2007. The need to update the existing treaty has been made more acute by a growing signal piracy problem in many parts of the world. The scope of a future treaty, as well as the duration of any protection granted, are amongst issues to be decided at the 2007 conference.

Translating Arabic

IBM researchers have developed technology to translate Arabic media broadcasts into English in near real-time, and IBM has licensed the technology to Critical Mention, the web-based real-time television news search and broadcast monitoring service. Codenamed TALE (Translingual Automatic Language Exploitation System), the IBM technology processes the audio signal from Arabic TV and radio stations and translates its spoken content into English text. Once this text is indexed by the CriticalTV platform, Critical Mention's clients will be able to conduct real-time searches of Arabic media, and receive alerts instantly when a search term is detected.

Satellite projects coming to the market

Among the new satellite projects highlighted during the *World Summit for Satellite Financing* was Worldspace Europe and Ondas Media's business plan for the introduction of DAB services in Europe. Worldspace Europe confirmed its plan to launch service first in Italy in 2007 while additional national services in Europe would require the launch of a new satellite. Ondas intends to concentrate on service provision and leave the ownership of the satellite infrastructure to a satellite operator. It plans a launch in 2009 with a target of 4.5 m subscribers in the first 30 months of operation. Forecasts of satellites to be manufactured and launched in coming years were revised slightly upwards by most satellite companies who inferred that the market should remain highly competitive with a strong hold by current market leaders and a limited threat from newcomers from low-cost economies.

Spain's Digital Plus breaks 2 million subs mark • BBC launches its first 24-hour English FM station in Kuwait • SES ASTRA's interactive BLUCOM awarded "Product of the Year" • AIB Awards to be presented at Diner Pensant in London, 22 November • Deutsche Welle enhances Podcast service • 50 Stockholm families test mobile TV service • GlobeCast America CEO Mary Frost appointed to the board of World Teleport Association • WRN's Digital Radio Forum debates potential for UK radio industry • Eutelsat's Hot Bird3 becomes Eurobird10 at 10 degrees East • PEMRA-Pakistan to grant licences to private media •

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Exclusive radio rights for cricket

WORLDSPACE Satellite Radio has signed an exclusive broadcast licence agreement with ESPN STAR Sports to provide subscribers with live audio coverage of cricket. PLAY, the WORLDSPACE-branded all sports channel for South Asia and the Middle East, will have exclusive broadcasting rights throughout South Asia for 12 tours and over 200 days of cricket comprising both test matches and one-day internationals. Three of the 12 tours include India – WORLDSPACE Satellite Radio's primary market in the Asia region. Coverage begins in November with India's tour of South Africa, and runs through to February 2008, with conclusion of the India-Sri Lanka-Australia Triangular Series in Australia. Alexander Brown, co-COO, WORLDSPACE, said "We are very pleased to partner with ESPN STAR Sports, the leading sports broadcaster in Asia, to provide our subscribers with another compelling, personalised content option." Subscribers will have "ball-by-ball," real-time coverage of all matches as well as a host of ancillary programming surrounding each match. Broadcasts can be received in countries covered by the WORLDSPACE AsiaStar satellite's West Beam. In September WORLDSPACE announced the launch of Falak-India's first exclusive 24-hour Urdu channel and WORLDSPACE's 31st branded, self-produced channel on its satellite radio network.



Another journalist death in Russia

RFE/RL Acting President Jeffrey Trimble expressed shock and sadness at the death of Russian journalist Anna Politkovskaya in Moscow on 7 October. The Secretary General of the OSCE's Parliamentary Assembly, Spencer Oliver, who attended her funeral condemned her murder as a "tragedy that silenced bravery and strength." Anna, a frequent contributor to RFE/RL's Russian language programmes, was one of Russia's most distinguished investigative journalists and a strong force for democracy. IN 2003 she received the OSCE Prize for Journalism and Democracy. At the time, speaking about her experiences as a reporter in Chechnya, she said: "I'm a journalist, I'm neither a politician nor a diplomat. And so I'm not polite - I say what I think. And what I think about is what I see with my own eyes. My job is simple: to look around and to write what I see."

Naughty, naughty

Cecilia Stegö Chilò has resigned as Sweden's culture minister, after intense media pressure following revelations about her private finances. Not only had Stegö Chilò not paid employer's tax for nannies she had used when her children were small, but also she had neglected to pay her TV licence fee for the last 16 years, meaning that she had withheld at least EUR 1,620 from public service broadcaster Sveriges Television. The culture minister is responsible for the entire PSB sector, which includes SVT. Just five days before she became a member of the new cabinet Stegö Chilò's husband registered TV ownership for the first time.

Media free to roam during 2008 Games

Foreign media will be free to travel around China and enjoy uncensored access to the Internet during the 2008 Beijing Olympics. Liu Qi, president of the Beijing Organizing Committee for the Olympic Games said detailed new regulations on the operation of foreign media would be put into place early in 2007. BOCOG organisers also said that foreign media would have access to the Chinese team, although journalists would have to apply three weeks in advance to interview local Olympians before the Games.

Some mobile space please

Australia's public broadcaster ABC has requested that some of the available DTT spectrum shortly to be auctioned off by the government be set aside for its content. The ABC believes that there is likely to be a case for mandating access for the national broadcaster to a certain percentage of the spectrum to ensure that quality Australian content is able to be accessed by Australians through these new services. As well as mobile services, the ABC said it would also be interested in providing content to any interactive-TV services which might be launched on the available spectrum, but did not ask for access to be mandated on such a service.

Download as you listen

Consumers could be able to download music tracks from radio stations as they hear them under groundbreaking new technology being investigated as part of the launch of digital radio in Australia in 2009. The digital music download service would allow consumers to buy tracks in real time over special mobile phone handsets. Joan Warner, CEO of Commercial Radio Australia, said the technology, developed by Unique Interactive, was being trialled in the UK and was proving to be very successful. One hundred listeners in the UK trial purchased an average of seven tracks per week at a price of £1.25. Tracks were downloaded and purchased on impulse as the songs were broadcast on digital radio. Digital radio music downloading differs from 3G mobile music download services as it offers the ability to interact directly with radio broadcasts, rather than having to search and download tracks proactively.

The case of the disappearing relays

Listeners to Radio Sweden and SR International in Stockholm will probably see some major changes next year, including the disappearance of relays of BBC World Service and National Public Radio. Swedish Radio's management has announced the changes in channel structure resulting from months of studies into the future of public service radio in this country. The changes affect only Stockholm. There will be major changes on 89.6. It will carry reruns of the immigrant language programmes. Radio Sweden programming, already cut back severely at the beginning of the year, will be limited to single relays of programmes in English, German, and Russian in the evenings. Radio Sweden's programmes in Swedish will no longer be heard on FM. Moreover, the remaining relays of the BBC World Service, NPR, RCI, and other international stations, will disappear completely. The FM transmitter was originally put on the air on 89.6 MHz so that Radio Sweden personnel could hear SR International programming, with service to the international community in Stockholm as a secondary bonus. The proposal has yet to be approved by the Swedish Radio Board.



AP Images launches new photo website • OSCE Mission regrets new changes to Serbian broadcasting law • Deutsche Telekom subsidiary Croatian T-Com to provide IPTV • Granada International and Sony in deal to preserve tape-based video archives • Deutsche Welle journalists killed in Afghanistan • AIB Awards to be presented at Diner Pensant in London, 22 November • Nielsen in talks about tracking radio • EU tells Greece to change anti-competitive broadcasting laws • Apple to offer movies on iTunes • EU presidency suggests European norm for mobile television • Rohde & Schwarz adds ISDB-T coder to portfolio of mobile digital TV standards •

Going digital in Belize

The residents of BATSUB (British Army Training Support Unit) in Belize went digital in August - ahead of the UK turn-off in 2012, thanks to British Forces Broadcasting Service Technology. The single channel analogue BFBS1 transmitter has been turned off and replaced with a digital terrestrial system carrying four BFBS channels. Using the 'Freeview' type set top boxes supplied, BATSUB residents can now access BFBS1, BFBS2, a 24-hour news channel and a sports channel digitally on their existing TV sets. The two BFBS channels are delayed to match local time, but for special occasions, a live feed of BFBS1 can also be transmitted. BFBS radio services can also be received and if further channels become available, the system is ready to carry them with only a minimum of engineering work.

Welcome to the club

In October Radio Romania International started broadcasting using DRM, the international standard for digital MW, LW and SW, with the assistance of WRN, the London-based digital radio and television transmission provider. RRI, the international voice of Romania, has been broadcasting a daily, 30 minute, English language show to Europe. WRN has organised these DRM broadcasts for RRI using a transmitter site in Germany and is undertaking service monitoring and technical support. Eugen Cojocariu, Head of Radio Romania International, said, "Radio Romania International is the first Romanian radio station to enter the DRM Club. We are very happy to be there because we are sure that the future is digital with DRM."



A nice bit of gagging

South Africa's public broadcaster has gagged outspoken commentators and practised self-censorship, according to the findings of an internal report leaked to the press. The SABC had commissioned the report following arguments with journalists and editors which spilled over onto the airwaves. Lengthy excerpts published in the *Mail and Guardian* suggest that SABC had been silencing commentators for reasons that could not be justified. The report singled out the overall head of news, Snuki Zikalala, for particular criticism. Recently the SABC formed a strategic partnership with SENTECH to establish a subscription TV platform providing TV and interactive services to South Africans at a more affordable rate. Technology partner SENTECH will provide the infrastructure and technology skills, and the SABC's main contribution will be content provision as well as bringing to the table its muscle as Africa's largest broadcaster.

Intelsat partners with Telenor

Intelsat and Telenor Satellite Broadcasting have entered into an agreement to interconnect the two companies' fibre networks in London. Telenor now has complete access to services on Intelsat's 51 satellites and GlobalConnex Media fibre and teleport network, and is able to offer global, end-to-end solutions to its broadcast customers in the UK, Scandinavia and Eastern Europe. This should be of particular interest to European broadcasters who are seeking to carry US professional sports content, especially for basketball and ice-hockey, which are already carried on Intelsat's US fibre network in both HD and SD. The London interconnect allows Intelsat to provide its customers worldwide with services originating and terminating in six of Telenor's European points-of-presence. Content will pass through the interconnect in first generation, with no format changes or conversions necessary. This will allow Intelsat to better support coverage of sports and news events originating in the region, and improve access to DTH platforms on Intelsat and Telenor satellites that are co-located at 1°W.

Disney goes Orange

Disney Channel has signed its first pan-European deal to provide content to mobile phones. Through an agreement with Orange, which currently has 3m mobile broadband customers, the service will be available in the UK, Belgium, Switzerland, Portugal, Poland, Holland, Romania, Slovakia and, in time, France. The service will consist of 65 to 120 minute programming loops featuring some of the most popular Disney Channel content, plus a selection of Disney Channel original movies. Disney's John Hardie said: "It's how today's kids are growing up to watch TV - at a time and in a place they choose and it's important that content providers are able to deliver that." Buena Vista International Television, Disney's international TV distribution division, and France Telecom-Orange are also extending their existing broadband VOD movie licensing agreement in France to other markets in Europe, such as Spain and Poland.

Heading for switchover

Arqiva and the BBC have agreed a deal worth over £1.8bn for the design, deployment, and operation of the BBC's new high-power digital terrestrial TV network which will replace both its analogue TV networks and the current low-power DTT network. Arqiva will also build and operate additional transmitters to expand the coverage of the BBC's DAB digital radio network, with the possibility of up to a further 160 new DAB transmitters being ordered in the coming years. The new DTT services will be introduced on a region-by-region basis between 2008 and 2012 and the service will continue to be delivered by Arqiva until 2031 (2023 for DAB). The BBC's two public-service multiplexes will be broadcast from all 1154 existing transmitter sites, delivering digital TV to 98.5% of the population via rooftop aerials. Steve Holebrook, Arqiva's Managing Director, Terrestrial Media Solutions, commented that digital switchover is a complex and challenging task and that the company is delighted to have been chosen to deliver the BBC's future TV broadcast network.

Asking "why" five times

When Shin Kaneda was appointed MD of NHK in September, tasked with absorbing voices and opinions of the viewers, listeners, and external experts and reflecting them in NHK's management, he said: "I intend to introduce the habit of always asking 'why' five times. I am now able to ask 'why' up to three times. It took me some effort because in Japan, where conformity is highly valued, you lose your friend after asking 'why' twice. It takes practice but the idea is that we can recognize the true cause or rationale of an issue by asking why as much as five times. [...] I have realised that quite a few people at NHK are eager to break out from the old ways and make a fresh start. I am keen to work with such people."

VOA expands broadcasts for Thailand • GlobeCast breaks the 100 channel mark for its mobile TV offer • TVB-Hong Kong forms advertising firm in mainland China • György Such appointed president of Hungarian Radio • Thomson wins awards at IBC2006 and consolidates place in HD news market • VT Communications collaborates with Harris on multiplatform programme distribution system • Australian ACMA creates spectrum embargo to support planning for DRM • Norway's NRK selects Sony XDCAM for high-quality, high-speed news and sports production • IMPALA association of software providers, manufacturers and supporters

Excitement at Radio Australia



Radio Australia, the ABC's international radio and online service, has moved into the digital era and is now available via digital radio in Singapore. Digital radio listeners in Singapore can listen directly to Radio Australia's English and Mandarin-language programmes on a high fidelity digital DAB radio service, similar to the one being trialled at present in Australia. Following consent from the Media Development Authority of Singapore, Radio Australia has now begun broadcasting 24 hours a day in English and 90 minutes per day in Mandarin on local digital broadcaster, 'Rediffusion'. "This is a very exciting development for Radio Australia. Many broadcasters have been quick to announce trials of digital radio; however this arrangement means Radio Australia is available live on a digital platform in a neighbouring country – live Radio Australia broadcasting digitally in Singapore 24 hours a day," said Head of Radio Australia, Jean-Gabriel Manguy. The Singapore service is Radio Australia's tenth 24-hour relay service in Asia and Pacific centres.

The MENOS project

At this year's IBC, satellite operator Arabsat, the Arab States Broadcasting Union and Newtec announced their partnership for the MENOS project. The ASBU, which is currently operating a large international radio and TV satellite exchange network on the Arabsat satellite fleet, has awarded a contract to Newtec for the supply and installation of a revolutionary broadband IP-based satellite network for the exchange of multimedia services to be operated on Arabsat's soon-to-be launched new BADR-4 satellite. The "Multimedia Exchange Network Over Satellite" (MENOS) will be the largest and fastest ever feed and file exchange network for broadcasters and corporates, encompassing the entire Middle-East/North-Africa (MENA) and Europe. Arabsat President and CEO Khalid Balkheyour sees this project, on which Arabsat and the ASBU have already been working with Newtec for 2 years, as part of Arabsat's strategy to expand its offering of value-added services throughout the MENA region. Initially, the system will be used daily by the 25 full members and associated members of ASBU to exchange real-time broadcasting content via a central HUB and 52 remote terminals; ultimately, ASBU members have already planned to use up to 450 remote terminals within MENA. Arabsat and the ASBU have entered into a JV for the MENOS space segment whereas Ku-band will be used from the new Arabsat BADR-4 satellite, scheduled for launch early November 2006. In a second phase, MENOS will be made available to any Arabsat customers for either media content file exchanges or to large corporations, enterprises, and SMEs for high-speed data file exchange. The network operational readiness is expected by mid-2007.

BBC moves towards TV for Iran

BBC World Service plans to launch a TV news and information



service in Farsi (Persian) for Iran in early 2008, to complement existing BBC radio and online services. The new service will initially broadcast eight hours a day, seven days a week, at peak local viewing time via FTA satellite and on cable. Unlike the Arabic-language TV service (due to launch in 2007) that is funded from the existing "grant-in-aid" from the UK Foreign and Commonwealth Office, the new Farsi-language service will be

funded from an additional budget (operating cost of £15m a year). There were protests when funds for the new Arabic-language TV service were found from BBC World Service's existing budget which led to the closure of some smaller radio language services, including Thai. BBC World Service Director Nigel Chapman said that TV is increasingly dominating the way that millions of Iranian people receive their news. Voice of America TV has run a Farsi-language TV service for some time, recently increasing its broadcast hours.

who are engaged with the use of the MHEG-5 interactive TV standard launches • iBuy TV goes under the hammer with Arqiva • China approves sale of News Corp's Phoenix TV stake to China Mobile • DRM Chairman: Analogue can end when 50% of audience goes digital • AIB Awards to be presented at Diner Pensant in London, 22 November • Deutsche Welle wins Gold and Silver at New York International Radio Festivals • Zee enters China in deal with CCTV • Pro-Bel forms strategic alliance with Software Generation Ltd • S&T unveils MHEG-5 plug-in for MHP 1.1 receivers • Rioters attack Hungary's state TV station as prime minister admits to lying about the economy •

Russia beckons

Russian satellite TV has attracted the attention of a large Western media player – Swedish satellite broadcaster Viasat is coming to Russia next year and other Western broadcasters might follow. Viasat has already made the strategic decision to begin satellite broadcasting in the European part of Russia, by renting 2 transponders on the Sirius 4 satellite, to be launched in spring 2007. This will allow Viasat to transmit up to 30 channels. Viasat's only competitor in Russia is NTV-plus.

"Dynamics Broadcast"

S4M's new "Dynamics Broadcast" is an "all in one" channel management system which provides the combination of licence, material and asset management as well as programme planning. As a "nearly out-of-the-box" solution it is adoptable and scalable. It is based on Microsoft Dynamics AX, an integrated and adaptable system that works like and with familiar Microsoft software and integrates all financial, resource planning and customer relationship processes. And the three-tier, object-oriented architecture integrates with other Microsoft technology like Microsoft SQL Server 2005 offering customers high-speed performance as well as sophisticated reporting services. S4M recently implemented a production planning system for German public broadcaster Bayerischer Rundfunk. BR was looking for a flexible and integrated system that covers all production and broadcast processes for radio and TV and chose Solution for Media's production planning system S4Production. This modular built software system supports production processes from planning to production accompanying functions including progress monitoring to accounting.

Jordan's media city

Jordan has issued broadcasting licences to two new satellite TV stations and unveiled plans for the construction of a 'media city' in Amman's free trade zone. The Stock Market Channel' will focus on financial news, whereas the 'Seven Stars' channel will offer news, entertainment and sports. Both will be broadcasting from facilities offered by the Jordanian Information City Company. The City is to be developed in a suburb of Amman. Involving an investment of some EUR 80m, it will be equipped with state-of-the-art TV and radio studios as well as newsrooms for text information.

Migration to file-based asset management

"File-based asset management is now recognised as the logical way forward for TV post-production, archiving and playout," reports Roger Heath, Commercial Director of Pharos Communications. "The great majority of visitors we spoke with at IBC2006 in September recognise that file storage on disc server arrays makes much greater sense than relying on video tapes. Our IBC 2006 booth was configured to prove that file-based broadcasting is fast and reliable. And we are not talking about one-off little-box solutions. Our core media management system, Pharos Mediator, delivers the freedom to grow from a small operation up to an enterprise multi-client, multi-channel network. Expandability is a crucial element of our three-tier message, the other components being precise modelling of each client's intended workflow and genuinely user-friendly task-based operation." Pharos announced at IBC that Channel 4 Television, a



long-standing Pharos customer, is to deploy Pharos Mediator as the enabling technology behind its own advance into complete file-based broadcasting and archiving. Pharos recently opened a new training facility at the company's Reading, UK headquarters which will be used to instruct clients and staff in the

operation of Pharos media management, process control and automation systems.

Transmitter lifeline

Harris Corporation's Broadcast Communications Division Radio Business Unit has donated its market-leading Platinum Series Z5, 5kw, solid-state, FM transmitter to the first independent Iraqi women's radio station, Radio Al-Mahaba. The new Harris transmitter will transmit within a 60-90 mile radius of the station's Baghdad location and will reach people in approximately half of the 18 provinces. The station's original 5kw transmitter was destroyed by an explosion last year. Bushra Jamil, the spokeswoman of Radio Al-Mahaba, said that the illiteracy rate for Iraqi women is now at 75% which makes radio broadcasts vital. With the new transmitter, the station hopes to become financially self-sufficient through increased advertising revenues. Harris VP Debra Huttenburg says: "We see this outreach as an extension of Harris' involvement in the region, specifically with regard to our re-build of the studio infrastructure for the Iraqi Media Network (IMN)." Through its Government Communications Systems Division, Harris rebuilt AM/FM and TV infrastructure for the entire country of Iraq. A satellite delivery system was also an essential part of the re-build. The IMN programme included equipment, operation, training, and provisioning of programming for an integrated media network that includes two national radio channels, two national TV channels, and a national newspaper, *Al Sabah*.

No direct sell in China

China's government has placed more restrictions on foreign financial news, the Xinhua news agency reported. The restrictions make it illegal to distribute articles that "undermine China's national unity, sovereignty and territorial integrity" and that "endanger China's national security, reputation and interests" and place curbs on access to a multimillion-dollar financial information market. Companies such as Reuters and Bloomberg currently sell directly to Chinese banks, brokerage firms and corporations, with Chinese traders relying on this information to buy and sell financial products in global markets. In future, such financial products will have to be sold through the China Economic Information Service, an agency appointed by Xinhua.



Wohler appointments

Wohler Technologies, leader in rack video and audio monitoring, made changes to its management team by bringing on board Shane Felix as Marketing Manager. Carl J. Dempsey, Wohler's President and CEO said that Shane brings 18 years of industry experience in marketing and marketing communications to the company. Wohler also announced the appointment of John Sheridan as Senior Applications Engineer to strengthen its Sales Support and Engineering team. Alan Bunting has been appointed as Wohler's Regional Sales Manager for Europe. Bunting will be responsible for defining and strengthening Wohler's European strategy and developing their successful partner programme giving pro-active dealers and S.I.'s access to the best selling audio and video monitors in the industry.

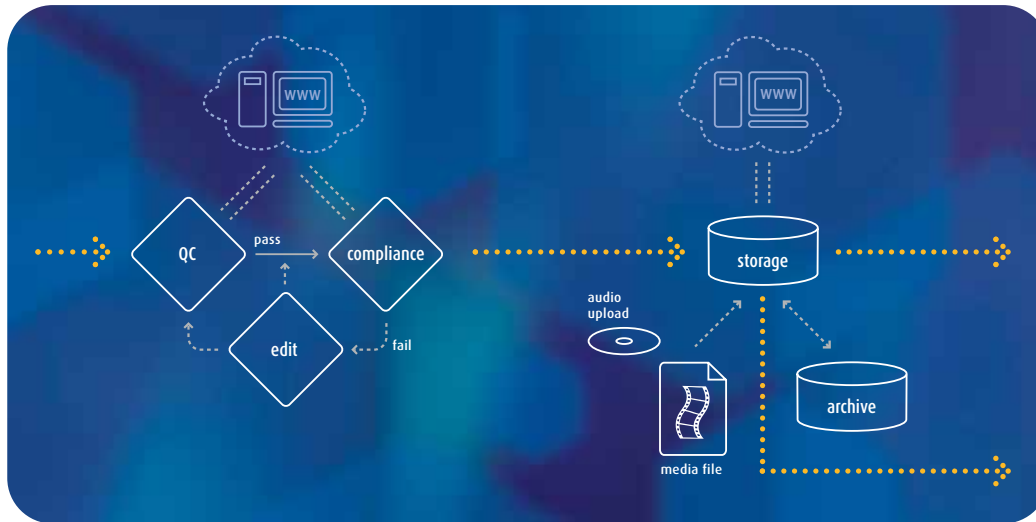
Czech TV goes large on Quantel

Czech TV has purchased high-powered graphics and editing equipment from Quantel to boost its graphics and promos production capabilities. The new systems sit alongside two Paintboxes and an HD-RGB eQ system purchased in October 2005, and all are fully integrated with Czech TV's two Quantel Picturebox sQ graphics servers, which provide centralised graphics storage, multi-user access and playout-to-air. The fact that all the Quantel systems share a common UI philosophy and file formats is also a huge advantage. Czech TV's technical director Rudolf Pop says their large scale use of Quantel technology is a great advantage for a public broadcaster. The station is currently engaged in a total re-design and re-branding exercise as it moves towards new digital channels. "Such a project can only be successfully completed in a reasonable timescale with the kind of completely new approach to workflow that Quantel offers," said Pop. At IBC, Quantel showcased a brand new, entry level Pablo HD non-linear colour correction system, and Revolver - a great new tool for manipulating colours quickly, accurately and intuitively.

Rollout of NCPower in Russia

NorCom AG and i.s.p.a. - Engineering, the Moscow based System Integrator, signed a contract at IBC for the installation and rollout of NCPower at Ren TV, Moscow. Ren TV Television Channel and Broadcasting Company is one of Russia's biggest and leading private broadcasters. The Moscow based TV network reaches 97 million citizens, including all 18 Russian cities with more than 1m inhabitants. Ren TV plans to modernize the whole workflow. They opted for NorCom's NCPower being the newsroom system within the NorCom Suite for Rich Media Content Production & Management Systems, offering Ren TV a modern platform for uniform and transparent management of multimedia content. Its open software architecture makes NCPower a superior integration platform, allowing stories to be produced more quickly, more flexible and more efficiently. A major factor for Ren TV's decision to go with NCPower is the fact that the entire graphical user interface is in cyrillic language as well as the realized and executed integration of 3rd party software solutions with NCIntegration. Installation is expected to be finalized in December 2006.

BBC and Microsoft team up to develop digital services • Russ Johnson appointed VP Sales, Americas, for Harris Broadcast Communications Division • BBC Arabic launches news bulletins on Mango FM in Khartoum • TRAI India to bring IPTV back under Cable TV Act • AIB Awards to be presented at Diner Pensant in London, 22 November • AsiaSat CEO Peter Jackson voted APSCC's 'Satellite Executive of the Year in Asia Pacific' • BBC News to lose 108 jobs • Autocue appoints Frank Hyman as Director Sales and Marketing • CASBAA, PCTA and IP Philippines partner to combat pay-TV piracy • Brunei's RTB International chooses AsiaSat 2 to service Asia,



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Sawt Al Alam

صوت العالم

BRINGING THE BEST OF WORLD'S SPEECH RADIO TO THE MIDDLE EAST AND NORTH AFRICA

Arabic-speaking audiences across the Middle East, North Africa and Europe are tuning into a unique, new Arabic satellite radio station that brings together programmes and content from around the world.

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.

"Cultural traditions and Romanian folklore, gender issues, democratic changes triggered by Romanian Euro-Atlantic integration, the hopes and ideals of young Romanians, the business world and Romanian-Arab partnerships - all these embody the messages of peace and human understanding that Radio Romania International wishes to convey to the Arab world together with our partners on WRN's Sawt Al Alam station."

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

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TRANSMITTING SUCCESS

"euromaxx" goes to China

A Chinese-language adaption of Deutsche Welle's lifestyle magazine "euromaxx" about life and culture in Europe is now being broadcast by Dragon TV Shanghai (part of Shanghai Media Group) in the Peoples Republic of China. Presented by Hua Lei, the programme reaches over 300m households nationwide. German and English versions of "euromaxx" have been a great success in Asia via Malaysia's Pay-TV channel Astro. DW-TV has also made further inroads into the Turkish media market. In October, Ankara based TV station Kanal A started broadcasting DW magazine programmes dubbed into Turkish. The programmes are available nationwide terrestrially, via cable and the Türksat 2A satellite. Another partner station in Turkey is Istanbul based NTV/Radyo which covers almost the entire country. DW director general Erik Bettermann sees the public broadcaster's contribution to intercultural dialogue as an important aspect in its remit. Germany's international broadcaster recently signed a 5 year contract with VTC Communications to broadcast an initial 90 hours per day of DW programmes, in 14 languages, from VTC's network of UK and worldwide transmission sites, targeting more than 108 countries in Europe, Africa, Asia and South America. Starting January 2007, the contract includes potential to increase significantly programme transmission hours from May 2007. VTC, which already owns and operates SW and MW transmitter sites worldwide, will make a multi-million pound investment in its sites in the UK and its partner site in Austria to facilitate DW's digital broadcast requirements.

Working Mobile TV in real world settings

RadioScape, the digital multimedia head-end and receiver technology company, has upgraded the Arqiva DAB multiplex that handles BT Movio's wholesale Mobile TV service, which was launched in October. The upgrade is to the latest version of RadioScape's DAB Professional Broadcast System 5.1 and enables multiplexes to handle Mobile TV broadcasting. The upgrade is part of an agreement that will enable Arqiva to begin upgrading its inventory of 47 DAB digital radio multiplexes in the UK, which forms the world's largest DAB installation and is used to provide virtually all of the UK's commercial DAB broadcasts. RadioScape CEO John Hall says that the company's Mobile TV platform uses DAB spectrum that is already available in many countries so that working, reliable Mobile TV can be deployed now. This is why it is the solution of choice not only here in the UK but also in China where RadioScape is the leading provider of Mobile TV systems that now cover all the major conurbations. The proof of working Mobile TV in real world settings has resulted in RadioScape being invited to take part in trials around the world. According to Paul Eaton, Head of Radio at Arqiva, who worked closely with RadioScape to finalise this contract, the move into Mobile TV is strategically important for Arqiva and for those using its infrastructure.

According to plan

According to the Financial Report presented by the Broadcasting Agency of Montenegro for the first half of 2006, the Agency had a total income of €392,358.85 (from tax on radio receivers, frequencies, broadcasting fee, as well as other business income). During the first half of 2006, in addition to its regular activities, the Agency has allocated significant funds to: international coordination aimed at harmonisation of the draft digital plan of radio frequency allotment with the neighbouring countries, within the framework of the Adriatic League and group of Central and Eastern European countries; funding of the Republic of Montenegro participating in the Regional Radiocommunications Conference (RRC-06) in Geneva; procurement of equipment for monitoring and logging of programme contents of broadcasters in the Republic of Montenegro; procurement of equipment for technical inspection of radio and TV stations.

New editor at Radio Prague



on health in Europe, funded by EU, see <http://gesundineuropa.radio.cz>.

Gerald Schubert has succeeded David Vaughan as the Editor-in-Chief of Radio Prague. Schubert, 38, graduated from the University of Vienna where he studied communication and theatre. In 2001 he moved to Prague to start his journalistic career. A year later he joined the German Section of Radio Prague where he worked as producer and later Section Head. Gerald Schubert coordinates Radio Prague's European projects, most recently the co-production Health in Europe - a series of radio programmes

The death of plasma?

It is half the price, half the weight, twice as good, and uses a quarter of the electricity of conventional plasma and LCD TVs: the world's first laser television. Manufacturing company Arasor produces the unique optoelectronic chip central to the laser projection device being developed by Silicon Valley-based Novalux. Global launch is scheduled for Christmas, under recognisable brands like Mitsubishi and Samsung. Novalux chief executive Jean-Michel Pelaprat boldly predicts the death of plasma. Looking at any screen today, the colour content is roughly about 30-35% of what the eye can see - with a laser TV you'll be able to see 90%. In another interesting development, scientists at Cambridge University in the UK have developed metal structures that can morph from flat screens into tubes and other shapes. They say in the future the structures could form the basis for electronic displays that could be rolled up and placed in a bag or pocket - your laptop screen.

Middle East and Australasia • Singapore's Channel NewsAsia to launch in Jiangsu, China • VOA expands broadcasting in Thailand • OSCE welcomes establishment of media ethics council in Albania • Harris delivers high-power AM systems to Radio Ethiopia • All India Radio DG heads Prasar Bharati • MediaSys becomes Quantel partner for GCC Gulf states • KBS World-Korea expands reach to the Philippines and Singapore • EUX.TV launches with cross-border, pan-European perspective • South Koreans get IPTV trial • Arabsat/ASBU bouquet joins AsiaSat 2 • SABC re-launches its brand and unveils a new pay-off line • Irdeto to secure leading Indian

All the way from Germany

In October Radio Taiwan International celebrated the 20th anniversary of its German Service, first broadcast on October 10, 1986.



Eight German listeners flew all the way from Germany to Taiwan to take part in the celebrations. Chinese Taipei Amateur Radio League helped set up an RTI amateur radio station which received signals from 100 stations. For the visiting listeners, RTI organized a tour that included RTI transmission sites in different parts of the island and the National Radio Museum, part

of RTI subsidiary station in Chiayi where the RTI 20th German Anniversary Exhibiton was held. On display were QSL cards from the German Service, pennants, stickers, monthly publications and souvenirs from listeners from 1986 to 2006. RTI broadcasts in 13 languages to the world and the German Service receives about 800 letters a month from listeners in Germany, Switzerland and Austria and other countries worldwide.

More news for Afghanistan

Voice of America launched the first full news hour of a new radio broadcasting service to the Afghanistan-Pakistan border region in October. Over the coming months VOA Deewa (Light) Radio will expand to 6 hours of daily news programming. VOA Director David S. Jackson says "This is an area that is facing significant challenges ranging from ethnic and political strife to poverty and health issues, so it's critical for them to have access to accurate and unbiased news and information." VOA Deewa Radio programmes can be heard in select cities on FM and shortwave, and online at www.voadeewaradio.com. In September VOA had also launched TV newcasts to Afghanistan in Dari and Pashto in a one-hour block - titled TV Ashna (Friend), in a move to reach TV viewers with VOA news and information that has proved extremely popular on the radio. Radio Television Afghanistan (RTA) initially airs the new programme at 4pm local time in Afghanistan.

North Korean media environment may be improving

Although still among the most repressive media environments in the world, North Korea's vice grip on communications seem to be abating somewhat, according to several recent InterMedia (www.intermedia.org) surveys and in-depth interviews conducted with defectors. Although the most important source of news and information remains word-of-mouth from family and friends, defectors report that electronic media and communications improvements seem to be trickling through. More and more North Koreans are able to receive foreign radio and TV broadcasts; the number of people secretly modifying their equipment to be able to do so appears to be on the rise. Also, it seems that the veil of fear surrounding listening to international broadcasts may be less daunting. In contrast to earlier studies, many of those who said they listened to banned broadcasts did so in the company of others, usually family members or roommates. InterMedia has over 1 million individual interviews in their database, with people from more than 60 countries.



Rethink for India

The Cable and Satellite Broadcasting Association of Asia called on the Government of India to make a dramatic shift in its regulatory approach to the pay-TV industry, putting the emphasis on promoting growth. Recent initiatives by the Ministry of Information & Broadcasting and the Telecoms Regulatory Authority of India would severely limit development, not just of pay-TV, but of the entire Indian communications industry. In other Asian markets bidding for cable systems is generating offers of more than US\$1.5 billion each, yet there is little encouragement of fresh domestic or foreign investment into the India market. CASBAA believes that India needs to install a truly independent communications industry regulator, and highlighted the recent TRAI decision to set maximum retail prices for all pay-TV channels at Rs5 (\$US 0.11) each and the draft Broadcasting Services Regulation Bill (2006) - which mandates local content requirements for every pay-TV channel. "How can a global news channel meet a 15% local content requirement," asked CASBAA CEO Simon Twiston Davies. CASBAA feels that India's content industries are already strong and don't need artificial life-support but the industry risks falling further and further behind global trends.

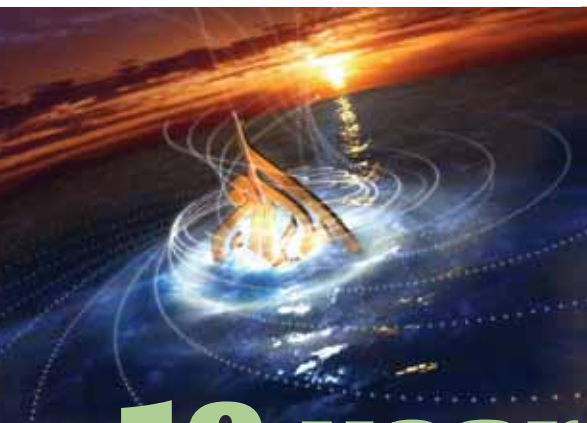
36 million IPTV homes by 2011

Rapid growth will result in 36m IPTV homes by 2011 - seven times the 2006 figure - according to a report by Informa Telecoms & Media. Interestingly, only 3.4% of the world's TV households are forecast to subscribe to IPTV platforms by 2011, as the operators battle for market share against digital cable and DTH, as well as DTT to a lesser extent. Much of the growth in 2006, and for the next couple of years, is prompted by service launches by European telcos - especially the incumbents. In 2005, IPTV worldwide generated revenues from subscriptions and VOD of less than \$1 billion. By 2011 \$12.2 billion are forecast, with \$11.3 billion coming from subscription revenues, and a further near-\$1 billion from VOD revenues. China, USA, France, Japan and Germany are the top markets, with China leading by subscribers (11.2m by end-2011). Hong Kong will retain its leadership in the household penetration stakes and the US will contribute the highest IPTV revenues.

GlobeCast makes Verizon happy

GlobeCast made public at IPTV World its agreement with Verizon to supply GlobeCast WorldTV international TV channels for distribution over the company's FiOS TV and broadband platforms. GlobeCast WorldTV will initially furnish Verizon with signal transport and licensing rights for up to 37 top tier international channels in 18 languages from Eastern Europe, the Middle East, and Asia. In addition, GlobeCast WorldTV has plans to provide Verizon with access to another 40 channels during 2007. The agreement allows Verizon to make GlobeCast WorldTV programming available to consumers on both a linear and VOD distribution basis, thereby positioning Verizon to have one of the largest multicultural video offerings in the US. GlobeCast WorldTV is the largest aggregator and distributor of international TV in North America, currently broadcasting 206 global TV and radio brands from 42 countries in 35 languages via DTH satellite, cable, IPTV, broadband and mobile platforms. Recently, GlobeCast was chosen by the new French international news channel, France 24, to carry out its broadcast by satellite throughout Europe, Africa and the Middle East. Scheduled to launch November/December 2006, the channel represents a 50/50 partnership between the public TV group France Televisions and the French commercial channel TF1.

satellite news channels • ABC Asia Pacific renamed Australia Network • Harris equips transmission facility at Jordan Media City for new Arabsat services • Maldives offers TV and radio licences • AIB Awards to be presented at Diner Pensant in London, 22 November • BBC World again voted the leading TV Channel for travellers • SWRA jammed once again by government authorities • HK Broadcasting Authority chairman Daniel Fung re-appointed • Turkish broadcasting watchdog introduces TV ombudsman • Korea's KBS World in carriage deal with Hong Kong Cable Television • Malaysia launches six-month DVB-T trial in Kuala Lumpur • US TV viewing still rising, says Nielsen



10 years is a long time

As Al Jazeera Channel celebrates its tenth anniversary, Simon Spanswick looks back on the first decade of the station that transformed Arab news television

Many urban myths have developed around Al Jazeera and it's fair to say that even the station's creation has been misreported over the years. It's said that Al Jazeera ('the peninsula' is the English translation) was launched as a direct result of the abrupt closure of BBC Arabic TV in April 1996. There's more to it than that, however. In June 1995, Shaikh Hamad bin Khalifa Al Thani took control of Qatar from his father, becoming the emir of one of the smallest Arab countries – its population then was around 560,000, of which only 155,000 were native Qataris.

Shaikh Hamad set about modernising many of Qatar's systems. He did away with the Ministry of Information, ended censorship of the press and allowed local relays of the BBC's Arabic and English radio programmes – the first Arab state to do so. In February 1996, an emiri decree was issued, providing capital of around US\$137million for the new Al Jazeera Channel TV operation, under the control of the under-secretary of the Ministry of Information (which was not abolished until early the following year). Shaikh Hamad bin Thani Al Thani remains the chairman of the Al Jazeera board today. It is worth noting that Qatar chose not to have the country's name associated with the new channel in any way. This, allied to the fact that the start-up funding was described as a five-year loan, may have been a deliberate move to distance the Qatari government from the channel and to add to the emirate's appearance as a new model of press freedom in the Arab world.

Also of note in the context of Qatar's foreign policy is the emirate's territorial dispute with neighbouring Bahrain over the Hawar Islands. Qatar laid claim to the islands and, notes Naomi Sakr of Britain's University of Westminster, Qatar's radio and press hosted Bahraini dissidents well before the launch of Al Jazeera. Sakr suggests that Qatar used its

media to score political points in the dispute, giving the Bahraini opposition movement opportunities to air grievances in public. Acquiring leverage in the Gulf's political scene could, perhaps, be achieved by injecting what Sakr describes as "a nuisance factor into regional satellite television".

It was fortunate for Shaikh Hamad and his new station that the BBC's Arabic TV operation ceased in April 1996. BBC Arabic TV had been launched in 1994 through the commercial arm of the BBC, funded by Saudi Arabian investment company Mawarid Group and carried on the Orbit DTH platform, not coincidentally also owned by Mawarid Group. There were numerous disputes between the BBC and Mawarid over editorial content – these were well known outside the BBC and may have been a factor in Shaikh Hamad's strategic thinking. Matters came to a head when BBC Arabic TV broadcast an edition of the BBC's domestic current affairs programme, *Panorama*, which investigated injustices in Saudi Arabia. The plug was pulled without warning, putting the channel off the air permanently on 21 April.

Speaking later that year at the Edinburgh International Television Festival, the BBC's Director General John Birt commented on the closure: "We broadcast not only at home, but around the world. Other global broadcasters may be tempted to make editorial compromises. We don't. As a result, the BBC's brand of journalism is not universally popular with all the world's regimes...the Saudis didn't appreciate the BBC's reporting of political opposition. We were faced with a stark

decision – whether or not to broadcast on our BBC Arabic satellite service a *Panorama* [programme] exploring allegations of cruel injustice in Saudi Arabia. The likely outcome was the closure of our ambitious satellite news service; the loss of a hundred jobs; and of substantial commercial revenues. We broadcast the programme. Sadly we lost the service."

The BBC's misfortune proved extremely helpful to Al Jazeera, providing a pool of some 150 trained journalists and editors for the new channel to employ. They spent six months planning the station, setting up the infrastructure and testing before its launch on 1 November 1996 as a six-hour a day news channel. Another source of personnel was Radio Netherlands, which discontinued its Arabic radio service around the same time.

The effect of Al Jazeera across the Arabic-speaking region was immense. The channel quickly developed a range of programmes that pushed back boundaries and encouraged debate and discussion on issues that had not previously been aired on any television network in the Middle East. Vocal arguments, on-air confrontation, vigorous debate – all became commonplace on programmes such as *Al Ittijah al Muaakis* (The Opposite

Direction), hosted by Syrian author Faisal al-Qasim. For the first time, debate in the Arab world had moved from the tea shops of the Medina to the media, marking the beginning of the end for obedient state-controlled TV.

By 1999, Al Jazeera had increased its operation to 24-hours-a-day, with its programmes reaching not only the Middle

For the first time, debate in the Arab world moved from the tea shops of the Medina to the media



in the media business

East but also Europe and North Africa. At the end of the previous year, the channel had gained international prominence as the only news operation with reporters in Iraq during Operation Desert Fox, the military codename for a major four-day bombing campaign on Iraqi targets in December 1998 by the USA and UK. The strikes were made in response to Iraq's continued failure to comply with United Nations Security Council resolutions as well as their interference with United Nations Special Commission inspectors. Providing live coverage of the attacks brought the station to international prominence.

The second Palestinian Intifada provided further evidence of the young channel's importance in international media - the images captured by the lenses of Jazeera's cameras in Baghdad and then in Palestine were used by just about every TV news station worldwide - the channel had come of age.

Developments beyond this are well documented and do not need to be rehearsed here in any detail. The bin Laden tapes, the bombing of Jazeera's office in Kabul, the alleged US government plot to bomb the Doha headquarters - each of these events have been widely reported and discussed.

What is significant is the way in which the channel has worked to develop itself as a comprehensive cross-media operation in the Middle East, taking ideas from long-established western broadcasting organisations and adapting them for the Arabic-speaking world.

The launch of new non-news channels is important. Jazeera launched its sports channel in November 2003, followed by

Mubashar - a live current affairs channel - in April last year. In September 2005, Al Jazeera Children's Channel launched. This brings to six channels currently on the air (Jazeera Sports has one free-to-air and two pay-TV channels), with the long-awaited English language news service due to be launched in the coming weeks.

Alongside the development of TV channels, Jazeera has been active in other areas of the media. It launched a tri-lingual mobile

Al Jazeera "fifth most influential brand in the world"

news service in November 2003, which offers subscribers breaking news covering politics, economics and sport. Its French mobile service has launched in North African countries, expanding the reach of Al Jazeera and offering brand reinforcement to the burgeoning number of mobile users from the western part of North Africa across to the Gulf and beyond.

Its Arabic website was launched in January 2001, with an English news version following in September 2003 and Al Jazeera has become one of the most-searched phrases on the web - linked perhaps to the award to Al Jazeera of the title "fifth most influential brand in the world" by InterBrand in 2004.

Jazeera has facilitated viewer contributions with its Al Minbar Al Hurr video recording booth that enables people who want to air their opinions to record a 60-second piece to camera.

But more than that, Jazeera seems to want to position itself at the heart of the new,

politically-free media of the Middle East through the provision of facilities, information and training. It seeks to emulate the work of public broadcasters who have provided industry training and industry research, for example, for many years. Its training and development centre was established in early 2004 and has worked with organisations such as UNESCO, Radio Netherlands Training Centre and the Thomson Foundation to train journalists and editors; more than 173 courses have been run, involving over 2,500 students from throughout the Arabic-speaking world.

Al Jazeera's Centre for Research and Studies, established at the beginning of this year, undertakes detailed studies and prepares analysis on social, economic and political developments within the Arab world and elsewhere.

Such training and research centres would be taken for granted in the west, but it's important to remember that before Al Jazeera's initiative, nothing similar existed in the Middle East. While western broadcasters trained staff from Middle Eastern broadcasters, there was no facility within the region undertaking this type of work. It could be argued, therefore, that Al Jazeera has become a quasi public broadcaster in the Middle East, providing not only a range of channels that meet the needs of the public in the fields of sports TV, children's TV and news, but also laying the foundations that are needed to ensure the long-term success of independent media in the region.

Earlier this year, recognising the disparate divisions that Jazeera has created over the past ten years, the organisation created an umbrella for all its activities. Al Jazeera Network comprises all the constituent parts that had previously operated as distinct units - the different television channels in Arabic and English, training, research, online and

mobile. Wadah Khanfar, managing director of Al Jazeera Channel, was appointed to head up the whole Network. At the time, some observers suggested it was to bring the new English-language channel under control. The real reason is debatable but what is certain is that any organisation that has developed so rapidly and launched so many services needs to have an over-arching management that can ensure brand consistency, manage future strategy across all divisions and present a unified face to the world.

Khanfar, one of the AIB's Media Leaders 2006 (see *The Channel*, July 2006), is both young enough and strong enough for the challenge of heading one of the world's leading regional (and soon to be international) broadcasting and media companies. Any organisation that has successfully survived a decade while suffering the attacks, vilification and threats that Jazeera has been forced to endure will have become sufficiently resilient to allow it to continue to develop over the coming ten years. Now that a larger audience will have access to Al Jazeera's reports through its non-Arabic activities, it can expect even closer scrutiny on its coverage of world affairs.

It would have been impossible to predict in the autumn of 1996 that within a decade Jazeera would become a household name around the globe, that it would simultaneously be the voice of democracy and the *enfant terrible* of the Middle East, or that it would be recognised as a major force in international broadcasting.



AJI reveals all

Al Jazeera's long-awaited 24-hour English-language news and current affairs satellite TV channel, headquartered in Doha, has outlined its full line-up of bureaux and correspondents. In addition to four broadcast centres strategically placed around the world in Doha, Kuala Lumpur, London and Washington DC, Al Jazeera International will have around 20 supporting bureaux which will gather and produce news in the field, giving unprecedented access to a single network - this will be added to with further key bureaux over the coming months.

The bureaux will feed local news on to the international stage through each broadcast centre, enabling Al Jazeera English language channel to seek out and cover different perspectives of news through grassroots reporting wherever news is made, and impartially present these stories to the English speaking world.

Al Jazeera International has appointed a diverse team of talented and experienced correspondents from around the world who will report from the channel's broadcast centres, bureaux and out in the field.

Managing Editor Omar Bec said, "Together with the Arabic channel we will have more than 60 bureaux around the world with the majority of these in the Southern Hemisphere ensuring we will balance the information flow from South to North. We will be the channel of reference for the Middle East and Africa." Al Jazeera International will share the resources of Al Jazeera Arabic language Channel's 42 bureaux located around the world and is planning to add further key bureaux to the mix. "We will be adding several bureaux to our news gathering offering in the coming months. We're looking at setting up further bureaux in South America, the horn of Africa, the Middle East and Africa," he continued.

In the **Middle East**, Al Jazeera is the channel of reference. Al Jazeera International will have unrivalled coverage and unique access - and through its sister channel a 10 year record of uncompromising and award winning journalism (broadcast centre: Doha, Qatar; correspondents: Hoda Abdel-Hamid, Hashem Ahelbarra, James Bays, John Cookson, Mike Hanna; bureaux: Beirut-Lebanon, Jerusalem-Israel, Ramallah and Gaza-Palestinian Territories; correspondents: Zeina Khodr & Rula Amin, Jacky Rowland, Walid Batrawi).

In **Africa**, Al Jazeera International will have more dedicated bureaux and resources than any other global broadcaster. Al Jazeera International will give a voice to the unheard by covering every aspect of life from this huge and ever changing continent. Al Jazeera International is the only global news channel to be granted a licence to operate a bureau in Zimbabwe. That will give Al Jazeera International unique access to this part of Southern Africa (bureaux: Cairo-Egypt; Abidjan-Ivory Coast; Nairobi-Kenya; Johannesburg-South Africa and Harare-Zimbabwe; correspondents: Amr El Kahky, Gabi Menezes, Haru Mutasa, Kalay Maistry, Farai Sevenzo).

Al Jazeera International also has a presence at the centre of the world's largest population and fastest growing economies, with bureaux located across **Asia, Australasia and Oceania** (broadcast centre: Kuala Lumpur, Malaysia; correspondents: Tony Birtley; bureaux: Beijing-China, Delhi-India, Islamabad-Pakistan, Manila-Philippines and Sydney-Australia; correspondents: Tony Cheng, Zain Awan & Rajesh Sundaram, Kamal Hyder, Marga Ortigas, Dan Nolan).

Al Jazeera International's news bureaux across **the Americas** will reveal the daily developments in political, social, economic and military agendas as they happen across the Caribbean, Latin America, South America, the USA and Canada (broadcast centre: Washington DC, USA; correspondents: Viviana Hurtado & Rob Reynolds; bureaux: Buenos Aires-Argentina, Caracas-Venezuela and New York-USA; correspondents: Lucia Newman, Mariana Sanchez, Mark Seddon, Kristen Salomey).

Al Jazeera International's European broadcast centre is situated at the heart of **Europe**, reporting on activities from the European Union and strategically placed with its bureaux at the most Southern and most Northern gateways of Europe in Moscow and Athens (broadcast centre: London, UK; correspondents: Alan Fisher; bureaux: Athens-Greece and Moscow-Russia; correspondents: Barnaby Phillips, Jonah Hull). The launch of Al Jazeera International has twice been delayed due to construction and technical hitches - it was originally due to start in April but was pushed back to June and then September. The global launch is expected 'later this year'.



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What is SES ASTRA's role in helping Europe's satellite TV go digital?

Satellite is and remains one of the driving forces of digitalisation. One of our main strategic activities is currently focusing on Germany where we clearly see a need for a strong push for further digitalisation. We are therefore developing a new digital infrastructure which is open for all broadcasters and programmes operators and is intended to include the whole range from Free-TV to Pay-TV and interactive services.

What is the strategy for the new Entavio platform that SES ASTRA has developed?

The strategy of Entavio is to offer an open and neutral infrastructure that is independent from content and independent from hardware. SES ASTRA is a pure play, active in infrastructure and service provider only. We therefore see ourselves as in an ideal position to offer a neutral solution that is open to all. Entavio is the brand and company name under which we want to offer a new access to the digital satellite television and added value services – the satellite TV of the next generation. The main challenge is to build an infrastructure which is able to carry all possible offers from broadcasters and which, technically speaking,

allows addressing the households with specific offers. Entavio will bring suitable smart cards into the households, will market and manage them. The Entavio infrastructure is open to different kinds of business models and will especially allow smaller broadcasters to develop new offers without having to invest into the technical infrastructure.

Is Entavio targeted solely at the German-speaking market?

For the time being, we are clearly focusing on the German speaking market. However, we would not exclude developing, at a later stage, similar models for other countries, especially in Eastern Europe. However, we would not do this in markets where similar platforms already exist, which is, for example, the case in the UK or in France.

Across the whole of Europe, the broadcast media is going digital – particularly satellite TV. While markets such as France, Italy and the UK have entrenched digital TV platforms, many other countries do not. Simon Spanswick talked to SES ASTRA's chief executive, Ferdinand Kayser



Pushing

AIB INTERVIEW



What involvement did SES ASTRA's clients have in the development of Entavio?

Entavio is a project of SES ASTRA only. Every broadcaster, as our client, is free to look into the offer and use our additional services. Those broadcasters who do not take the Entavio offer will not be affected at all and will, of course, continue to be broadcast and received over satellite.

How will Entavio work – for broadcasters and consumers?

With Entavio, broadcasters will be able to realise the whole range of digital possibilities, from Free-TV encryption to Pay-TV in its different forms and interactive services. Consumers can sign up

for Entavio, will receive an Entavio smart card from us, will have to buy a suitable set-top-box on the market and will, after a one-time registration and on the basis of a low technical cost, be able to receive the basic offer as well as additional offers and services from the broadcasters. Our main interest is to bring a solution to the market that allows consumers to receive the broadest possible range of offers with a single technology. We must avoid, for the benefit of the consumer, that households need three, four or five set-top-boxes and smart cards in order to watch three, four or five different programmes.

The launch is planned for the first half of 2007, but first the hurdle of the review by Germany's cartel office needs to be cleared. What is the background to their investigation and what is the sticking point?

The investigation is ongoing, and as long as this is the case, we cannot fix a timetable or further comment on the investigation. In principle the German Federal Cartel Office is looking into the roles of SES ASTRA and the broadcasters as well as into the technical specifications that SES ASTRA has proposed for set-top-box manufacturers. These specifications are open for manufacturers and are to ensure that set-top-box manufacturers are able to produce boxes which are technically compatible with the offer. They are by no means intended to restrict manufacturers.

Other broadcasters, such as ProSiebenSat1 in Germany, are waiting in the wings to see what the outcome is regarding the encryption of previously free-to-air channels. What signals are you sending to broadcasters?

The signal we send to broadcasters is: this infrastructure is neutral and open for everybody. It will enable the development of a broad range of new business models and offers. It will lower the entry barriers for programmes operators and lead to a larger variety, higher quality and broader service offer for consumers and audiences.

Is Entavio good for consumers or is it simply a way for broadcasters to move away from traditional linear advertising models to new business models?

It creates significant advantages for consumers because it will open up the satellite infrastructure for the whole range of digital offers and possibilities, and it will do this on a technologically neutral basis, i.e. independently from content or hardware

for this, technically speaking, is the addressability of households, i.e. the availability of smart cards that allow consumers to receive and order digital programmes and services. This is the basis for the further individualisation of TV which is the main benefit of digitalisation.

One reads in the press about broadcasters wishing to use the new digital infrastructure to launch tens of new channels. Who will have the time to consume any of these new services?

In other countries and markets the dynamics of digitalisation show that the variety of programmes gets broader and broader. This larger choice, of course, does not necessarily mean that users have to consume everything which is offered. The choice simply allows them to satisfy very specific needs beyond the mass and flagship programmes, and add specialised services to their relevant set of TV offers. As a technical service provider, we simply have to keep our infrastructure up-to-date in order to be able to carry this whole range of offers. It is not our role to decide on content and offers but to enable broadcasters to deliver their programmes and offers on our infrastructure.

Is there sufficient high-quality programming around to make these multiple channels worth watching?

This is something that broadcasters judge and decide. The digitalisation certainly drives not only the number of programmes, but also their technical quality as well as their innovative value.

Do you see Entavio as a building block in a more far-reaching strategy?

Entavio is a main element in our strategy to remain a neutral service provider while at the same time enlarging our portfolio of technical services that we offer to our clients. We do this on many different levels, in the broadcasting arena as well as in the enterprise or government services sectors.

How much of a threat are new terrestrial-based technologies such as IPTV to the business models of DTH satellite operators?

They are an emerging strong competitor. That is why we are investing into the satellite infrastructure and need to reach a new level of development.

What is your vision for the future? What will the European marketplace for satellite TV be like in the year 2015 when we're supposed to have complete switchover to digital TV?

the boundaries of digital

interests. It is in the interest of the consumers to avoid a set-top-box chaos in the living rooms, where people need different boxes for different offers.

Did you develop Entavio because SES ASTRA saw what was essentially a market failure in the German-speaking countries, where no single player has come to dominate the pay-TV arena as Sky has in the UK and Italy, for example?

The German TV market is very specific as it has a very broad Free-TV offer, through a strong public television and a large variety of advertising financed Free-TV. This is not a failure, this is just a very specific development and history. However, in order to keep satellite competitive – especially also with new technologies like IPTV – we have to invest in new infrastructure that is able to cover the whole range of digital offers and enables broadcasters to bring new offers to the households. The basis

Satellite will certainly remain a leading infrastructure for the distribution of services and programmes in highest quality and broadest reach.

Ferdinand Kayser, thank you for talking to *The Channel*.



The **ASTRA** Satellite System is the leading DTH satellite system in Europe, delivering services to some 107 million households. The ASTRA satellite fleet comprises 13 satellites, transmitting in excess of 1700 analogue and digital TV and radio channels plus multimedia and Internet services.

www.ses-astra.com

SES ASTRA is a Gold Member of the AIB



In July 2006,
an ITU treaty was
signed on the
complete switchover
from analogue
broadcasting to
digital by 2015.
Jonathan Marks
travelled to West
Africa to investigate
how this can
possibly happen

Africa's media lab

Four bottles of water; some ginger sweets; HD camera and batteries; malaria tablets; overnight stuff; a box of tee-shirts and fifty thousand CFA francs. It looks like we have everything for the trip to Northern Benin. Trawling the web, I'm amazed to discover that Google Earth can pinpoint our departure point, slightly east of the commercial centre of Cotonou, to within a few metres. I can count the air-conditioners on the roof.

Having visited several urban radio stations my guides, Soulé and Razzack, are eager to show me how local radio is playing an increasingly important role in West Africa. So much so, that its success and growth is crucial to the stability of the countries in that region, especially neighbouring Nigeria.

It's July 2006, a few weeks after a bizarre decision was taken at the ITU Headquarters in Geneva. A treaty was signed by all member states in Europe, Africa, Iran and the Middle East to switch to digital broadcasting by 2015. Part of my mission in West Africa is to evaluate how that can possibly happen, when no money seems to be available to help FM radio stations, promoters and listeners make the switch.

Ten years ago, as Programme Director with Radio Netherlands, I worked with Soulé Issiaka to set up a new strategy for what had been the French for Africa service based in Hilversum. The medium-sized short-wave broadcasters were losing their impact – not so much from better resourced European competitors, but because of the emergence of suburban or rural community broadcasters doing something no international broadcaster was able to do – cover local issues in local languages. We made a decision in Holland to move production facilities to Cotonou and support the growth of local stations in a new and different way. We would use emerging, robust technology to share relevant stories from the region and Europe. We would be successful if we had been a *catalyst for a conversation*. A decade later, it was time to evaluate in detail.

The choice of Benin was not accidental. Along with Mali, Benin was one of the first new democratic countries to break the government monopoly held by the state broadcaster and issue FM licences. But they quickly realised that as well as having a proper technical plan to eliminate mutual interference, they needed a way to ensure community access to the media and to ensure a great variety of voices could be heard. That

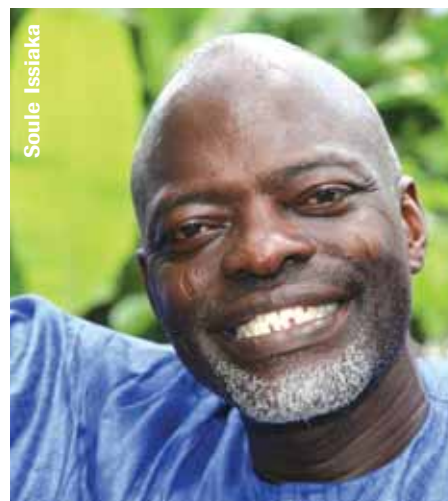
meant regulation – the difference being who was entrusted with implementing the regulation. A code of conduct and ethics was needed as a reference for all those with a transmitter – as well as a system to monitor and prevent mis-use of the mass-media. The memory of hate radio – and the estimated 800,000 deaths it caused in Rwanda – were still too fresh. There was also a belief that getting it right would bring economic and social benefit, especially to rural communities.

That belief has paid off. Alongside the (slimmed-down) state broadcaster ORTB, Benin has both commercial and community stations. There is an active National Media Commission, as well as a self-governing media practitioners' watchdog body that monitors if member broadcasters are following the journalistic guidelines. In fact, Benin has attracted delegations from all neighbouring countries as it performs a "media lab" function, sharing what does – and doesn't – work in practice.

The community stations have emerged because they fulfil a social function in society, especially in rural areas. Oral traditions are very strong here – radio simply extends the range which voices can travel. The radio is a tool for the community and not the other way round. So even though each station may not have much money, they always find a way to survive.

"The worst form of punishment you can impose on someone is solitary confinement," says Soule Issiaka. "Communities that are isolated often radicalise. As long as there is open discussion and debate, either in halls or over the airwaves, there is chance for democracy to thrive. There are countries, especially in Eastern and Southern Africa, where the radio station arrived in the village long before the real need for it. It was effectively 'dumped' on communities along with some temporary funding. It was actually a solution to a local communications problem they didn't have".

Soule Issiaka



Issiaka goes on to outline the challenges the media face in Africa. "In some parts of the world, like Latin America, it's possible to communicate with millions of people by programming in a single language; Spanish. In Europe, on the other hand, you have around 200 languages, across the continent of Africa we have more than 2000, one third of the world's linguistic heritage. If you want to get a message across to the majority of the population you will not succeed with just French or English. In Benin alone we have 42 ethnic groups, the most prominent being Fon, Adja, Yoruba and Bariba. These ethnic groups transverse across many of the political borders established during the period of European colonial rule. That means that a station like *Deeman Cultural Radio 90.2 MHz* in Parakou has an audience stretching over 60 kms over the border with Nigeria. It gets a major source of its income from the estimated 100,000 Bariba-speaking diaspora in Nigeria, enough to hire presenters from over the border, too."

"Most of our community stations are built using a similar formula," says Aimé Béhanzin manager of Nanto FM. We climb to his community station on a hill with a commanding view overlooking Natitingou. "Most of our material is stored and played back from a PC, together with presentation and guests from the studio. We've got a simple mixer, and some open-source software used in Europe by DJs to schedule what goes out when". The Italians appear to have the monopoly on supplying cheap 500 watt transmitters, whilst there are local companies with knowledge on how to construct efficient FM antennas. "We finance ourselves in different ways," explains Aimé. "We've become the technology centre for the town – we offer Internet access and we are an agent for one of the mobile phone companies. We also raise money by recording weddings and local performances by musicians. We need around 20,000 Euro a year to pay to keep this station running. That's tiny by European standards, but when the local market price means we can earn only 3-4 Euros to have an announcement broadcast on the station for a week, the financial balance is a tightrope. We're driven by the passion that we're providing a real community service".

Jean Paul Ibikounle heads the journalistic team at Radio Cite FM in Savalou. "We've had visits from some international broadcasters who want us to relay their programmes. But they want it to be a *live* relay. The problem is that what they provide is in French or in English and at the prime time slots in the early morning or late afternoon. We find that impossible to schedule, simply for financial reasons. Look at our advertising rates – our local language broadcasts earn 5-10 times the amount of money we can charge for ads placed around programmes in French. That's not to say we don't use material in French, in fact the more interesting features are translated into Fon or another local languages." It becomes clear from the conversation that if you want to get discussions going in the community, or change people's habits such as actions to prevent Aids or Malaria, then people have to hear the message from a figurehead in the community, in a language they understand.

Ideally, local stations in Africa would like to see satellites being used for data file transfer, not just the "live" audio feeds that we see now. International broadcasters do have useful material to contribute to the stations, but often they each have their proprietary delivery system. If station A is partnered with European station 1, it must be difficult, if not impossible for station A to get material from anyone else. The Europeans ignore the fact that at weekends, many of the local stations do not produce, but are playing back material scheduled during the previous week.

Imagine instead that a satellite system delivers programmes to remote stations by streaming them as (audio) files to designated folders on the station's computer desktop. It would be possible for other local, as well as (inter) national broadcasters to share the same satellite channel. The local station producer just opens the audio file and the script in the same way you receive an e-mail. No-one has to be there when it comes in, and the material is much easier to schedule this way.

Even in the wealthier areas of the big cities, community radio operates on tight budgets. Jerome Carlos, manager of CAPP FM greets us with a broad smile. "We meet a lot of NGOs who have discovered the power of radio, but who have little clue about the finances needed to make such a station sustainable. They assume that with a little seed funding for a three year period, we can run a news and current affairs operation on the sort of scale you'd find at a news station in a big city. Ironically, that wouldn't work in most of Europe, so why would it work here? One of the biggest challenges we have is retaining local staff. Naturally, because we cannot offer the best salaries being paid in the city, we have a high turnover. So, we're in a continuous process of training. Some foreign funders don't understand this. Helping a community use radio effectively is more like loaning someone a car (which requires maintenance), than donating a set of encyclopaedias."

In West Africa, the stations already use digital production, even if the transmission chain is analogue. At present, there is neither the incentive nor the money for audiences to want to change to digital transmission systems like DAB or HD-Radio. The FM band is not overcrowded. FM radios at the market can be purchased for as little as 4 Euro, so it costs more to maintain the radio with batteries than the initial investment.

After a 1400 km trip around the region and a genuine welcome wherever we went, it is time to take stock. How typical is the Benin experience for other countries? Clearly the way radio develops in this continent will be different for each country, depending not only on the politics, culture and geography of the land, but also the interaction between the broadcast and telecom industries. Newspaper or magazine owners are already discovering that money can be made from owning a radio station as well as a share in a mobile phone company. BBC World Service reports that 61% of its global WAP traffic (news on phones) comes from Nigeria.

The distribution technology will be different too. Larger countries where the population is spread out, like Ethiopia, are building new medium-wave transmitters to re-establish national coverage on AM. They might go digital one day; at least these new transmitters can be converted at low cost. Some countries, like Kenya, see the economic benefit of using the Internet to serve diasporas abroad, who contribute significant funds to the national economy. For a variety of reasons, a single ITU deadline to "go digital by 2015" makes absolutely no sense at all. It would be a shame if funds are used to artificially accelerate a digital changeover in distribution that no-one really needs, rather than helping to enhance the quality and reliability of local digital productions, which is in the best interests of everybody.

Jonathan Marks has compiled a more in-depth analysis of the region. Those interested should contact him: jonathan.marks@inter.NL.net



Broadcasters today face new challenges in trying to serve and reach their audiences. The AIB asked some of its broadcaster members about their latest initiatives

Welcome to Canada



SIRIUS Canada, RCI is now set to launch a new, never-before-seen service in November 2006 - web radio for new immigrants to Canada.

Designed to address issues commonly faced by those who have immigrated or are looking to immigrate to Canada, the service will air programming in English and French, as well as Arabic, Mandarin, Spanish, Portuguese, Russian and Ukrainian. Content will include social context and arts & entertainment stories to help immigrants discover their new home; handy tips to help them fit in and do what they need to do; capsules to help them hone their skills in the two official languages; and discussion boards to share their experiences, so they can be heard and get involved in their newly adopted community. Free of charge 24-7, this tailored orientation programme will be available via podcast and streaming audio at www.RCInet.ca, because the Internet is fast becoming an excellent way to reach new arrivals.

This Canada-wide radio presence adds a new component to the mandate of RCI, which has been broadcasting Canadian content to the world since 1945 and will continue to do so well into the future.

Going into print



This summer Radio Netherlands Worldwide (RNW) launched a free digital morning paper specially for millions of Dutch holidaymakers. These people are traditionally an important target group for RNW. Readers reacted positively to the initiative.

The digital newspaper contained the latest news, weather, travel information, readers' stories etc. More than 2,000 campsites, hotels and holiday parks took out subscriptions to the paper. They printed it out and distributed it among their guests or hung it on notice boards.

RNW's director general Jan Hoek regards the digital newspaper as a success. "It is interesting to realise that a traditional medium like a newspaper can be transformed by digitalising into a new and successful medium. Around 20 percent of the owners we approached agreed to take out a subscription. That's a very satisfactory result for us." RNW has announced it will continue the initiative next year. "We regard the newspaper as a little extra for holidaymakers. Of course, we will also be continuing as usual with our radio programmes on short wave, satellite, internet and podcasts."

Decidedly multi-platform



Guido Baumhauer, Deutsche Welle's Director of Distribution, explains: Deutsche Welle follows a multi platform strategy in order to reach its target groups. We produce content for each media: radio, television, internet and mobile - and we use new distribution and transmission channels.

For the last few years, we have witnessed a steady decline in analogue shortwave listeners worldwide. With alternative platforms available, listeners increasingly choose the way which is cheapest or most convenient for them. For radio this is most likely their favourite local FM station. This is why Deutsche Welle has devised an FM strategy - buying or renting local FM frequencies in main cities of our focus regions, for instance, in the Arab world and South Eastern Europe. On top of that, we are currently transmitting DRM to our test region Europe and we are ready to go digital in a big way, if and when DRM receivers are more commonly available.

Our television channel can be watched worldwide via satellite, cable or terrestrial transmissions. Many of our viewers choose newer means of access, though: DW-TV can be received via IPTV in various European countries and in Asia. The traditional boundaries between various media disappear and different platforms complement each other.

Deutsche Welle offers various digital services, for instance audio- and video-podcasting, on-demand usage, live- and mp3-streams. These services are definitely on the rise - as is anything that is IP-based and/or can be used on mobile devices. The users have taken to these possibilities; demand is constantly increasing, in some parts of the world more quickly than in others. Mobile services, for example, at the moment are more successful in Asia than anywhere else. Deutsche Welle can cater to any standard with a respectable market share. We aim to offer the appropriate way of transmission, depending on the needs of the audience in question. The speed of technical development increases rapidly, opening new ways and options for reaching our target groups. Most important to Deutsche Welle is getting our content to our audiences and choosing the right means of distribution to achieve this goal.

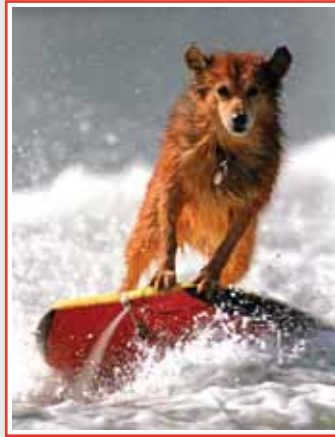


The world has suddenly become hungry for video on news websites – driven by three factors which look set to make 2006 a turning point for how we consume news online, says Nigel Baker, Executive Director of AP Television News

Technology has improved. More broadband, and improved compression techniques, have made video easier to collect and view in North America, Western Europe and much of the Asia-Pacific region.

News providers are encouraging their users to contribute video – hoping perhaps to strike gold with exclusive material shot by citizen “journalists” on a breaking story. But crucially, video on news websites has become attractive to advertisers, with the acknowledgement that more of us are watching news video online, and that associated video adverts help retain “eyeballs” for longer.

A recent survey by the Online Publishers Association in the United States showed that news led the way in frequency of viewing, with 27% of Internet users watching news video at least once a week – ahead of any other category. But before we become self-righteous, this was just one percentage point ahead of joke, or funny, clips.



Video free-for-all?

This countered the previous view by major websites and portals that it was difficult to sell advertising around news. The high-volume traffic was ground-breaking stories which were unpredictable and invariably bad news. And which advertiser wanted to be associated with bad news?

So in theory, everything now looks rosy for those wanting to provide video news online, with the advertising bucks set to come pouring in and world exclusives provided by users. But the bad news is there is a general lack of understanding about what attracts viewers online. With limited advertising revenue until recently, there has been little or no investment in experimentation with new forms to make news video more interesting online. TV news companies have simply placed their broadcast reports online and print organisations have often thought that adding video is simply about letting chief reporter Fred Pencilhead intone to camera.

First, there needs to be more understanding of consumption habits. The online viewer is not the same as the TV viewer. The online user is in control and has a shorter attention span.

From APTN's experience of serving new media markets with video over the past five years, the key driver is the compelling image which can be viewed repeatedly, or emailed to a friend. It also needs to have “social currency”. In other words, a major talking point where you will be left out of the conversation with your friends if you haven't seen the pictures.

In round figures, broadcasters who use TV news agencies like APTN, use 80 % hard news video, and 20% entertainment and quirky stories. In the mobile market, those percentages are reversed, with entertainment being the biggest seller. In the online world, there is a 50-50 split.

What must never be forgotten is that video news is driven by powerful images – not just stories. A major political story may be best left residing in text in the online world. The dramatic car chase may not have much of a news story behind it, but the spectacular pictures may be the hottest video property on the web that day.

The many new entrants to the online video business provide a commercial opportunity for broadcasters, looking to get additional revenue from their news content. But expect a limited market in

the new media world for a broadcast model, with on-screen reporters and traditional voice-overs.

In the universe of news agencies, those without a video component are desperately seeking partners. Many national news agencies are developing video strategies, but the search is on for the ideal business model.

At a recent conference of Europe's national news agencies in Vienna, all eyes lit up when I told them the Associated Press (AP) had developed a model in the United States which provided news video free to its existing newspaper customers. An alliance with Microsoft provides a video news service to newspaper and broadcasting web sites. AP provides the content and Microsoft supplies the hosting, player and advertising sales. All three parties share the advertising revenue.

But it is a model that works because of the scale of the US market and both AP and Microsoft can leverage much of their existing resources, including video produced for the broadcast market by AP's award-winning video wing, APTN. The common cry among news agencies in Vienna was that they were finding it increasingly more difficult to sell text services without video, but were having difficulty making a profit from video.

So for the moment, the power of the moving image online would seem to rest with the broadcasters and big TV news agencies that have the scale and resources to deliver a regular diet of compelling images.

But whether you think the trend to online news video is nice or nasty, what is up for grabs is the development of new editorial techniques which deliver live or recorded video in new and compelling ways that appeal to the online audience.

AP Television News, the international television division of The Associated Press, is the world's leading video news agency, delivering breaking global news, sport, entertainment, technology and human interest video content to broadcasters, online and mobile platforms. AP Television News video can be seen by over half the world's population on any given day. www.aptn.com

APTN is a member of the AIB



An inconvenient truth: media's global warming

Al Gore's recent film about global warming, *An Inconvenient Truth*, was meant to "shake you to your core." For anyone monitoring the "global warming" occurring in television and media distribution, the inconvenient truth is that what once seemed like an ice solid business model is now melting faster than the polar caps. No one knows the outcome, but for media companies the melting is changing the landscape as an unprecedented amount of content floods the planet. Robert Marking, GlobeCast Vice President, Marketing & Communications, provides a market perspective

The broadcast forests were once dotted with microwave antennas transmitting analogue signals to clusters of nearby homes. By the mid-seventies regulations loosened and cable systems started pumping out hundreds of channels, causing the seas of content to rise. The warming had its effect on the skies and satellites rained even more content from above. The media ecosystem, while fragile, managed a certain balance for a decade or two and growth seemed sustainable. But as viewer habits forced more melting, content began washing past those vast areas of once fertile ground (cable, DTH, terrestrial) to form new tributaries for IPTV, mobile and broadband.

IPTV is clearly the biggest disruption to the world of television delivery, promising to disorder the cable and DTH ecosystem. According to a report from eMarketer the total number of broadband households worldwide will grow by an estimated 422 million by 2010, of which 139 million should have sufficient bandwidth to receive IPTV. The newest players in the television game, telcos have relations with nearly everyone who owns a phone, so as bundling services and offering IPTV is key to their growth, their potential to flood the market is enormous.

Caught up in this great re-distribution of content is every media brand and every company involved in video delivery. Case in point: in the US, while DBS giants DirecTV and EchoStar both reported 2nd quarter increased revenue in August, their subscriber growth is decreasing. The main reason can be attributed to cable and telcos, whose ability to triple and quadruple play their offerings with telephone, broadband and mobile is winning more converts. That forced DirecTV and EchoStar to join forces to bid on much sought after terrestrial wireless bandwidth, only to bow out after losing to higher bidders.

In the UK, Sky also reported higher profits as subscribers jumped 4.8% over last year. It too is facing a fiercely competitive broadband market and this summer began offering free internet service to its television subscribers. In July the company announced plans to invest 400 million pounds into the broadband market, about one-sixth of its operating profit over the next two years. In France, Canal + is undergoing a merger with TPS, effectively consolidating the satellite television market into one company. According to Canal+ parent company Vivendi, the merger was important "as it creates an opportunity to build a significant French player in the film and TV segment, capable of competing with major foreign media companies and telecoms operators."

It seems France is at the epicentre of media's shifting tectonics in Europe. Consolidation in the DTH and Pay-TV market is being offset by the rise of a not so obvious player, France Telecom. The telecommunications giant is no newcomer to video distribution, being the parent company of GlobeCast. But it is also the parent company of Orange, a European powerhouse in video over mobile, internet and IPTV services. France Telecom's Orange TV (formerly MaLigne TV) is a big success story, and in less than two years, the company has gained nearly 300,000 IPTV subscribers. Its Orange mobile unit has also been a pioneer in television streaming using the 3G and EDGE standards. In France, that offer includes some 70 channels of TV and radio to mobile handsets.

It is hard to predict the effect that broadband will continue to have on the new environment in which DTH, cable and IPTV providers find themselves. The big media brands and platform operators are building bridges to cross the many distribution platforms and all eyes are focused on the Internet. One example is cable operator Comcast who plans to open its Comcast.net broadband TV portal to its 23 million traditional cable television subscribers, bringing this portal to new viewers beyond its 10 million high-speed Internet subscribers. That potentially makes it a powerful broadband video aggregator to take on the likes of Yahoo and Google, matching its content partner relations with its massive end user potential.

Broadcasters themselves are adjusting to the Internet just as quickly. Fox Entertainment Group announced it will offer free prime-time programming on the websites of nine owned and





GlobeCast is a global content management and delivery company and a subsidiary of France Telecom - . Via its worldwide satellite and fibre network, the company manages and transports 10 million hours of video and other rich media yearly for its core customer base of broadcasters, as well as corporate, government and retail clients. The company's global presence includes 15 teleports and technical operations centres throughout Europe, America, Asia, Africa, the Middle East and Australia.
www.globecast.com

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operated terrestrial stations, marking the first time that local stations will stream network programming on their web sites.

Some believe that social networking sites like YouTube and MySpace will leave traditional media in the dust as content pushes closer to the home. These predictions of disaster in the way of a mass exodus from the TV may be exaggerated. After all, YouTube itself has announced publicly that it plans to stick with its "news clip culture" by steering clear of long-form programming. And they may have good reason to do so. A recent LA Times/Bloomberg study indicated that teens may not be too gung-ho about watching mobisodes on mobile phones and iPods. The poll found that half of young adults and 4 in 10 teenagers were uninterested in watching television or movies on computers, cellphones or hand-held devices such as video iPods. Only 14% of teenagers said they wanted to watch television on a cellphone.

The solid business model is now melting faster than the polar ice caps

The global warming of media is affecting not only broadcasters, but also the service providers like GlobeCast that help deliver the content over these multiple platforms. Ten years ago GlobeCast derived nearly all of its business from satellite uplink and space capacity. By 2003, the company carried a large percentage of its nearly 10 million hours of video transmissions over fibre. And while the company is not out of the teleport business, it now positions itself as a media content management and connectivity company. This is a trend that other service providers have followed. GlobeCast

has benefited from the growth in IPTV and mobile video, primarily on the acquisition, aggregation and encoding end.

This increased choice of delivery and variety of content owes its existence to two letters: IP. The IP-based reality that we live in today means that channel launches can happen faster than ever before. For GlobeCast, a file-based world such as this has given rise to products like its WING Content Management suite that offer remote playlist management, video contribution from the laptop, and even digital signage for retail chains.

As for the broadcasters themselves, they want to be everywhere and global brands are being distributed in all major world regions. In the US, GlobeCast WorldTV is aggregating and distributing more than 200 international TV and radio channels from Asia, Europe, Eastern Europe, the Middle East and Africa via its DTH platform on Intelsat Americas 5, helping to feed the TV landscape for the more than 21 million Americans who speak a language other than English or Spanish at home.

With the plurality of channels available, the next step is to take new and established broadcasters to cable, IPTV and broadband operators; to channel the content into platforms with increasing value, keeping the swamp of content from backing up. As the channel line-up on every platform grows, perhaps the biggest impact of broadband Internet will be a world without borders. One can envisage a day when every media brand, linear or VOD channel is available worldwide at the click of a mouse. It's not so far away.

Unlike true global warming, the change we're experiencing in media is no cause for alarm. The seas of content are rising, but the industry is responding just as quickly. One thing is for sure though, pretty soon all of us will be sitting on prime "beachfront property."

Zero degrees of separation

The new Intelsat makes a compelling case for why its combined resources really are better when it comes to expanding customer choice, says Peter J. Malia. It definitely is closer, by far

What a difference a year makes. In 2005, Intelsat's prospects for the Asia-Pacific were based largely on the company's modest plans to expand existing telecom and data services through a mix of GlobalConnex product offerings, ranging from Internet trunking and broadband, to limited media transport services. With no fewer than 18 satellite operators competing in the Asia-Pacific, one of the few bright spots in a region otherwise significantly impacted by a continuing capacity glut and eroding market share was the projected growth of content distribution, DTH platforms, HDTV, IPTV, and digital cinema.

Fast forward to 2006 and the *new* Intelsat—now bolstered by its recent acquisition of global video leader PanAmSat. While still facing challenges in the Asia-Pacific, the new Intelsat's enhanced arsenal of products, services, and its strategic alliances create an unparalleled new business dynamic for both the company and its customers.



"As a united company, we offer enhanced diversity, adaptability, redundancy, and capacity to address global, regional, and local video and telecom communication requirements for *any* applications our customers demand," says Intelsat CEO Dave McGlade (left). "We call it zero degrees of separation. It is all about removing communications barriers that stand between our customers and the people and businesses they serve, from virtually anywhere to everywhere on earth."

Strength in the sky and a powerhouse on the ground

McGlade is hardly overstating his company's expansive capabilities. Intelsat now has a global fleet of 51 satellites that blanket 99% of the world's population with connectivity to over 200 countries. Its ground infrastructure is equally impressive, with thousands of miles of integrated fibre, eight state-of-the-art owned teleports and 50 third-party PoPs located in 40 countries. It also leverages a 24/7 turnkey customer

service centre offering uploading, downloading, transport services, and troubleshooting, and the industry's most flexible bandwidth options aboard one of 15 satellites serving the Asia Pacific or via a dedicated fibre route on the company's GlobalConnex Network. This robust offering provides virtually unlimited communications potential to global customers. With its unrivalled resources and scalability, and a 40 year reputation for world-class reliability, Intelsat is out to prove that its new brand moniker—"Closer, by far"—is more than just words on paper. Whether it is the superior reach and connectivity it offers within the Asia-Pacific region or helping customers re-imagine their business potential by tapping into new growth markets virtually anywhere on the planet, the new Intelsat has arguably transformed itself into one of the most versatile, and reliable communications companies on earth.

A case in point is the sheer breadth of Intelsat's offerings. In combination with such legacy PanAmSat services as PanGlobal TV that serves the Australian, New Zealand, Fiji, and New Caledonian DTH neighbourhoods, its newly earned position as the world's premier provider of HDTV programming through the Galaxy Gateway and the North American Galaxy HD neighbourhood, to its post-merger status as the world's premier carrier of over 2800 video channels, the new Intelsat can simply provide its customers with more of everything.

Focusing on video in Asia

On the broadcast front, Intelsat now seamlessly carries over 1,000 DTH channels worldwide, with more than 700 channels beamed throughout the Asia-Pacific region. Over 150 ethnic channels that originate in 15 Asia-Pacific countries are now regularly broadcast via Intelsat to audiences throughout Europe and the Americas. And many more are coming, thanks to Intelsat's own expanding infrastructure as well as its strategic alliances with regional providers.

Late last year, for example, Intelsat signed an agreement with APT Satellite Company to market each other's satellite capacity and ground resources, as well as to provide broadcast and telecommunications





In July 2006, the merger of **Intelsat** and PanAmSat Merger created the world's largest commercial fixed satellite services provider, with 50+ satellites, a fibre optic network, and teleport and ground facilities. Intelsat's services are used by an extensive global customer base, including some of the world's leading media and communications companies, multinational corporations, Internet service providers and government/military organisations.

www.intelsat.com

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services to the Asia-Pacific region, including China.

"We believe that the agreement with APT positions us well to take advantage of any new business initiatives or opportunities that arise in the Asia-Pacific region, including China, over the near and longer terms," Intelsat CEO Dave McGlade says. "This agreement creates value at the company and customer levels; it enables Intelsat to expand its service offerings in the region, while creating a new avenue for customers of both companies to seamlessly take their traffic into or out of the region."

Foremost among those generators of increased video traffic out of the Asia-Pacific will be the 2008 Summer Olympic Games in Beijing. Drawing on its renowned Special Events and Occasional-use Broadcast Services, which already carry thousands of hours of global news and sports programming each month, Intelsat is already well into its strategic planning as a major carrier of the 2008 Summer Games to the world.

"While the Olympics will provide us with a global showcase of who we are and what we can do, we are also excited by what the combination of the two legacy companies into the new Intelsat means to our customers throughout the region on a day in, day out basis," says David Ball, vice president of sales in the Asia-Pacific. "We are seeing tremendous growth in video channels starting up here, and we are well positioned to help our customers expand their reach worldwide. I also think our pole position as the number one carrier of HD content places us in the perfect position within the region as High Definition television begins to take hold here and more and more broadcasters adopt HD technology. When they decide to make that move, we are already here."

Ball is quick to point out that the combined fleet of the new Intelsat now offers Asia-Pacific customers outstanding video neighbourhoods on the PAS-8 and PAS-10 satellites, which compliment Intelsat's already major presence in the Pacific and Indian Ocean regions. "The additional capacity provides new connectivity options for our customers, which they could only have dreamt of in the past," Ball says. "Now with the combined fleet, we have many more options for our customers to consider."

The new Intelsat, for example, now carries multiple DTH platforms in addition to the PanGlobal product. The company is also ready to commit more resources to a region it sees as growing significantly over the next few years. "The number of new channels originating in South Asia has been significant," Ball says. "Advances in compression technology are helping to lower the barriers to market entry for new

channels and Intelsat plans to enhance its already powerful video neighbourhoods on PAS-8 and PAS-10 with additional channels and additional neighbourhoods on other satellites as inter-regional and global markets for these channels and technologies grow."

Trending towards the future

"If you look back over the past decade, the first trend was Western programmers coming into the Asia-Pacific region," Ball says. "Then the Asian programmers began transmitting their services to cable head-ends around Asia. Now, Asian customers, such as Japan's NHK and China's CCTV, are taking their channels global aboard our fleet, and there is significant demand for the carriage of content in, out, and around Asia to regional cable head-ends and to DTH platforms in Europe and the United States."

What's on the horizon? "Asia has led the way in the development of IPTV distribution platforms and satellite plays a key role in the delivery of content to the IPTV network DSLAMS that are being deployed in IPTV rollouts," Ball says. "The multi-channel Pay TV industry in Asia is very robust and growing strongly – user demand for content is increasing, and we see the emergence of a number of niche channels like Goal TV for the soccer fans, which end up consuming more and more bandwidth."

The main driver of this growth? According to Ball, special events is a key to stimulating user demand. "Pre-merger PanAmSat brought the soccer World Cup to Asia in both Standard Definition and High Definition," he says. "The HD feed was used by the Pay-TV industry to drive subscriptions to World Cup Event bundles that included the HD-capable Plasma or LCD, HD set-top box. Through these special events, user demand will emerge – and the greater the increase in HD capable TVs, the greater the demand for HD content in the region."



While HD growth will initially be patchy, Ball states that Japan and Korea are leading the pack with Australia presently a distant third. "Hong Kong and Singapore will be the next markets where demand for HD content will emerge," he predicts, noting that the new Intelsat is ready to serve.

"We have the resources, the know-how, and a world of options available to really bring our customers closer to their customers, no matter where they are—and that's what 'Closer, by far' is all about."



Your invitation to celebrate excellence and share ideas

The **AIB International Broadcasting Awards** are a celebration of excellence in the field of international television and radio and in the technology used by the global broadcasting industry.

The 2006 AIB Awards event is not a traditional awards evening. Instead it's a *diner pensant* hosted at the delightful Savoy Place in central London.



Our glittering Awards ceremony will be hosted by international journalist, **Barbara Serra** - one of the new faces of **Al Jazeera International**, launching soon.

As well as celebrating success, we want to **share ideas**.



That's why we're bringing together two high-level speakers who will be in conversation with the AIB and its guests between courses, sharing their personal visions. We'll be talking with **Guido Baumhauer**, Director of Distribution at **Deutsche Welle** and **Joanna Shields**, European Director of Syndication & Partnerships, EMEA at **Google** - both have inspiring ideas about what's coming next for us all.



Programme of events

Wednesday 22 November 2006

- 1800 **AIB Member-only briefing**
- 1930 **Champagne reception**
- 2000 **AIB Awards Dinner**
including conversations with Guido Baumhauer, Deutsche Welle and Joanna Shields, Google
- 2145* **AIB International Broadcasting Awards 2006, presented by Barbara Serra, Al Jazeera International**
- 2300* **Carriages**

* approximate timing



Awards 2006



Station/channel

- o International station of the year – radio
- o International channel of the year – television

Production/journalism

- o Best coverage of a single news event by an international broadcaster – radio
- o Best coverage of a single news event by an international broadcaster – television
- o Best documentary or magazine programme for an international audience – radio
- o Best documentary or magazine programme for an international audience – television

Technology

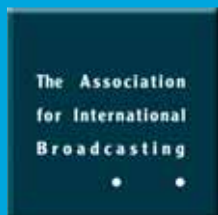
- o Most innovative use of technology in international broadcasting

Personal

- o International presenter of the year – radio
- o International presenter of the year – television

The **AIB International Broadcasting Awards** are run by the not-for-profit industry body, the Association for International Broadcasting.

These non-commercial awards offer peer review of output, personalities and technology - they are the only awards that celebrate excellence in international, cross-border broadcasting. The 2006 Awards have been judged by an international panel of broadcasting experts, including professional TV and radio critics from leading newspapers.



Exclusively for AIB members

Immediately before the AIB Awards *Diner Pensant*, the AIB is holding a **special briefing for its members**. This will report on the AIB's recent research trips to India and China. We've been holding meetings with senior executives in broadcasting organisations, distribution companies and regulators to gain relevant market intelligence about the media industries in these two rapidly-developing countries.

This briefing will take place between 1800 and 1900 at Savoy Place, venue for that evening's *Diner Pensant* and glittering Awards event and is **free to all AIB member** representatives who are attending the *Diner pensant* and Awards ceremony.

AIB *Diner Pensant* and International Broadcasting Awards 2006, London, 22 November 2006 at 1930 for 2000

Please reserve me the ____ seats at the *Diner Pensant* (each table seats 10 people)

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AIB Member-only briefing - India and China, London, 22 November 2006 at 1800

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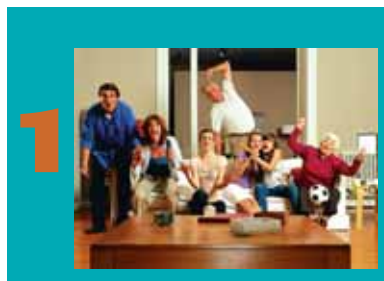
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The first question is: what led incumbent operators to participate in the development of a business which was not familiar to them (pay TV) and which used a technology which was at the time still on the drawing board? The question is a difficult one, especially if we consider the “investment ceiling” for pay TV and that cable technology was at a much more advanced stage of development.

Let us take a look at Telefónica de España. Not only was its IP television service, Imagenio, one of the first to come onto the market, it is now one of the most firmly established with approximately 300,000 customers in Spain, a 10% market share and contributing a great deal more than other players to the industry's net earnings.

Telefónica de España started to develop its IPTV service in 2001, almost at the same time as its ADSL retail service. This means that at a time when the markets were punishing the sector for the failure of Internet companies to take off, the operator embarked on a complex project which involved significant new developments being made on its network (the creation of unicast and multicast channels, various interactive application platforms, local service centres for video on demand, encryption and protection devices to safeguard its content, etc.).

Is it too early to draw any real conclusions from the advent of IPTV? Regino Quirós, General Manager of Telefónica de España' Services Segmentation Department, responsible for the development and management of IPTV services, looks at the evidence

This decision, which linked pay TV to the IP, and hence its embryo ADSL network, meant that the group had to relinquish the most popular option on the market: cable. At that time, cable TV had very limited penetration in Spain and from a technological standpoint its network architecture was (and is) 100% compatible with broadcasting services.

Telefónica, like other incumbent operators, was seeking a way of combining two of the drivers of its future strategy. First, to give its broadband service the most added value possible, exploiting ADSL technology to the hilt. Second, to build up a complete offer which could compete with cable on an equal footing. We should also remember that while the cable business in Spain at the time was barely beginning, in many other countries cable TV had a very high penetration rate and was (and still is) therefore the biggest threat to traditional operators.

It took two years from the time the pilot IPTV scheme was launched to 1,000 customers in Alicante to achieve the commercial launch of the service in the major Spanish cities and a further year was required to roll out Imagenio to the whole country (although coverage was still restricted). During this period, content access was key. The incumbents found themselves to be newcomers to a business where satellite and cable (to a varying extent in every country) already had agreements in place with the major providers and in many cases exclusivity over the most attractive content.

To obtain content of sufficient quality and interest with a customer base which was much smaller than other players with a strong market position took its toll on margins (which were already stretched) and cast a doubt over the commercial success of the business. If this did not stop incumbent operators then, it is because the combination (broadband + IP + integrated services) worked. Returning to our example, the development of Telefónica's double or triple offers in Spain (Duos and Trios, with different ADSL modules plus traditional voice services and television) saw net adds in broadband double in 4Q05, whilst pay TV net adds rose to 8.5%. Only in the context of this global integrated vision can the move into IPTV be understood, in terms of both strategy and profits.

There is, of course, the unknown variable of pay TV's supposed “investment ceiling”. We generally tend to admit that this ceiling has been raised slightly with the introduction of IPTV, which increased the value-for-money ratio. However, there are still doubts surrounding how big the market will eventually be and the survival prospects of all its players.

It is possible that this (at the time controversial) decision to move into IP instead of cable will mean the operators themselves will be the first to raise this ceiling. With questions being asked about cable's broadcasting services, the better interactivity offered by IP technology is key to developing a form of pay TV which is increasingly more personalised. This ceiling will tend to disappear when customers are given greater autonomy to configure their own service and to pay exclusively for the content they want when they want it. Video on demand, which most IPTV services offer, marks a big difference to cable today as cable companies have to undertake (sometimes costly) investments in order to remain competitive.

This gives us a clue as to its future development. Any chance to personalise television will mean a chance to extend a company's potential market. The personal video recorder which will replace the old VHS recorders and provide a more value-added service, personal management programming such as Past TV, which allows the user to view a programme which has already been transmitted at any time, or Shift TV, which allows the user to interrupt and recover any programme, will all bring value to many homes who find it hard to justify paying a monthly fee for pay TV. Interactivity is the common factor linking all the above, with cable not always meeting providing this service especially in cases, such as TV video calling, which require communication symmetry.

The conclusions are now becoming obvious: linking ADSL to pay TV has been a revolution for both businesses (as we said earlier, this is now a fact). IP offers advantages to develop new services which the market would appear to be demanding and, even though cable is still very much leading the way in terms of broadcasting capacity (it can broadcast a much higher number of television channels), new compression standards mean ADSL can get just that much closer (in this case, it is the operators themselves who have to invest in order to increase their access capacity).

All of this makes IPTV an ever-increasing reality. European operators are developing their IPTV services to varying degrees. Using the Telefónica Group once again as an example, this service is already being marketed in the Czech Republic via Ceszky Telecom. The group also has advanced pilot schemes in Brazil (Telsp) and Chile (CTC) where services will start to be marketed in November 2006.

Our initial question has therefore been answered. Putting IP and television together is another example of putting one and one together and getting more than two. Consequently, the capacity to develop pay TV based on the capacity to personalise viewing is, for us, key to setting future trends.

Telefónica is one of the world's largest telecommunication companies by market capitalisation. Its activity is mostly based in the fixed and mobile telephony business, with broadband as the key business element. It has a presence in 19 countries and has a customer base of more than 186 million worldwide. Telefónica is a fully private company, with more than 1.5 million direct shareholders. www.telefonica.es



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|---|--|------------------------------------|
| ☐ TV broadcaster (domestic) | ☐ TV broadcaster (international) | ☐ Cable |
| ☐ Radio broadcaster (domestic) | ☐ Radio broadcaster (international) | ☐ New media |
| ☐ Manufacturer | ☐ Supplier | ☐ Regulator |
| ☐ Other (specify) _____ | | |

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

- | | | |
|---|---|--|
| ☐ Chairman | ☐ CEO/MD | ☐ Other Board-level |
| ☐ Chief Engineer | ☐ Technical Director | ☐ Engineering manager |
| ☐ Broadcast engineer | ☐ News director | ☐ Producer/Editor |

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

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|---|---|---|
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New Zealand's international radio broadcaster – Radio New Zealand International – is one of the smallest international broadcasters in the world. It was set up in 1990 with one 100kW analogue shortwave transmitter, twelve staff and a total annual budget of NZ\$1 million. The station has a very specific target audience – the Pacific. RNZI broadcasts to, and about, the countries and territories that cover the Pacific Ocean, from Papua New Guinea in the west to French Polynesia in the east. RNZI has just installed a digital capable (DRM) short-wave transmitter, doubling the size of the broadcaster's transmission network

Punching above

RNZI is now recognised as an authority on the Pacific and its audience today also includes those who access news and audio through the RNZI website and who listen to WRN across the world. But RNZI's purpose is still to serve the Pacific, with which New Zealand has very strong ties.

The majority of RNZI's Pacific audience listen to re-broadcasts of RNZI material by their own local radio station. Fourteen broadcasters across the region re-broadcast RNZI news bulletins and programmes each day. These stations are a mix of public broadcasters and commercial operators who incorporate RNZI material into their daily schedule.

For RNZI then, digital short-wave broadcasting (DRM) is ideal. RNZI Manager Linden Clark says "The new transmitter sends a digital (DRM) signal across the Pacific to the fourteen Pacific radio stations who choose to re-broadcast us each day. We can now deliver a high quality signal - it sounds like FM." Meanwhile, RNZI's analogue transmitter continues to deliver an

analogue shortwave signal to individual Pacific listeners.

RNZI's new transmitter is a Thales Skywave digital capable (DRM) 100kW short-wave transmitter which has been installed at RNZI's remotely controlled transmission site in the middle of New Zealand's North Island.

However, even after having doubled the number of transmitters it owns, RNZI still has just one digital and one analogue transmitter to cover the whole of the widespread Pacific region. Frequency planning is proving more critical with DRM than with analogue, with the challenge of providing a quality signal that is also robust.

RNZI has supplied Pacific radio stations who re-broadcast its material with digital software receivers. Over the last year RNZI's Technical Manager Adrian Sainsbury has been visiting Pacific broadcasters to install these. Eleven stations in Niue, Cook Islands, Fiji, Tonga, Samoa, American Samoa, Solomon Islands and Vanuatu have the equipment to date. Four stations have switched to relaying RNZI off the digital

rather than the analogue service and more will gradually make the move.

The fact that the receivers are PC based has meant that stations have required training in their use – and it has meant that RNZI has also had to supply a PC for resource strapped stations. “Adrian has had some pretty heavy baggage to check in at the airport over the last year” says Linden Clark.

Given that it uses the digital signal as a means of delivering content to Pacific radio stations for re-broadcast, RNZI doesn’t see delays in the availability of portable receivers as critical. “Re-broadcasts are the way in which we reach at least eighty percent of our audience. So with fourteen digital software receivers placed at stations across the region we reach the majority of our listeners. Meanwhile, we’ll continue to broadcast in analogue until such time as receivers are widely available and until individual Pacific listeners have had the chance to upgrade” says Linden Clark.

So why did RNZI opt for digital short-wave as its prime future delivery mechanism? Adrian Sainsbury says “DRM offered us the best

works with regional journalists and broadcasters. Linden Clark says “Every country has skilled journalists who cover their own affairs extremely well. Along with our own small, highly skilled team of journalists in Wellington, we currently contract twenty-five local journalists to file each day for us. In this way I think we fairly and accurately report what is going on in the region – and we help develop and recognise the worth of local Pacific journalists.”

RNZI’s news and information from the region also flows back to a New Zealand audience through Radio New Zealand’s domestic network National Radio, providing an invaluable link home for the country’s growing Pacific Island community. RNZI is funded by the New Zealand Government but operates as a division of New Zealand’s public radio broadcaster – Radio New Zealand.

Linden Clark is excited about RNZI’s future. “The decision by the New Zealand government to fund the digital transmitter was a great vote of confidence in RNZI. It secures and strengthens the voice of New Zealand in a region where New Zealand really can make a difference. We are a very small international broadcaster, from a small country, broadcasting to people scattered



Linden Clark



RNZI journalist Sara Vui-Talitu in Yap

their weight

solution. It provides an FM quality signal to relaying Pacific radio stations while retaining all the advantages of short-wave broadcasting. Satellite delivery in the Pacific is difficult. November to April each year is cyclone season – when you travel in the region you see examples of damaged and broken satellite dishes everywhere. With a lack of maintenance expertise in parts of the region, signal vulnerability in tropical rain and the high costs of installing and maintaining dishes at all the regional radio stations, satellite delivery just wasn’t viable for us”.

RNZI also made the decision not to set up local FM relay stations around the region. Linden Clark says “We were set up to work in partnership with local broadcasters – to provide the sort of content that they don’t have the resource to deliver themselves. We want them to choose to add us to their local schedule so we can be part of their service to their own country. We don’t want to compete for their audience by setting up an FM relay of RNZI.”

The aim of working in partnership with Pacific broadcasters extends to the way RNZI

across a truly vast ocean. We are small and lean with a very specific focus. We need to be resourceful and clear about what we need to do. In the arena of international broadcasting I’d like to think that we can punch above our weight”.

Radio New Zealand International broadcasts to the Island nations of the Pacific and can also be heard in Europe and North America. RNZI broadcasts news, current affairs, business and sports programmes as well as feature programmes including a Pacific business programme. RNZI also relays Radio New Zealand’s domestic service National Radio. As well as broadcasting in English, RNZI carries news in seven Pacific languages, making it one of the most listened to stations throughout the South Pacific.

www.rnzi.com

RNZI is a member of the AIB



RNZI technical manager Adrian Sainsbury in Kiribati



Journalists Sara Vui-Talitu and Linda Skates

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IBC2007

Multi-channel, MultiChoice

Content is the cornerstone of the MultiChoice business and the aim is to ensure that the channels provide highly entertaining and informative content to viewers. We take a closer look at the South African pioneer of multi-channel digital satellite television

Getting the content right is crucial, because pay-TV is about niche, not mass, audiences. Once the content exists, it is packaged into channels that have appeal and resonate with audiences. While the various genres include entertainment, news, documentaries, lifestyle, kids and teens, music, specialist and audio, movies and sport genres remain the most popular. Channel offerings, particularly in the sport genre, are often comprehensively expanded on a short-term basis to accommodate important events in the international sports calendar such as the Olympics. These events normally garner vast amounts of coverage across numerous DStv channels.

MultiChoice's premium DStv bouquet primarily features the English language and one of the company's biggest challenges has been to develop specialist bouquets aimed specifically at niche markets in South Africa. To meet the needs of different communities, Portuguese and Indian language-specific bouquets have been launched.

2005 saw the launch of another DStv bouquet, DStv Compact, which offers 14 channels and lowers the barrier to entry for aspirant subscribers. Determining subscriber needs in terms of content requires both qualitative and quantitative research. Ongoing research is conducted with sample groups from both existing and potential subscribers to determine subscriber needs and perceptions as well as non-subscriber needs.

MultiChoice has built a digital technology platform that covers the continent and delivers exclusive movies, sports and up to the minute news to subscribers in the most remote of areas. Its digital decoder evolution started with a decoder with limited memory that was not interactive capable – but with audio and video capabilities.

However, when MultiChoice, after two years of development, launched the Personal Video Recorder (PVR) in late 2005, it ushered in an era of true video-on-demand, and opened up an array of new possibilities, revolutionizing television with a proudly South African product. MultiChoice operates two other satellites over Africa: PAS7 for Ku-band coverage of southern Africa and PAS10 for C-band coverage of sub-Saharan Africa.

These developments will dominate the immediate future of the media industry: bandwidth will become a commodity, capable of delivering high speed bulk data on a point-to-point basis. Bandwidth costs will also drop considerably; interactive services and accompanying applications will enhance the value of the services offered to subscribers; the ability to store content on decoders with a Personal Video Recorder (PVR) will fundamentally change the way customers interact with their television.

MultiChoice is currently trialling DVB-H or mobile TV which is the means through which television can be delivered to handsets. Simultaneously it is exploring the possibilities of HDTV, both of which could dramatically alter the manner in which content can be viewed. MultiChoice's iTV division is leading the way when it comes to augmented, interactive electronic offerings and is exploring the boundless opportunities that already exist in the world of electronic entertainment, which will only multiply as convergence moves from theory to reality.

Meeting customer expectations is central to MultiChoice's strategy of enriching lives. And this means being there for customers when they need help. MultiChoice's contact centre can deal with over 300,000 incoming calls every month. It's appropriately resourced, with staff numbers swelling at peak viewer times, thus keeping waiting periods to an absolute minimum.



MultiChoice pursues its mission of enriching lives through the compelling delivery of digital content, and through partnering in innovative projects which offer new opportunities to develop and distribute that content. The company's CSI focus is in the fields of education (E-Schools) and media (MultiChoice VUKA! Awards, MultiChoice VUKA! Film Skills Development Programme, CNN MultiChoice African Journalist Awards).

Extensive research and custom channels are being targeted by MultiChoice at the growing black and middle class market locally in South Africa. Says MultiChoice CEO, Nolo Letele: "We already have already launched a totally African produced channel for Africa. We have found that traditional stereotypes do not apply and the

developing middle classes in SA and Africa are very lifestyle and income based – cutting across racial lines. Tastes remain very movie and sport orientated with a special emphasis in soccer for example, which is growing rapidly in popularity across our local target markets." Letele says the key is maintaining a very dynamic mix of international and local content, growing local bouquets while also growing the programming.

MultiChoice sources television channels from Africa, Europe, Asia and the United States of America and its operations include world-class subscriber management services and the management of a digital satellite television platform broadcasting over 67 video and 65 audio channels 24 hours a day to more than 1.3 million subscribers in South Africa. www.multichoice.co.za



Fact file

**Miroslav Krupicka,
Director,
Radio Prague**

My radio career

I joined Czechoslovak Radio in 1988 as a young producer for a youth programme. A year later I witnessed the Velvet revolution in Prague from inside the radio. We all became involved in politics and in 1990 I moved to present a political programme, *Radioforum*. From 1991 to 1997 I was a producer for the Czech Section of the BBC World Service in London. Working in Bush House was a great experience. Since 1998 I have been the Director of Radio Prague. My job is rather clerkish but I still find it interesting to deal with the challenges of the 21st century in the media business.

Radio Prague's history

We have to go back to 1930s when the World War II was drawing near. There was a tough war on the airwaves with a lot of propaganda coming from both the Soviet Union and Nazi Germany. The Czechoslovak government decided to react by establishing a shortwave broadcasting station. It went into regular operation on 31 August 1936. Closed during the war, the station was put back into operation in 1948 when the Communists took power. It spread communist propaganda with new transmitters built, new languages added, new programmes introduced. In the 1960s there were broadcasts in 13 languages including Arabic and Swahili "promoting freedom" in the third world. There was little change until 1989.

Radio Prague today

I think Radio Prague, as a middle-sized international broadcaster, is in fairly good shape. In the 1990s the station changed dramatically; old production systems were scrapped, new people came. Today we operate 6 languages (English, German, French, Spanish, Russian and Czech) and employ 67 people. Radio Prague is part of Czech Radio with which we share facilities. Our main mission is to inform the audience abroad about what is going on in the Czech Republic, to be the voice of the country abroad. It does not mean that we are the voice of the government – we try to be unbiased and show the country as it is, with all the problems that arose after the fall of communism. Our broadcasts are 30 minutes long and contain news, reports, interviews and features. The features vary from sports to classical music. The news is updated throughout the day. People often ask me if the broadcasts have the same content in all languages. My answer is no, because we try to produce features and reports with regard to a specific target audience. It means that we might have more politics and bilateral issues in our German broadcast while there is probably more music and culture in our French broadcast. Also there is a special programme for the Czech ex-pat community.

Finances

Radio Prague is not allowed to use licence fees because – unlike Czech Radio – it does not broadcast inside the country. Instead, it relies on a government subsidy. I think this model is quite common in most European countries. Last year's budget was slightly over 2m Euro. If you take into account the number of people we employ and the technologies we use, I think it is not too bad.

Platforms

We still rely on shortwave. It would be silly to cut it because most of those who write to us (in 2005 Radio Prague got 19,000 letters) listen on shortwave. But we are present on a number of other platforms. Radio Prague's programmes are broadcast via satellite, on the internet and on FM in Prague. We use satellite principally as a distribution platform. Thanks to WRN and Czechlink, Radio Prague can be heard on Sirius Satellite Radio, WorldSpace, Sky Satellite Radio, UPC cable networks, etc. In Prague we have a special English programme for tourists and English speakers.

We use the internet as a distribution platform – putting our programmes in both text and audio on the web. We also try to embrace internet as a medium of its own and produce specific features for the station's website, www.radio.cz. There is a lot of information for tourists, virtual tours of the most popular Czech monuments, quizzes etc. It is probably not surprising that our most visited web page deals with Czech beer! Radio Prague's free e-mail news bulletin has proved to be a success. There are over 10,000 subscribers to it, including the FBI! Radio Prague also runs two other websites – www.krajane.net for the Czech ex-pat community and www.romove.cz for the Roma minority.

We follow new technological developments closely. We launched RSS and podcasting in January 2006. Currently there are about 10 RSS and podcast downloads a day. A couple of months ago we made a further step into multimedia and started publishing video features on our website. The results are yet to be analysed but I am strongly in favour of new media because they can address new audiences, young audiences. Last but not least on October 13 2006, Radio Prague went digital and launched DRM transmission on shortwave from Rampisham, UK.

The future of DRM

Well, DRM has been around for over two years and it seems there is not much going on right now. There are no commercial receivers available, just a few expensive prototypes or the software radio. Overall, however, I am an optimist. Clear sound and additional data services will sooner or later win over analogue services. That is why we joined in. But the analogue and digital technology will coexist for a very long time, that is for sure.

Strategy

There is no simple strategy but a number of small strategies which work, at least for Radio Prague. I can describe them as follows: keep shortwave when there are listeners; use as many platforms as possible in order to attract new audiences; make yourself visible in your home country; and explore your audience needs, produce programmes that they want.

Finally, there are two more activities that I consider important – rebroadcasting and co-production. They are both very effective because they cost close to nothing and bring you to new audiences. Radio Prague has established relations with more than 30 local radio stations around the world that rebroadcast parts of our programme. That is very good.

As far as co-production is concerned, it is a nice way to produce a programme while sharing the costs with the others. Moreover, you can often get a grant for a co-production project. Here I would like to mention the role of international organizations such as the AIB. Your forums provide a good platform to discuss those issues with other broadcasters. International cooperation in the globalised world is ever more important.

Radio Prague is a Member of the AIB

www.radio.cz/en/



EuroNews has become the latest major broadcaster to enrol as a member of the Association for International Broadcasting.

As Europe's news channel covering world news from a European perspective, **EuroNews** has elected to be a **Gold Member** of the AIB, demonstrating the broadcaster's strategic support of the international broadcasting industry and of the AIB.

Launched on 1st January 1993, as the first multilingual pan-European news channel, EuroNews has rapidly established itself as Europe's leading television news channel. EuroNews broadcasts simultaneously in English, French, German, Italian, Portuguese, Russian and Spanish. The channel is developing a further major language service that will launch during 2007. EuroNews has always been at the forefront of technological developments, being the first news broadcaster in Europe to go fully digital in 1999, enabling the channel to deliver content to the emerging platforms of mobile, IPTV and online. www.euronews.net

Cologne-based **S4M Solutions for Media** has become a Corporate Member of the AIB. Over the past ten years S4M has been able to establish a broad product portfolio, developing system solutions covering the broadcasting and new media sector. In addition, S4M is a service provider with a portfolio that includes professional consulting services to pass along combined knowledge of media and IT to our customers. www.s4m.de

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.

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

Won't you join? EuroNews goes for Gold

The Association
for International
Broadcasting

AIB - in touch with markets

The AIB has a remarkable amount of information at its disposal, and 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. These briefings include analysis, as well as information and data that's essential to organisations as they develop and refine their operating strategies.

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.

The AIB also briefs the wider media industry about its members' activities and about major developments in the industry. The AIB fortnightly **electronic news letter** is free to subscribe to – 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 promotion to its members, it means what it says – on a grand scale! Market intelligence and our newly introduced tender information is one of the many benefits of AIB membership – it's provided as part of the annual package of services that are delivered exclusively to members.

AIB - connecting the industry

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.

At the end of August, the AIB organised a dinner in collaboration with **Deutsche Welle** during the 2006 Medienwoche in Berlin. AIB members and their guests had the opportunity to meet DW Director-General Erik Bettermann, the Director of regional media regulator Medienanstalt Berlin-Brandenburg and senior executives from the new international TV channels France 24 and Russia Today.

The AIB is holding more of these private evening events over the coming weeks, in venues including **Dubai** and **New Delhi**. Early in 2007, we'll be inviting opinion-formers and AIB members to private

dinners in **eastern Europe** and **North America**.

The AIB is also active at major broadcasting and media events where members can use the AIB as a "virtual" point of presence. At IBC in September, more copies of *The Channel* than ever before were given away from the AIB stand. This month (October) the AIB is at **Broadcast India** where AIB CEO Simon Spanswick is chairing one day of the Broadcast India

symposium. In November, the AIB is presenting the international keynote address at the **Middle East Broadcasting Summit**. We're also at the **ABU General Assembly** in Beijing in the early part of the month.

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Platinum - demonstrating commitment to international broadcasting and support for the industry and the AIB at the highest level



Gold - demonstrating strategic support of the international broadcasting industry and the AIB



Corporate - demonstrating an active role in international broadcasting

Al Hurra/Radio Sawa; ArabSat; ARG Electro Design; Arqiva Satellite Media Solutions; ABU - Asia-Pacific Broadcasting Union; APTN - Associated Press Television News; ABC Radio Australia; Autocue; Broadcasting Agency of Montenegro; Broadcasting Board of Governors; Deutsche Welle; GlobeCast; Glotel; Hellas Sat; Intelsat; InterMedia Survey Institute; The Islam Channel; Linx Productions; Norcom Information Technology; Quantel Limited; Radio Canada International; Radio Free Europe/Radio Liberty; Radio Netherlands; Radio New Zealand International; Radio Prague; Radio Romania International; Radio Sweden; Radio Taiwan International; RadioScape Limited; RRSat; S4M Media Solutions; Services Sound & Vision Corporation; Teletrax Limited; Television New Zealand; VT Communications; Wohler Technologies; WRN

AIB Members

We expect to see news first hand, as it happens. Without a company like Advent Communications this would not be possible

Advent Communications was formed in 1985 to pioneer development of the Mantis Flyaway system, the world's first truly portable satellite uplink terminal. Advent then revolutionised television news with the creation of the world's first "flyaway" satellite antenna. Powerful enough to transmit broadcast quality video, yet light enough to travel on a commercial airline, for the first time news crews were within hours of any major story, anywhere in the world.

Since that time, the company has enjoyed considerable international success with sales of the Mantis. With over 400 systems in operation throughout the world, Advent has become recognised as a leading manufacturer and supplier of products, systems and subsystems for the broadcast, telecommunications, commercial and military markets.



From swelteringly hot Australia, Somalia and the Gulf to the freezing and blizzard swept slopes of northern Ontario, Iceland and even Mount Everest in the Himalayas, Advent's worldwide experience of operating SNG equipment in the field is impressive. When Iraq invaded Kuwait and all the major newsgathering organisations moved into the Middle East, the pictures showed the reality of war, close up, for the first time. Advent had more than 40 Mantis systems deployed at the height of the war.

In the early days, the majority of such operations were concerned with the provision of live feeds for the major world news stories and were instrumental in establishing SNG as a new and distant form of news reporting. Since then there have been hundreds of thousands of transmissions, for all manner of applications, with a huge range of transmission formats for video, audio, voice, fax, computer and so on.

Advent quickly won broadcaster's orders for its Mantis range of flyaway systems and became the market leader for the next ten

years. Other manufacturers followed Advent's lead in building trucks with integrated sat comms equipment and began to produce similar SNG trucks and flyaways.

1994 brought a digital milestone in the history of SNG technology: the C band 1.9m Mantis D-SNG system provided coverage of South Africa's first multi-party elections.

More recently, the first TV reports of the tsunami from the humid ruins of Banda Aceh came from reporters on the ground, working with very little infrastructure or support. This was possible using lightweight rugged flyaway satellite communications equipment that could be checked onto a commercial flight to help speed delivery of the news story around the world.

As the industry shifted to digital working in the 1990s, Advent began work on DSNG systems and M P E G - 2 compression and was soon delivering equipment both Intelsat- and FCC-compatible. Today, the company is working on new equipment to transmit high definition video.

Working with sister company Link Research, Advent has been able to incorporate first class video compression and encoding techniques into its new contribution products, keeping ahead of the market whilst maintaining the high quality and reliability that the company has always been known for.

Advent Communications is part of the Vislink Group of companies who combined are probably the global market leader in contribution technologies. Advent focuses on developing and manufacturing modern, transportable satellite communication systems, including antennas and electronic subsystems. These can be either Flyaways designed to be carried on a commercial airline and deployed rapidly at the scene of a breaking news story or vehicle mounted, as we see on many outside broadcast vehicles. Fixed earth stations are an important part of Advent's business and the company provides a turnkey service for the design and construction of fixed earth stations for analogue and digital applications, including installation, test, commissioning and technical support.

In 2005, Advent won and delivered two of the largest and most prestigious contracts for fixed earth stations. The first was a multi-million dollar contract to supply three satellite fixed earth stations for Jordan Media City which will allow Arabsat 4A to deliver over 100 up-linked channels. Jordan Media City has been a customer of Advent for over 10 years. At the end of last year, Advent won the contract to supply a new fixed earth station for Skylogica at Torino, with seven large satellite antennas up to 6.3m across to carry the signals from the Torino Winter Olympics, both for international news services and for local communications between the athletes' villages and the purpose built press and media facilities. Advent's experience of such installations was invaluable; the Torino earth station was built to a tight timetable and expert project management ensured that it was operational before the winter snows arrived. Advent has also recently won a contract to supply a further two earth stations on to the same site.

Today, Advent builds two main product lines for DSNG, the Mantis flyaway range and the Newswift motorised antenna system. This includes a complete range of electronic subsystems, ruggedised outdoor and 19" rack mounted, uniquely designed and built by Advent and delivered with unrivalled customer support.

The Mantis range of antennas (1m, 1.2m, 1.9m and 2.4m) is one of the most advanced, compact lightweight flyaway antenna systems in operation today. They are supplied with electronics in single thread, power combined or 1:1 redundant. The Newswift motorised antenna system is a highly compact, integrated satellite terminal designed for rapid deployment. Its unique design can house a redundant phase combined RF package, mounted within the antenna assembly. This is available in 0.9m 1.2m, 1.5m and 1.8m and, depending on size of the antenna, in C, X, Ku, DBS and Ka band.

Asia has become an important market - the Singapore office opened in December 2005 now has become the centre in Asia for sales and marketing, reseller support and customer service. Advent's Managing Director Stephen Rudd is confident that the company is well placed to deliver the latest satellite technology to keep pace with, and abreast of, the growing demands of a rapidly changing market.

Advent Communications is based in London with offices in Singapore and Boston. The company is ISO9001 accredited and has been a key strategic arm of the Vislink Group since 2000. www.adventcomms.com

Siddhartha Mukherjee, Director of Communications at TAM Media Research in Mumbai, gives a taster of changes affecting one of the world's most important media markets

Almost 320 TV channels, close to 38 news channels, thousands of newspapers and magazines, growing usage of websites, increasing penetration of mobile phones, close to 5000 dialects (that change every 15 kilometres) – that's India. A market where consumers, manufacturers, products and services are in abundance. 100 billion population, a vast country, growing entrepreneurship, increasing foreign investment, growing product and service categories like FMCGs, consumer durables, banking, insurance, automobile, information technology, ITes, telecom, you name it – this is an impressive economic market. With this comes the obvious need for ways to market. It is this cause and effect that makes media in this market really BIG!

India unbound

Ladies and gentlemen, welcome to this beautiful maze called the Indian media industry. An industry that grew to this level churning out INR132 billion worth of annual advertising revenue, in a short span of 15 years. Unbelievable, but true. Our industry here in India is actually not more than 15 years old. An industry that has moulded itself into a dynamic shape post-globalisation around 1991-92. An industry that has carved many milestones for itself which many other markets have managed only recently after decades of endeavour. Let us look at some interesting developments in the television medium.



Numbers In 1990, we just had two TV stations. Today, the Indian sky is home to around 320 channels – both domestic and international. There are channels that telecast sports, English news, English business news, regional news, religious, kids, music, general entertainment, infotainment. While the viewer gets a buffet to

choose from, TV broadcasters find it more challenging to retain audiences. As the TV channel space started getting more cluttered, the broadcast industry needed a scientific and detailed understanding of viewership numbers. Strategy Group (S-Group) was set up as a division of TAM Media Research in 2000 when it saw that the broadcast arena would become a battle ground – exactly what we see today. TAM realised that TV channels would need to be guided with the right understanding of TV viewership dynamics and of factors that are either controllable or not.

Content With the growth in the number of TV channels, comes a variety of content. The Indian TV industry today is riding the reality wave, irrespective of the channel genre. And yes, in many cases, reality programmes have worked wonders for the TV channel. Indian viewers are consuming reality shows like never before.

A country where the average time spent on TV is close to 120 minutes per day, content has to be compelling. Or else, viewers lose interest. In order to understand viewer preferences the TV industry has asked for a tool to understand storyline changes in TV programmes. TAM provided this with StoryLine Track, which tracks viewership changes influenced by storyline/script changes. It assesses elements of screenplay, character and sequence – for example, what is the freezing point of the day (fight, suspense, murder); does the programme end on a “hooking” note; what is the mood (humour, tragedy, drama, serious) and so forth. Preliminary tests of this service have thrown up some interesting results in a variety of channel genres.

Technology While war raged in the skies above the Gulf, the Indian media landscape witnessed a rage of a different kind. The Gulf War was a major trigger ushering in one of the first changes in Indian TV viewership patterns. Suddenly, we saw a shift from terrestrial to a cable and satellite delivery mode. In the years that followed, major channels like Star TV, Zee TV, Sony became an integral part of the Indian family. Cable and satellite through local cable acted as a platform that brought TV content producers, channels and the common man's voracious appetite for entertainment, together.

But suddenly, we were hit with this new wave that forced us to gear up and strategise for the future. Digital – the word that has started being the catalyst for all immediate and future changes within the Indian television landscape...that will govern and will completely change the way in which TV is viewed by consumers and viewers.

The first few months of this year have certainly been paving the road to an eventful year ahead, with exciting new opportunities in the Indian TV landscape. The direct-to-home (DTH) services are making huge inroads in the Indian market. You also have to take note of the recent announcement of the Delhi High Court to re-introduce Conditional Access System (CAS) for viewing pay-TV channels. Other technologies like IPTV, mobile TV and so on also don't seem too far away. In a nutshell, the DNA called “digital” has traversed through the landscape of TV distribution technology.

Beyond Advertising For quite some time now, the Indian marketers have had to face the issue of “brand clutter”. Rising media prices further fuel their anguish when it comes to advertising communications. No wonder then that this market has started making use of some advanced in-programme brand placement tactics on TV. Today, brands small or big, are riding high on the shoulders of TV content. Intelligent placements of brands by marketers are visible in news, kids, music, movie, sports and a variety of other TV channels.

Incidentally, TAM Media Research's Strategy Group division was the first media organisation across the globe to have presented a paper that showed a way to measure the effectiveness of in-programme brand placements on TV (copies of papers that have won accolades at ESOMAR are available on the TAM India website).



It takes a great deal of time to develop a sound understanding of the economics of India's media. There are many aspects that are worth investigating in detail, such as the talent pool, level of creativity, marketing innovations, future technologies and new age media. But perhaps that is for another day.



A joint venture company between AC Nielsen & Kantar Media Research/IMRB, TAM Media Research is the TV viewership analysis firm of India. TAM also monitors advertising expenditure through its division AdEx India. TAM runs what is one of the largest Peoplometer TV panels in the world with more than 20,000 sample individuals representing all the towns with a population of more than 100,000 polled every week.

www.tamindia.com



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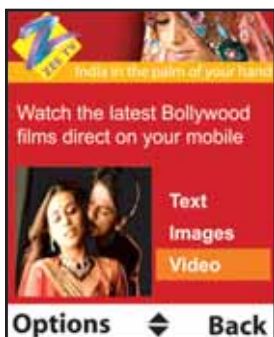
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This is the anxious question when it comes to high-quality video content to mobile phones. U-Turn Group are placing their bets on “here to stay”



The buzz at this year's IBC in Amsterdam was all about mobile content and mobile TV. Today's brand and content owners are actively investigating the mobile channel as a potential new route to market and marketers have never been so keen to jump aboard this fast developing trend. For today's active consumer, the mobile phone has evolved into a blend of lifestyle device and vital personal accessory. Next to your keys, it is the one thing you won't leave home without.

U-Turn Media Group is one company that was quick to recognise this potential market demand. Today it is one of the first companies in the world to bring high-quality video content to mobile phones, enabling broadcasters, media companies, wireless operators and marketing firms to offer a custom-branded mobile community to their viewers and subscribers. "The key to success in the mobile content market is offering users the opportunity to see what they want, when they want and to do so easily", says Toby Downes, Head of Sales and Marketing at U-Turn. "The mobile device offers a platform for content owners and advertisers to connect with viewers on a very personal basis and at almost anytime."

So how can this targeted audience be reached and what will make them keep coming back for more? The on-device portal (ODP) may provide the answer. If content is king, then user experience has to be the queen. In addition to providing a unique, compelling fit for mobile content, the interface for viewing and interacting with this content must be easy and familiar for the user. The ODP is primarily concerned with providing the best possible experience for the end user in terms of presenting mobile content in a way that fuels consumption. As Toby Downes points out, "Consumers are given more control over the content feeds and subscriptions they wish to view on their mobile devices, enabling the consumer to easily navigate a wide range of content in a much more intuitive and media-rich environment". Today's consumers are generally cautious about receiving, for example, live content streams where they are charged per view and possibly for the data traffic as well. In these cases the better approach could be to offer the content free to consumers, but subsidised through advertising revenue.

According to Jupiter Research, 44% of online consumers are interested in watching free video on their mobile phones but only 19% are willing to pay.

U-Turn's ODP solution includes on screen advertising real estate that is present within the user interface and can be targeted to specific user groups. WISC, the CBS affiliate station in Madison, Wisconsin, utilises U-Turn technology to offer a mobile video portal that contains news, weather and lifestyle information. The portal is free for consumers to acquire, but contains advertising sold by WISC.

Last year, T-Mobile Czech Republic selected U-Turn to deliver its T-Music Videozona streaming music portal to its customers. Using U-Turn's mobile media delivery solution, Vizgo, the portal offers 120 constantly updated high-quality streamed audio and video clips from popular international artists from Black Eyed Peas to The Pussycat Dolls. In addition to accessing text descriptions of the bands and their music, consumers are able to purchase polyphonic ring-tones of their favourite songs. Consumers sign up on the T-Mobile website or simply by sending an SMS short code to a dedicated phone number. "To date more than 48,000 audio or video streams have been consumed through the Videozona portal", says Dan Konecny, co-founder of U-Turn. "This proves that given the right combination of price, experience and content, consumers will use their mobile for more than just making calls and sending SMS messages."

And it isn't just Eastern Europe that is showing considerable advance on the market. India is a country on the brink of a technological explosion and U-Turn is already developing a number of exciting projects in that part of the world. "Mobile content consumption in India can be summarised by the ABCD principle - A for astrology, B for Bollywood, C for cricket and D for dating," says Downes. "We are working with the world's largest distributor of Bollywood content, ZeeTV, to create a mobile portal that will deliver high quality video content to Indian consumers, that combines other services such as mobile dating and daily astrology forecasts. With over 100 million phone subscribers in India, U-Turn is excited by the potential."

There are, however, a number of niggling issues that still need to be addressed if mobile content is indeed to become part of our daily lives. Criticism ranges from the cost of the mobile data service used to the difficulty in setting it up. If the user is to enjoy a perfect first time experience and wishes to come back for more, operators need to react quicker by anticipating, detecting and resolving potential user problems. In the meantime companies like U-Turn continue to pressure the incumbent operators to raise their game.

Founded in Prague in 2001, **U-Turn** is one of the first companies in the world to bring high-quality video content to mobile phones. The company has deployed applications in several countries worldwide and has regional offices in Europe and the USA. www.u-turnmediagroup.com

The next big thing or a flash in the pan?

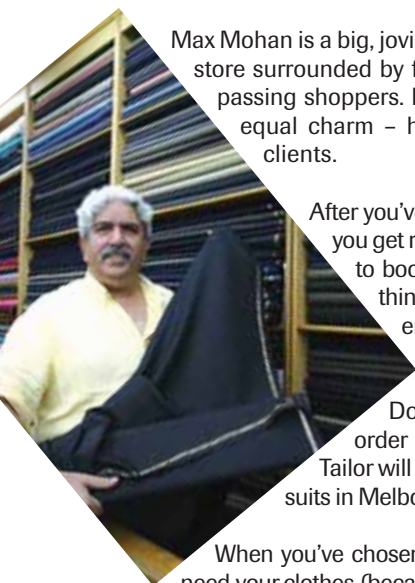
Suits you, sir

Where does the well-dressed media executive go to get perfectly fitting clothes? *The Channel* has been getting measured up on behalf of its readers

Singapore has been renowned for its shopping for many years. Stroll along the principal shopping street of Orchard Road and you'll be confronted by every possible brand of electronics goods, from Ipods to digital SLR cameras to HD-ready plasma TV sets. Cross the road and you'll find the high-end brand names from Gucci to Ralph Lauren, Rolex to Patek Philippe. But the one thing you may not find any longer are bargains. The island state is no longer the bargain basement of consumer electronics and watches that it once was. Prices have risen and are, quite frankly, on a par or more expensive than you would find in London or Sydney.

Yet if you know where to go, you can still find excellent value when it comes to hand-made clothes – and what media executive doesn't want to look good as he or she travels the world or stands on the stage extolling the virtue of their organisation's move into the online, non-linear, on-demand, HD compatible consumer-led world of the future?

Just off Orchard Road lies Scotts Road with its hotels and big department stores. Walk a little from the junction and you'll find the Far East Plaza shopping centre. It's not the most beautiful of places, catering as much for tourists in search of those mythically inexpensive electronics as it does for locals with its pharmacies, newsagents and other conventional stores. What you will find, though, is Mohan's Custom Tailors.



Max Mohan is a big, jovial man. The owner of Mohan's Custom Tailor, Max sits in his store surrounded by fabrics of every possible colour and design, surveying the passing shoppers. He greets existing customers and prospective clients with equal charm – he's keen to ensure that newcomers become long-term clients.

After you've had a beer or two and chatted about the state of the world, you get round to the serious business of discussing what it is you need to boost your sartorial standing. Don't be surprised if you walk in thinking you might buy a single suit or a jacket and trousers yet end up being convinced to buy three times the amount you originally intended – it's the effect of the Mohan sales patter.

Don't be alarmed by the significantly larger than expected order – having clothes made to measure at Mohan's Customer Tailor will still work out far, far less expensive than buying off-the-peg suits in Melbourne, New York or Berlin. And of course, they will fit superbly.

When you've chosen your fabrics, discussed linings, explained how quickly you need your clothes (because you're flying out in a day or two), Max calls across one of his tailors to measure you up. A multitude of measurements are taken and allowance is made for a few extra kilos that might bulk up the waist line in the coming months, and off scurries the tailor to start work on your made-to-measure clothes. You arrange to call back in a couple of days when the clothes are ready to try on and sure enough, when you return to Far East Plaza they are hanging up ready for you. If the arms are a little tight or should the trouser length be slightly too long, don't worry. Max will have the alterations made and within another 24 hours, your garments will be ready.

We were incredibly pleased with the service at Mohan – half a dozen shirts in the most wonderful fabrics and a couple of suits, beautifully made with functioning button holes and great linings – everything was ready on time. And Max threw in an extra suit which he had made after our departure from Singapore – it arrived in the post a couple of weeks later.

It's great dealing with an expert and Max is certainly that in the world of tailoring. And no, he doesn't just make men's clothes – he can tailor for women just as expertly and just as cost-effectively. So if you want to look good on screen or in meetings, Off Air recommends the services of Mohan's Custom Tailor.

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 mohans.custom@pacific.net.sg www.mohanscustomtailors.com.sg

It looks like a giant chocolate bar, wrapped in silver foil. It's not edible, however, but is something that can help media executives stay in touch with their output as they travel the world. The Slingbox is a clever piece of kit that connects to any device that you have wired to your domestic or office TV set from a PVR to a DTH set-top box, and allows you to watch the output and, crucially, control the device, from anywhere in the world.

Available for over a year in the United States, it now has a PAL version for the European marketplace. We've had an example for the past few weeks and have connected it to a Sky Digital STB. The first thing to report is that it is, as the accompanying documentation claims, easy to set up. It took only a few minutes to connect the leads (it comes with a multitude of cables covering almost every possible connector on any video device) and then to load the operating program onto a couple of PCs. Within 15 minutes, we were operating and controlling the Sky STB.

The control is enabled by a couple of remote control transmitters that are placed immediately in front of the STB (or PVR or other device). When you open up the Sling program, up pops the relevant remote control – in our case a perfect on-screen replica of the physical Sky remote control found in living rooms up and down the UK. Use the mouse to click on the remote and a second or so later, the results appear in the video window on your PC.



You can choose 16:9 or 4:3 aspect ratios for the video window, and we have been pretty impressed with the quality. It's not up to the image from a DVD played on the computer, but it's clear, with almost no interruptions and good colour reproduction.

And the really clever thing is that it connects to your home or office network enabling you – if the network is connected via broadband to the Internet – to watch the set top box in your living room from across the other side of the world. It's secure, as a special access code is needed and only one connection can be made to a Slingbox at any one time, meaning that piracy issues have been addressed. The only downside – it upsets the family when you're abroad on business and you start changing channels when they're watching on the sofa at home!

We recommend the Slingbox – it's a great idea, executed flawlessly.

www.slingmedia.com

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