

The Association
for International
Broadcasting

the channel



Africa Special

TV partnerships
Local opportunities
Reaching Zimbabwe
African audiences -
the slumbering giant?

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We start with a little self-congratulation. The AIB, now approaching its second annual conference, is growing fast - both in terms of its membership and of its global reach.

This edition of *The Channel* is being read by nearly twice as many industry leaders and opinion-formers as the edition of one year ago. And this magazine is bucking the unfortunate trend in broadcasting related publications where reduced pagination or even closure of titles is widespread. This is our largest edition - and the signs are that during 2003, the magazine will continue to grow.

Our electronic newsletters now go out to some 8,000 readers each month.

We look forward to welcoming well over 200 delegates to our conference and exhibition in London on April 29th and 30th, where high-level speakers from all sectors of the industry will be discussing the latest trends and developments.

A guiding principle of the AIB has always been to look first and foremost at the fundamental aims of broadcasting - of the communication between *broadcasters* and *viewers* and *listeners*. What are *broadcasters* trying to achieve? Who are they trying to reach and why? The technology needed to realise the aims is of course vital, and all improvements in the clarity and power of broadcasts are beneficial. But it's primarily the "programmes" that matter.

As you will see however, from this edition, in which we focus on developments in Africa, paradoxically the technology, combined with totally new approaches to programming, is leading to a wholesale shift in values and definitions. It is no longer good enough simply to pump out programmes to an audience that can not respond. The *broadcaster* must also be viewers or listeners and respond to the audience's viewpoint; *viewers* and *listeners* become *broadcasters*, because they can feed back their thoughts instantly to broadcasters via telephone, fax and e-mail. *Programmes* are not always rigid, pre-constructed monoliths, but often incorporate fluid elements in which multi-way communication can take place. A *broadcast* becomes an arena for open-ended participation. This is especially true of cross-border broadcasting.

Africa, developing rapidly, but often with severe political tensions, is a region that is wide open to flexible broadcasting of this sort, in which citizens can not only learn, but also contribute their experience directly. The words "partnership" and "participation" become as important as the older terms. This presents a challenge to international broadcasters, and to the technology and distribution providers - a challenge that should be welcomed.

And during the currency of this issue, there is the probability of another challenge to international broadcasting - to cover the course of the USA's latest move against terrorism, in whatever conflict occurs in Iraq. The events of 9/11 and in Afghanistan, one of the roughest and most obscure terrains in the world, resulted in some extremely good reportage, backed up by pioneering technology. Now the machine is likely to swing into action once more. It is to be hoped that the results for international broadcasting are at least as good as before.

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International TV on cable in Taiwan

At the beginning of the year, Taiwan's Eastern Multimedia Group introduced a range of foreign international TV channels to its cable subscribers. BBC World, TV5, Deutsche Welle, ABC Asia Pacific and Channel News Asia are included in the new offering.

Not all areas have access to the service since local cable cartels have divided up territories, with only Eastern Multimedia Group offering the service. "The policy of local system operators has been to create cartels," Nic van Zwanenberg, head of network development in Asia for BBC World, told the *Taipei Times* newspaper. "There are three big multiple-system operators in Taiwan that control over 60 per cent of the system operators."

Multiple-system operators provide content and infrastructure to system operators, who then sell their services on to local cable services. Eastern, one of Taiwan's largest multiple-system operators, has said it will offer a new digital set-top box service via 13 cable operators in which they hold a majority. "We are expecting to reach a target of 150,000 to 200,000 subscribers to the new digital service in 2003," president and CEO of Eastern Multimedia, Charles Wu, said.

Eastern Broadcasting Company, the company responsible for the content of the new digital service, went global last year. ETTV, Eastern's flagship TV channel, is available across North America, south-east Asia, and Australasia. The company plans to begin a new service in North America in March, followed by a service to Europe in 2004.

Number 2 in the Arab world

A new television channel called **2** and aimed at Arab youth launched from Bahrain in early January, backed by MBC.

As'ad al-Jadayil, group chief executive of MBC said studies show that the Arab world lacks English-language entertainment channels. "The new English channel 2 is being opened to fill that void," he said. "Most of the investors for this 24-hour channel are from Bahrain and the channel is also being transmitted from its Bahrain station."

Mr al-Jadayil said MBC is running the project because of its experience in the area. "The decision to name the channel **2** was because everyone claims to be number one," he continued. "We stand alone in claiming the position of number 2. The channel is provided to viewers free of charge and features Western movies, entertainment and news programmes."

Croatia to launch new world service

Croatian Radio plans to launch a 24-hour station called Voice of Croatia on 15 May 2003, designed for Croatians outside their homeland and national minorities in Croatia. News and other programmes will also be broadcast in English, Spanish, German and French.

The programme will reportedly be broadcast by satellite for Europe, and on short wave for the Americas, Australia and New Zealand as well as on the Internet. Croatian TV news reports that preparations have been going on for 18 months and the experimental broadcasting will begin in April.

Indonesian law threatens international stations

Indonesia's new Broadcasting Bill could have major consequences for international broadcasters. The bill "limits the replay of regular foreign programmes on local television and radio, with the exception of certain sports and some international events". A range of international broadcasters have Indonesian-language radio services, including BBC World Service, China Radio International, NHK Radio Japan, Radio Australia, Radio Cairo, Radio Korea International, Radio Singapore International and Voice of America. Radio Australia, which has traditionally been strong in the country, says that the law could mean the cancellation of relays to 24 local affiliates in Indonesia.

Celebrating the 60th anniversary of Radio Australia's Indonesian service, ABC's Director of Radio Sue Howard said on the station's *Feedback* programme "Our recent survey in Indonesia reveals that no less than 8 per cent of Indonesians use international radio as a source of news, as opposed to about 3 per cent who use the other medium, television. Meanwhile, international broadcasts in Indonesian continue to deliver audiences 10 times larger than those of broadcasts in English.



The scene of last year's bomb at the Sari nightclub in Bali, Indonesia

"Our latest surveys indicate that the audiences for the Indonesian service for the BBC, for the Voice of America and Radio Australia have all grown in the past 12 months. The BBC is leading the pack, but you'd expect that. They also put, I guess, the most financial resources behind it."

Meanwhile, the Voice of America's Indonesian Service has launched a new, fast-paced programme called *VoA Direct Connection (VoA DC)*. Aimed at the 60 per cent of Indonesia's population under the age of 30, the new show features popular music as well as news and information on the latest developments in pop culture around the world.

VoA's new Director David Jackson stressed that *VoA DC* is part of Voice of America's broader effort to reach out to younger audiences around the world. In many places where the US has strategic interests, he said, "young people form the majority of the population, and we need to do more to attract them".

BBC World gains award and bigger audiences

The BBC's 24-hour international news and information television channel has won the award for Best News Channel in the fifth Hot Bird TV Awards. BBC World was the only English language channel to win an award this year and was awarded the prize specifically for its coverage of the attacks on the USA on September 11th 2001.

The sixth Pan Asia Cross Media Survey (PAX) has found that unlike other news channels, BBC World has held onto the audience it gained in 2001 as well as showing annual growth in some of Asia's biggest urban centres. BBC World's monthly audience grew year-on-year to 993,000 - the fastest growth for any of the top ten international channels.

BBC World enjoyed particularly large growth in Kuala Lumpur - up 79%, Bangkok - up 41%, Hong Kong - up 17% and Taipei - up 16%. According to the study, BBC World also attracts a further 590,000 monthly viewers in Seoul and in India which combined with the rest results in a total panel viewership of 1.58 million. In particular, BBC World's investment in business programming is attracting a loyal audience of senior business people

CASBAA forecasts 45% growth for cabsat TV

According to CASBAA, the cable and satellite industry in Asia-Pacific is set to grow from the current 157m C&S subscribers to over 228m subscribers in the next eight years, registering a 45 per cent growth rate from 2002 to 2010. China and India will continue to be the key markets in 2010, with 128m subscribers in China and 53.35m subscribers in India.

Digital TV has been singled out as the hottest industry development for the next decade. CASBAA forecasts that there will be a dramatic growth in the number of households with digital TV from the existing 7.9m homes in 2002 to 166m by 2010. Subscription TV revenues are forecast to rise by more than 58 per cent, from 13bn US dollars in 2002 to almost 31bn US dollars in 2010. Japan, China, India and South Korea will account for 81 per cent of the total subscription TV revenues in 2010.

The Phoenix rises as China cautiously opens up

Phoenix Satellite Television has won approval to air its Putonghua InfoNews Channel in China, raising hope at the loss-making firm that the 24-hour channel can boost advertising revenue and break even by next year. "We are the only 24-hour news channel to broadcast in the mainland," said chief executive Liu Changle.



"With China's entry to the World Trade Organisation, information and news content are in high demand. We have strong confidence in getting advertising revenue." The landing rights, granted by the State

Administration of Radio, Film and Television, enable InfoNews to be viewed legally in luxury hotels, diplomatic compounds and other specially designated compounds.

Phoenix, in which Rupert Murdoch's News Corp has a stake, has recorded losses for the past seven quarters partly because of InfoNews. Launched in early 2001, with an annual budget of US\$20m, it had failed repeatedly to get rights to broadcast in the mainland. It reported a loss of HK\$20.42m for the three months to 30 September last year and has net cash of US\$50m.

InfoNews and French state-owned international channel TV 5 are the only two channels owned by foreign companies to have received Chinese approval over the past two years, although a new agreement will allow Eurosportnews, the 24-hour world sports news channel, to launch in March 2003 in all Chinese hotel complexes (that's 5,000 hotels or around 1.6 million potential daily viewers). Eurosportnews is the first European private TV channel to enter China, and was chosen from dozens of international channels that applied. The Chinese version of Eurosportnews will be created during the course of 2003, with negotiations already underway for airing this version on the Chinese cable networks.

Eurosport has built a strong relationship with the Olympic organising committee for Beijing 2008 and is delighted with this first step, that will allow Chinese viewers to experience all the Olympic sports broadcast on the channel.

Eurosportnews is the sports information channel of the Eurosport group, providing sports updates and results every 15 minutes. Launched in 2000, Eurosportnews continues to prevail as a real "success story", developing its presence outside of the European boundaries.

Bloomberg Asia has also gained a distribution licence in the People's Republic. This allows the financial news channel to have carriage later this year on the Chinese DTH system feeding hotels, foreign compounds and Chinese government buildings.

(Sources include South China Morning Post and BBC Monitoring)

International radio allegedly suffers in China

The US Broadcasting Board of Governors has noted that the Chinese government is allegedly working to prevent news from getting through to the Chinese people.

"Even as China is actively trying to expand its role in the global marketplace," says a BBG report, "it is isolating its people, cutting off the free flow of information and denying citizens reliable and credible news from the United States, among other places. Not only are the Chinese government's actions wrong – they are unfair. While China jams VOA and RFA, the United States allows China's government television, CCTV, on many cable systems across the country. China Radio International, China's government radio, broadcasts unjammed on shortwave and on a number of affiliated AM and FM radio stations in the United States.

The bottom line is this: the United States, now engaged in a global war on terrorism, cannot afford to have 18 per cent of the world's population misinformed about our country. We need a concerted strategy involving Congress and the Executive branch to grapple with this problem – and to stop the jamming."

Bloomberg debuts new Korean business channel

In a carriage deal that will significantly boost its Asia Pacific distribution, Bloomberg Television gains access to 2 million Korean subscribers with the launch of its financial news programming on new Korean channel, *eTomato*. Multiplatform financial information provider, *eTomato*, launched its new television channel on 4 November via major local cable operators, with Bloomberg Television as the sole provider of regional and international business and finance news.

Meanwhile in Singapore, Bloomberg's Catherine Yang has won the title of *Best News Presenter* at the Asian Television Awards. Yang is the anchor of the channel's Asia region morning finance news programme, *Moneycast Asia*, which is broadcast from Bloomberg's Asia Pacific studio centre in Tokyo.

Asia TV Award

Germany gains Russian relay

The Voice of Russia has been authorised by the Berlin-Brandenburg authorities to broadcast on medium wave for the next five years. Programmes will go out in German, Russian and English, 18 hours a day.

"This event is extremely important to the promotion of domestic radio broadcasting in Europe," Armen Oganessian, chairman of the Voice of Russia, announced. "The new information opportunities which have opened up in front of us are in many ways the result of the noticeable progress in Russian-German relations."

FEBA to cease Indian Ocean short wave...

Religious broadcaster FEBA, the Far East Broadcasting Association, plans to phase out its shortwave operations from the Seychelles and close the transmitting station by the end of 2003.

FEBA Radio says "Growing difficulty in maintaining a station, which uses 30-year-old technology, and increased competition from less expensive broadcasting outlets, coupled with the difficulty of broadcasting to India because of difficulties with sunspots in 2003/4/5, indicate that the timing is set for change."

Instead of broadcasting from its own transmitters, FEBA says that it will hire airtime on suitable facilities elsewhere and use newer methods – presumably rebroadcasting on local FM.

...while another begins short wave for Pacific

HCJB, another religious radio station, has launched services to islands in the South Pacific from studio in Australia.

HCJB is reported to have faced considerable local Australian opposition to its plans to bring its programmes to the Asia-Pacific region and beyond from. Last year the group won an appeal against the local shire's rejection of its plans.

HCJB's manager, Mike Moore, says the station aims to rapidly expand its reach, planning to beam programmes to India and elsewhere in India.

HCJB operates extensive short wave broadcasting out of Ecuador, and has headquarters in the USA.

Russia gets global

Russia is introducing new international channels and developing distribution of existing output. RTR-Planeta will carry a round-the-clock service to Europe, via Hotbird 3, aimed at Russians living abroad. It will also be possible to watch the channel in America.

NTV-Mir has launched broadcasts in Australia. A spokesman for the company's press service said that Australia's TARBS World TV would enjoy exclusive broadcasting rights.

Full-scale broadcasting of a new Russian-language television channel NTV America has begun in the United States. NTV America is the American version of the international project of the Moscow channel NTV, NTV Mir, which since last December has been broadcasting to Europe and is specially intended for the Russian expatriate audience in the USA.

IRN ad

MTV increases investment

MTV has announced that it will double spending on original programming in European markets. This follows an increase in underlying profits produced in the region by around 40% last year. The investment will cover the principal MTV brand, plus Nickelodeon (the children's channel) and VH1.



“Eight out of ten viewers on MTV are outside the US,” says Bill Roedy, president of MTV Networks International. “We’re seeking a 50% increase in our earnings this year from the non-US operations.”

In addition to a 20% increase in programming investment outside the US, MTV plans to develop new niche genre channels on digital platforms and introduce additional regional services, such as MTV Africa. The development plans will be implemented over the coming two years. It is understood that the senior management at parent company

Viacom believes that MTV International provides one of the company's main growth opportunities.

BBC and al-Jazeera deal on news

The BBC's news division has signed an agreement with Qatar-based al-Jazeera that will see both broadcasters sharing facilities such as al-Jazeera's satellite uplink in Kabul. In return the BBC is likely to offer assistance and advice to al-Jazeera's new English-language website, launching in February, and help in training and safety.

“Al-Jazeera has established itself as a major international broadcaster,” said Adrian van-Klaveren, head of newsgathering at the BBC. “By working alongside them in our newsgathering activities, we will be able to provide an even more comprehensive service to the BBC's audiences.”

New mission for Radio Netherlands

Radio Netherlands, Holland's international broadcaster, has announced major revisions to its global mission. These are intended, says the station, to ensure that the activities of RNW remain focused and relevant in a changing world.



In the last decade Radio Netherlands has built relationships with more than 6000 partner broadcasters. An active dialogue is now in place between people in The Netherlands and selected audiences in foreign countries. Radio Netherlands will now focus its production on selected global themes, making increased use of Dutch expertise both at home and abroad.

“The thematic approach to our work will give us new opportunities in the increasingly complex media markets,” explains Lodewijk Bouwens, Radio Netherlands' Director General. “Our policy of building partnerships in Latin America has succeeded. We have already established ourselves in that region as a catalyst for discussion on such issues as migration, democratisation, globalisation, and religious tolerance. We now want to strengthen the number of active partners in selected parts of Africa and Asia. Daily production in three languages is essential for this task: the world languages of English and Spanish, plus Indonesian. Indonesia has historical links with the Netherlands. It is an important economic force in Asia as well as the world's largest Muslim country.”

Radio Netherlands will also organise more thematically driven events and projects. Activities in Arabic involving TV production and websites will be initiated. Successful French language educational projects and co-productions in Africa will continue. “We expect to start new projects in countries such as Turkey, Morocco and the new members countries of the European Union” says Bouwens. “Our existing audio and video networks will also offer a global broadcast platform for discussions produced with other partners. For instance, we've recently done co-productions and training with UNESCO, Bernard van Leer Foundation, and Médecins Sans Frontières.

Lodewijk Bouwens stresses that although the organisation will see many changes between now and March 2004, Radio Netherlands will retain its journalistic independence. High value is placed on the trust and respect Radio Netherlands has built in the last 55 years. However, when the plan was announced to the station's staff, there was widespread unhappiness with the proposals. Some staff suggested that the plan could jeopardise the broadcaster's editorial independence. Heads of department will work with the editor-in-chief to develop a new plan that will be submitted to Radio Netherlands' management.

China/Yugoslavia discuss co-operation

A delegation of China Radio International has met with senior officials at Radio Yugoslavia to discuss expanding cooperation between the international broadcasters. China Radio International is reportedly interested in having its Serbian language programme carried by Radio Yugoslavia while the Serbian station hopes that China will take part in reconstruction of its transmitters as well as providing new equipment.

Vatican Radio cleared

Regular readers will recall that there has been an ongoing battle between Vatican Radio and the Italian government over electromagnetic emissions from the station's transmitter site at Santa Maria di Galeria. In an official statement, the Italian Ministry of Foreign Affairs has announced that the emissions are “now within the safety limits set by the Italian law”. Local residents in the area around Santa Maria di Galeria, north of Rome, claimed that local cases of leukaemia were caused by pollution from Vatican Radio's transmitter site. Vatican Radio reduced the power on some frequencies and moved certain transmissions to other sites.

Radio Vlaanderen unveils new web site

AIB member RVI [Radio Vlaanderen Internationaal, the Flemish external broadcaster] has totally revamped its website. The new site carries news in text, supplemented with photos and sound excerpts: first the major Flemish and world news, then local news, sport, a daily press review and a review of the past week. The RVI website also provides links to all sorts of organisations and institutions that offer useful information about Flanders and Belgium, such as travel advice from the Ministry of Foreign Affairs, information about flights or train journeys to Brussels, information about art and culture. Moreover the RVI site has an interactive section, where surfers throughout the world can comment, react to what others have to say, give helpful hints and suggestions. RVI's slogan “at home in the world” is now more appropriate than ever. Pages are in Dutch, English, French and German. The text stream is accompanied by audio information. RVI's radio programmes can be listened to both via live stream and by clicking up programmes “on demand”. RVI continues its “traditional” radio broadcasting with radio - via short wave, medium wave, satellite, DAB and cable-FM - remaining a core activity.

United Nations Radio on WRN

A daily English programme from United Nations Radio has started on AIB member broadcaster World Radio Network. The 15-minute programme, produced in New York by eight journalists from seven countries, seeks to reflect the voices and information that make up the United Nations family - from the Secretary-General to relief workers in Africa, from farmers in developing countries who are helped by small grants from UN agencies to international experts on health and the environment.

News Xchange books into Budapest

Following its inaugural event in October 2002, The News Xchange conference, backed by the European Broadcasting Union, has announced that its second annual conference will be held 6-7 November 2003 in Budapest, Hungary.

The News Xchange provides a forum for broadcast news professionals to exchange views, ideas and experiences. The 2002 conference in Ljubljana, Slovenia attracted more than 280 top journalists from 80 organisations in 35 countries around the world. Continuing coverage of the War on Terrorism, along with maintaining news audiences, was the overall theme of the inaugural event.

"The News Xchange provides an invaluable forum for broadcast news professionals," said Jean Stock, secretary general of the EBU. "Last year's event brought in a wide array of industry professionals and we expect this year's event to be even more diverse."

RTL Klub and MTV Hungary will serve as joint host broadcasters of the event. John Owen, the former executive director of Freedom Forum Europe will again serve as executive producer, with Jim Akhurst of the EBU and Edith Champagne, formerly of the CBC, participating again as co-ordinating producers.

"Bringing back the same editorial team combined with Budapest as the backdrop should bring an even larger and more diverse group of broadcast journalism professionals to this year's News Xchange conference," said Jim Gold, managing director of The News Xchange. "With the continued use of the Eurovision satellite network along with the assistance of both RTL Klub and MTV Hungary as our host broadcasters, the production and editorial aspects should even exceed last year's effort."

Rival conference News World is scheduled to take place later in the same month in Dublin.

Singapore news channel in Indonesia

Singapore's Channel News Asia has signed a programme and news exchange agreement with Indonesian Metro TV. The arrangement extends CNA's reach in Indonesia where it has previously only been seen on pay-TV services.

New Governors for US international broadcasting

The USA Broadcasting Board of Governors has four new governors - Joaquin Blaya, Blanquita Walsh Cullum, Jeffrey Hirschberg and Steven Simmons. The BBG now has a full complement of eight members plus Secretary of State Colin Powell, who serves ex-officio. Seth Cropsey has been confirmed by the Senate to be the new director of the International Broadcasting Board - now an AIB member. Cropsey has been Director of Policy at the Voice of America; Deputy Undersecretary of the Navy; and has been active in academic and law.

BBC gains in Africa

Listeners to South African Broadcasting Corporation (SABC) radio channels will have a selection of BBC news and current affairs programmes following the signing of a new agreement between the two broadcasters. The new arrangement, which will lead to increased partnership and exchanges in radio broadcasting between the two organisations, was signed in late January by SABC's CEO Peter Matlare and BBC's Broadcasting Manager for Africa, Michel Lobelle.

"The BBC is delighted with this renewed and consolidated partnership with South Africa's public broadcaster," says Lobelle. "We have a long record of cooperation, including programme exchange, technical help and special events. This new arrangement will allow all the SABC radio channels to access the BBC news offer as well as sports and other programming. We look forward to further widening this focused cooperation."

Peter Matlare added: "The SABC is pleased that it can continue to bring its listeners news from around the world that is both credible and independent. The BBC will add to our already rich source of local news and current affairs and help us fulfil our commitment and obligation to the South African public to keep them well informed and up-to-date in a fast-changing world."



Peter Matlare, CEO of SABC, with the BBC's Michel Lobelle at the signing of the agreement

Meanwhile London-based programme syndicator TVAfrica has entered into a distribution agreement with BBC World that will result in the channel gaining access to an estimated seven million households across Africa. TVAfrica, the largest free-to-air, pan-African television network will continue to syndicate the overnight re-broadcasts of BBC World to its terrestrial affiliates - principally commercial television channels - to fourteen African countries, including Kenya, Uganda, Tanzania, Ethiopia, Rwanda, Cameroon, Nigeria, Ghana, Namibia, Botswana, Zambia, Malawi, Mozambique and Lesotho.

BBC World will appear on TVAfrica affiliates overnight and in the early morning. Commenting on the new agreement, Erica Rowe, head of broadcast distribution at BBC World said: "Our significant growth in viewership figures across Africa is in line with the global trend for the channel. BBC World, through TVAfrica has access to one of the world's biggest audiences. For decades BBC World Service radio has been a firm favourite with millions of African listeners and more viewers than ever are tuning into BBC World television through the services of their terrestrial broadcasters thanks to TVAfrica."

GlobeCast plays the game

GlobeCast, an AIB member, has won the contract to provide the satellite transmissions for the cricket world cup due to be played in South Africa, Zimbabwe and Kenya, in February. The GlobeCast African office, with its headquarters in Johannesburg, will be uplinking all 54 matches for the world feed as well as providing unilateral services for broadcasters.

GlobeCast will be using as many as 13 uplink systems to cover the matches to be played at 17 different venues in Kenya, Zimbabwe and South Africa. GlobeCast is Africa's leading SNG company and has covered most major international news and sporting events on the continent since it opened its doors in 1994. The company has expanded into Africa and in September put in place a satellite network for an East African broadcaster. The station can now deliver its pictures to the region rather than just the capital. GlobeCast is looking to establish offices in East and West Africa to further help meet the need in Africa for satellite solutions not only for broadcast but also Internet via satellite, VSAT and DTH services.

InterMedia Survey offers Market Guide intelligence

AIB member InterMedia Survey Institute has announced a joint partnership with Research Director Inc. to produce *The Market Guide*. The Guides will initially be produced for 40 international markets.

Market Guides feature country-specific information about general media usage and demographics. There are media profiles for domestic television, radio, newspapers and the Internet. The guides also provide information on demographics, ethnicity, languages, employment, income, education and religion. The population's assessment of the importance of each medium are shown, as are ratings for individual outlets in each of the media.

This type of information has not been readily available for many developing and transitional countries. InterMedia has been providing this type of data to international broadcasters for over 40 years, although it has never before issued reports to a wide cross-section of potential users. The partnership with Research Director Inc. now makes this possible. Now advertisers, stations, publications, governments or non-government organizations will have access to this type of information. AIB members are entitled to a saving on the regular price; contact news@aib.org.uk for more information .

CNBC Europe protests UK regulator decision

CNBC Europe, a member of the AIB, has protested to the UK's Independent Television Commission about a ruling on a series of programmes it transmitted early in 2002 on the implementation of the Euro currency. The ITC has said that the programmes contravened the Commission's Code of Programme Sponsorship since they were part-funded by the European Commission. The Code states that no news and current affairs programmes may be sponsored.

CNBC Europe disputes that the programmes were sponsored, and the AIB has expressed its surprise at the decision. The funding was awarded to CNBC Europe and other cross-border broadcasters under the European Commission's PRINCE programme to explain the introduction of the single currency to EU citizens. Other recipients of the award included EuroNews, MTV, NCRV, Radio France Internationale, Radio Monte Carlo, Radio Netherlands, RAI and The Travel Channel.



"Grants to broadcasters have been made by various Directorate-Generals of the European Commission for a number of years," says Simon Spanswick, Chief Executive of the AIB. "National and international, public service and commercial broadcasters have benefited, enabling a greater range of programme genres to reach the public across the Member States of the European Union. The EU works in partnership with the broadcasters and therefore cannot be seen as a sponsor organisation.

"The ITC ruling appears to place CNBC Europe at a competitive disadvantage, as well as working against viewers in the UK and across the Continent," continues Spanswick. "As a broadcaster of 24 hour-a-day news and current affairs programming, the interpretation by the Regulator that the EU grant is sponsorship effectively precludes the channel from applying for any further funding that benefits viewers throughout the European Union and beyond. One wonders whether regulators in other countries share the ITC's opinion."

Spanswick: ruling places CNBC at disadvantage

In the past few years, public and commercial broadcasters have received European Commission funding for television and radio covering programming including a pan-European collaborative news and current affairs radio programme produced by a number of international public service broadcasters. The AIB has written to the ITC, supporting the CNBC Europe position.

RFE/RL ends Czech, develops more TV

AIB Member **Radio Free Europe/Radio Liberty** has given up its transmissions in Czech after 52 years. The USA, says the broadcaster's official statement, needs the US\$650,000 to extend broadcasting to other countries in connection with its fight against terrorism. Meanwhile, there have been discussions going on for several months over whether REF/RL can safely continue to keep its broadcasting centre in the Czech capital, Prague. There have been rumours that the building might be attacked, and there have been suggestions that operations should be removed to another country. This would be a big shame, said Czech President Havel, who encouraged the US broadcaster to come to Prague in 1995.

Meanwhile, RFE/RL's Bulgarian language service and Bulgaria's biggest private television broadcaster, bTV, have launched a weekday television news programme. The programme, called *Blitz*, is simulcast on bTV and on RFE/RL's FM frequencies in Bulgaria from 0810 to 0830 weekdays. Hosted by RFE/RL Sofia Bureau correspondent Georgi Koritarov, *Blitz* focuses on news important to its Bulgarian viewers and listeners, and features a press review, newsmaker interviews and commentary on daily events. The first guest to appear on the inaugural show was Bulgarian parliament chairman Ognyan Gerdzikov.



New MD at EuroNews

EuroNews, the international multilingual TV news channel partly owned by Britain's ITN, has appointed David Lowen as Managing Director. Lowen succeeds Martyn Wheatley who has relocated to Dubai to head up MBC's news operation.

Paying tribute to Wheatley, Stewart Purvis, president of EuroNews's parent company SOCEMIE, said "Martyn Wheatley has helped transform the image and reputation of EuroNews around the world. He has created a legacy which I am sure others build on."

Lowen moves to EuroNews from the UK where he has worked for ITV, the national commercial television channel, and as a consultant for broadcasters across Europe.

The senior management team at EuroNews sees changes - Alan Mercer becomes Director of Resources, Michael Peters is named Financial Director and Luis Rivas will act as Editorial Director.



Gulf newsgathering facilities improved

APTN reports that it is gearing up for the potential conflict in Iraq with a significant investment in people and new technology - utilizing the latest in store and forward technology, portable uplinks and digital camera equipment.

The specific focus on new equipment is part of a major initiative this year for APTN. APTN's Broadcast Services Department is expanding its services with greater numbers of dedicated Broadcast Services staff in more locations and an increased number of bureaux with 'live' capability.

The main emphasis has been on the Middle East and APTN Broadcast Services is offering live and tape facilities in Baghdad where there is a three path satellite truck with attached communications link; Qatar with a three path flyaway; Kuwait with a two path flyaway and further links planned for Iraq and Kuwait. Further investment brings more facilities to the continuing Middle East hotspot, where APTN has a range of facilities including Jerusalem offering work space, live and tape playout; Gaza where there is a new tape and live facility linked back to Jerusalem; and Ramallah with a new tape and live facility also linked back to Jerusalem.

World increases sponsorship

BBC World, the BBC's 24-hour international news and information channel, has gained more sponsorship in the travel and tourism sectors.

Emirates - the airline of the United Arab Emirates - are running a global campaign on BBC World during Q1 2003. BBC World has produced a special series of short form features enabling viewers to 'Keep Discovering with Emirates'. In addition to sponsoring these 50-second films, Emirates also sponsors the Voyager Season every weekend on BBC World.

Also in the year's first quarter, Swiss bank UBS is running sports to support its sponsorship of Team Alinghi, the Swiss syndicate challenging for the 2003 Americas Cup.

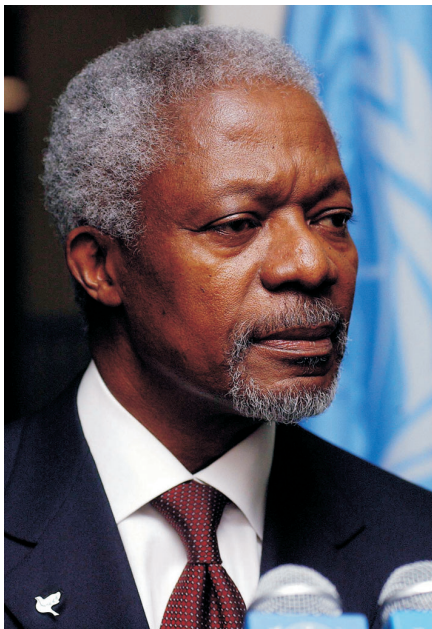
In the tourism market, Kerala Tourism is the 2003 sponsor of BBC World's Holiday Programme in India with high frequency spot campaigns running in Europe and Asia Pacific concurrently. The channel has also signed a deal with the Indian Tourist Board. Incredible India is the Tourist Board's first globally-launched advertising campaign running in Europe, Asia & Australia throughout the first quarter of 2003, including web banners on the BBC World site.

BBC World's weather report in Europe is sponsored throughout January and February by KLM.

Carolyn Gibson, Regional Sales Director, EMEA, BBC World comments: "Such a run of high-profile sponsorships on the channel is evidence of the excellent creative opportunities BBC World now offers advertisers. In addition to sponsorship opportunities of quality BBC World programmes, we have a cache of bespoke creative media solutions we can offer our clients."

In November 2002, the BBC celebrated the 80th anniversary of the launch of our domestic radio services. December saw another important birthday. It was 70 years ago, in December 1932, that the first international radio broadcast took place on what was then called the Empire Service. So it took John Reith's fledgling BBC only 10 years to realise that broadcasting to Britain alone was not enough - that the BBC had the capacity to fulfil a role on the world stage.

UN Secretary-General Kofi Annan has said that the World Service was "Britain's greatest gift to the world in the 20th Century", quite an accolade.



But if we are to live up to that demanding billing in the 21st Century - and we are determined to do so - changes are needed in the BBC's global role. Radio alone is no longer

enough. Increasingly, we need to view radio, television and online as a package, and to manage them jointly.

Those first five short-wave transmissions on the opening day on 19 December 1932 were brief and were focused on reaching key British colonies overseas. But an important landmark had been passed. From that point on, the BBC would be a global broadcaster. From the very outset, we offered something different from the

international terrorism or a lone sniper.

It is an increasingly interdependent world, but one in which many turn their backs on international news. It is also a world awash with information, but where understanding and tolerance are scarce resources.

This globalised world increases the scale of international business and the specialisation of trade, which could

The BBC's challenge is to make sense of a confusing and contradictory world - providing a forum for the exchange of ideas across cultural, linguistic and national boundaries

state controlled system of the soviets or the nationalism that sometimes characterised American broadcasts. As with the domestic output of the BBC, there was a determination to establish a service which was both independent and distinctive.

Lord Reith immediately saw that the guiding light of the BBC's international service was that it should always speak the truth, and must give propaganda a very wide berth. For its time, it was a remarkable insight. And it worked. The values that underpinned the Empire Service from the start have made the BBC World Service the world's most popular source of news and information.

The 21st Century has ushered in a new world. The single undisputed superpower feels more vulnerable than for a generation, whether from

be of immense benefit to the standard of living of all the world's citizens. But it also increases the speed of social change, the potential for a rapid spread of bigotry and other bad ideas, and the impact with which cultures can collide. Britain is as vulnerable as any other western economy to the threats posed by these changes.

The foreign services of the UK and other countries have recognised these stark truths. And they have realised also that a key requirement in addressing these problems will be to foster mutual understanding across international borders and cultural divides. Very few organisations in the world are currently well positioned to make a contribution to this healing process. But the global news service of the BBC is one such organisation.

The challenge for the BBC is to make

Brave new world

for the BBC's new global news division

BBC Chairman Gavyn Davies talks about how the organisation is responding to the changing world that needs more news, more often, in more places



sense of what seems a confusing and contradictory world - providing a forum for the exchange of ideas, across cultural, linguistic and national boundaries. If the BBC can continue to contribute in these crucial areas, it will be worth the cost, many times over.

But this will only be possible if we can continue to be a strong voice for global audiences in the face of intense competition. Whether it is the Voice of America, Radio Liberty, the mighty CNN or new players with global ambitions like Al Jazeera, audiences are fragmenting as they select from a relentlessly expanding menu of media.

This is why at the beginning of December we brought together our international services across radio, television and the web, led by Mark

Byford, under the umbrella of a BBC Global News Division. The division comprises the radio World Service, our international television channel BBC World, and our international online services. With better co-ordination across all these services, we will maximise our potential editorially and will strengthen recognition of the BBC brand among audiences.

Each service has its own special strengths. Together they are a powerful voice in international broadcasting.

The World Service remains a cherished source of impartial radio news, in English and 42 other languages, from Polish to Pashto. It is listened to by 150 million people a week, from world leaders to Afghan tribesmen. For the populations of

some countries, it is the only source of independent news.

Modernising the way the service is available is key to maintaining that reach and reputation. This includes investing in more broadcasting on FM, now available in 136 capital cities, and our partnerships with some 2,000 local radio stations which re-broadcast World Service programmes.

Our activities on the web are an increasingly important way of reaching new audiences. We now offer sites to support all 43 language services carried on the radio. That means 43 different news websites with text and audio, plus live streaming of each of the services. This takes World Service radio onto a vital new platform which is almost doubling year on year. It also allows



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diaspora communities anywhere in the world to use the web as a means of listening to their home language service.



On television, BBC World, our commercially financed international television channel, is of increasing importance as worldwide audiences migrate from radio to television. It is currently available in more than 200m homes in more than 200 countries and provides news from a source which audiences have trusted for the last 70 years. Though constrained by the need to finance the channel solely from commercial income, it is undoubtedly carving out a distinctive role.

The three different services are available on three different platforms.

But all share the same values of independence, impartiality, quality, accuracy, breadth and depth of agenda, expertise and eye witness reportage. They also share the purpose set for the World Service 70 years ago: to make the BBC the world's best known and most respected voice in international broadcasting and thereby bringing benefit to Britain.

One seasoned news correspondent hit the nail on the head with a warning to a conference of US television executives. He was concerned by the lack of serious foreign coverage on American networks, and accused the channels of "protecting the mind of the American people from real contact with the menacing world that squeezes in on us".

This message may sound familiar to those interested in the debate surrounding American coverage of last year's attacks on the New York and Washington. But this was no post September 11 media hand-wringing. Nor was it in the wake of the Gulf War or even Vietnam. The warning came from Edward Murrow of CBS. The year was 1958.



Mark Byford, head of the BBC's new Global News Division, pictured outside Bush House, home to the BBC World Service since the 1940s. Byford is keynote speaker at the AIB Global Media Business conference - details on page 24

Murrow's warning feels more urgent than ever, 45 years on. There is still great menace in the world. That menace is as much to do with ignorance as evil. It is the BBC's task in the years ahead to challenge that menace - the menace of ignorance.

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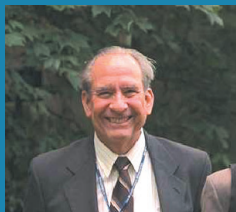
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International broadcasting: serving Africa, solving problems?



Alan Heil surveys the work that international broadcasters are carrying out in Africa, helping to improve the information flow and serve the immediate needs of the population across the

Since 9/11, the media focus and attention of those who pay for transnational government-sponsored broadcasting clearly has been on the Arab and Islamic worlds. But in terms of direct contact with listeners and viewers and the sheer size of the audience, the real and seldom recognized slumbering giant in international public service broadcasting is sub-Saharan Africa. Today, well more than 100 million Africans hear the BBC, VoA and Radio France Internationale at least once weekly, via shortwave, medium wave, or local FM.

"Africa," says Bary Langridge, head of BBC World Service Africa and Middle East broadcasts, "is undoubtedly hungry for news of itself but also for international fare... It would be a mistake to think that Africans only listen because their own media is patchy. They are big international thinkers and many radio listeners are much better informed on the big world problems than many Westerners."



The BBC's Bary Langridge

International broadcasters are reacting creatively to the challenge. Listeners and viewers in Africa are extraordinarily curious about the world and their own countries. And why not? While Africa has enormous cultural richness and diversity, it is also beset by wars, famine and disease. Its people are hungry for solutions to daunting problems — including a need for governments that work — and disillusioned because in many African countries, a better life seems far away. Because of this, they are particularly attracted to broadcasts from abroad which permit them to participate, and to seek

answers directly relevant to their daily concerns.

Forums in Many Formats

International broadcasters are partnering with newly independent indigenous media to enrich such exchanges of knowledge. More and more, transnational media in Africa are focusing on: 1) rebroadcasting and placement, 2) call-ins and other interactive programmes, and 3) tailored public service television and radio offerings, including VoA TV to Africa and the Voice's expanded website on African issues.

Rebroadcasting and placement

In 1990, there were only two independent FM radio stations in all of sub-Saharan Africa. Today, there are scores of radio outlets and some newly independent television stations, a highly competitive media market. The Big Three international broadcasters — BBC, VOA and RFI — have been in intense competition since the early 90s to supplement traditional shortwave with other delivery systems and new programming techniques. The three have nearly 170 around the clock relays or affiliates, large and small, some in capital cities, others in provincial "up country" municipalities. The Voice of Nigeria, that country's state radio, for example, has partnerships with BBC, VOA and RFI, as well as Deutsche Welle, the South African Broadcasting Corporation (SABC), Channel Africa, and Radio Sudan. The World Service lists 64 FM affiliates in Africa on its website, and the VOA says it has more than 50 radio and TV partners throughout the continent.

Call-ins and dialogue programmes

VOA Africa Division director Gwen Dillard says that the Voice has been particularly active in co-sponsoring and broadcasting live "town meetings" in Nigeria this past year with local and international non-governmental organizations (NGOs), and is looking to increase the activity to illuminate issues



Gwen Dillard, chief of VoA Africa Division

likely to be debated in national elections there scheduled for next May. Dillard adds that topics include states rights in a federal system, health and education issues, corruption in government, human rights, and the economy. Special audience participation programmes also are being created to assist orphaned adolescents and former child soldiers in the teeming refugee camps of east and central Africa, to provide information on how to head a family or earn a living.

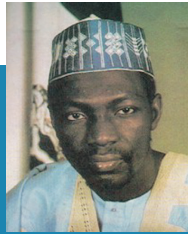
In Kano in September 2001, VoA's Hausa Service rented a hotel ballroom for 200 town hall participants. Four hundred citizens showed up, many crowding into the foyer outside. The topic: "Nigeria: Evolving a Durable Democracy." The event was broadcast live for an hour on VOA shortwave and medium wave and recorded for television. The town meeting was co-sponsored by the Network for Justice, a Nigerian NGO. Those present wanted to keep talking. The session continued for four hours. Several hundred more Nigerians, radios cocked at their ears, flocked to the street in front of the hall. Dillard explains that in such cases, the entire proceedings are recorded and serialized for later playback. The Voice has conducted four such town meetings in Hausa and English in Nigeria, with similar outpourings of support. RFI, in a program hosted by Juan Gomez entitled *Appels sur l'actualite*, broadcasts listener comment on international news.

The Interactive Internet

The BBC's Bary Langridge recalls visiting the president of the Democratic Republic of the

The Imminent Dawn of a Polio-Free World?

VoA has helped millions of people around the world, especially in Africa, to learn where they might immunize their children against polio. In 1997, the Voice joined international organizations, national governments and NGOs including Rotary International in the Global Polio Eradication Initiative, an unprecedented public health care venture. VoA has used listener contests, radio health dramas, fan club conventions, charity football matches, public service announcements and other special programs — 5,000 programme segments in all — to help inform parents about the availability of immunisation services for their children. Five years ago, more than 350,000 cases of polio were recorded each year. Today, there are only 100 to 125 known cases worldwide, and health specialists hope the world will be entirely free of polio by 2005. Recently, VOA listeners in Africa were invited to tune to VOA for information on synchronized national immunization days (October 5/November 2) in Benin, Burkina Faso, Cape Verde, Ivory Coast, the Gambia, Ghana, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, and Togo.



We are happy indeed with the service of VoA in terms of balance and a credible approach. We vote for that to continue. It is like a religion to most people. They don't like to miss a programme on VoA.

Ahmed Mohammed Makarfi, Governor of the State of Kaduna, Nigeria

Voices to Africa Compared

*The BBC World Service has an estimated 60 million listeners in Africa, about 40 per cent of its worldwide estimated audience of 150 million. Half of the BBC's English listeners live in Africa.

*The VOA has an estimated 39.4 million listeners in Africa, about 45 per cent of its worldwide estimated audience of 87 million. Largest audiences are in Nigeria, the Horn of Africa and the Great Lakes region.

*RFI has an estimated 15-16 million listeners in Africa, about a third of its estimated worldwide listenership. Popular programs include *RFI Soir*, heard Mondays through Thursdays, and *Le Debat Africain*, on Sunday mornings.

Congo in Kinshasa just two days after terrorists struck in New York and Washington on September 11. Joseph Kabila was sitting in his office and on his personal computer was bbc.co.uk. "Either he is a very considerate host and diplomat," Langridge says, "or an avid follower of the BBC in English and French. My guess is that he was and is both. Two days after 9/11 was a perhaps a special time for him to access the most-used news online site in the world." In 2001-2002, the World Service expanded its Somali broadcasts and introduced a new website, bbsomali.com. Results were astonishing. The site gets 800,000 to 1,000,000 page impressions a month, and around 200,000 listens to audio on line. Audio usage there, Langridge adds is the largest of all BBC languages.

In addition to e-mails, the World Service has phone-ins, fax, live calls from listeners, notably on an English programme, *Talking Point*, heard Sundays. The BBC French Service, *BBC Afrique*, broadcasts call-ins periodically and recently had as a live guest the prime minister of Niger. "A new development," according to Langridge, "is *Africa Live*, where live audiences and experts are electronically linked from two or three cities in the continent to moderators in London or an African capital city." They discuss anything from the burdens of family demands on expatriate Africans, tests for HIV/AIDS, the differences between East and West Africa. Langridge adds that the programme, mainly in English but also in other languages, may soon feature African producers challenging decision-makers in the West on tariffs, debt and other economic issues.

Tailored public service television and radio programmes

At VOA, producers are developing the most innovative programming since the launching of *Africa World Tonight* a decade ago. This winter, the Africa Division has launched a

new weekly health call-in programme, *Housecall*, and is expanding its broadcasts to Zimbabwe. A new one-hour evening programme in English, Shona and Ndebele is designed to provide news and information denied to Zimbabweans because of the Mugabe government's severe crackdown against the media. She hopes that VOA can fill the resulting information vacuum with "accurate and objective news. Our broadcasts," Dillard added, "will be fair to all parties and will not be the tool of any political group, government or opposition." Topics of VOA call-ins and current affairs specials of particular concern to residents of Zimbabwe: food shortages, school fees, health problems (including HIV/AIDS), inoculation campaigns against polio and other diseases, family health and nutrition. The Zimbabwe project is made possible by a grant from the U.S. Agency for International Development.

Meanwhile, a new relatively new production unit within the Voice's Africa Division, VOA TV to Africa, is growing rapidly. In late 2002, two new programs were launched: *Up Close With Maimouna Mills* (a pioneer television host at VOA) and *Healthy Living* (focusing on prevention of HIV/AIDS and living with the

disease). Much of the activity was inspired by the success of a weekly radio-TV-internet simulcast call-in programme introduced in August 2000, *Straight Talk Africa*. Its host, veteran journalist Shaka Ssali, has interviewed dozens of prominent Africans, including more than 20 heads of state. VOA interactives and interviews lately have provided forums for both opposition and government-backed candidates in local and national elections ranging from Nigeria to Kenya to Zimbabwe. The simulcast radio-television programmes, and a more recent addition called *Special Report Africa*, are all in English.

In October 2001, VoA's Africa Division also launched its first weekly TV program in French, *Washington Forum*. "We believe," says VOA TV to Africa manager Diane Butts, "that with our new diverse programming, we can continue to open new doors of understanding and communication among the peoples of Africa, America, and the rest of the world. Future shows," she adds, "will offer something for every member of the household, from the youth to the elderly."

Television viewers and other observers agree that the continuing success of the distinctly interactive approach in international broadcasting to Africa depends upon its credibility. An American columnist, Austin Bay, terms the BBC World Service Western civilization's "WMI, a Weapon of Mass Instruction." "The reason it works," he writes, "is credibility, not megawatts or megabucks." A Nigerian viewer of VoA's TV to Africa, agrees. In a letter to the staff of *Straight Talk Africa*, Remi Oyeyemi wrote: "That fearless programme ... increased the credibility and the integrity of your medium, a least with 120 million Nigerians."

Alan Heil, retired deputy director of the Voice of America, is an occasional contributor to The Channel.



Diane Butts, of VoA TV to Africa

FM broadcasting has become central to the delivery strategy of the World Service in Africa. One third of its global worldwide measured audience of 150 million adult listeners actually live in Africa and it is easily arguable today that a large and growing chunk of these BBC listeners on the continent do so via FM relays or FM partnerships. This trend is likely to grow in the coming years, even if new or recent delivery technologies, such as WorldSpace or DRM (Digital Radio Mondiale), become significant in time. Even if they do, new receivers will have to become available at the right price!

For now and for the foreseeable future, FM is truly the buzz word all over Africa. What we have witnessed over the last ten years or so is the phenomenal growth of the FM market in Africa. This is exactly the same pattern that occurred in Europe in the 70s and 80s. Similar issues of deregulation and competition were tackled in various ways, but most African countries today have set up systems of control and allocation of frequencies in line with ITU guidelines, that are generally efficient and technically adequate. State monopolies have, on the whole, ended and private operators thrive not only in the capital cities but also in most of the important towns around Africa. National and state radios which sometimes used to rule the waves in splendid isolation find themselves facing a new dynamic competition and have to rediscover the values and strengths of radio and of sound commercial management! Times are a changing...

FM delivers good sound quality, is ideal in urban environments and is relatively cheap to set up and operate. FM has thus become an attractive proposition for commercial operators, but also for NGOs or religious organisations.

The real winners have been listening public, local stations and staff – a growth sector for jobs and opportunities

However, World Service's short wave transmissions to Africa will continue for many years to come and for obvious reasons because they secure the geographic reach that FM will never deliver. FM has a fairly limited reach, typically 50km, and it is also vulnerable to power breaks or political upheavals and it needs constant and sometimes costly maintenance.

The new impetus really started at the beginning of the 90s with the wave of democratisation and the calls for multiparty systems that swept many countries. Increased media freedom came along naturally and different regions liberalised at various speeds. This communication revolution was of course helped by the increasing availability of reliable technologies and cheaper European transmitters, plus digital studio operations. Last but not least, the development of better and increasingly cheaper satellite coverage of the continent from 1995 has also contributed to the FM revolution. Technological change, as well as the online explosion, have fed and underpinned the momentum for the liberalisation of the sector.

West Africa was probably quickest to deregulate: Senegal, Mali, Burkina Faso and then Ivory Coast followed by Ghana and Nigeria. Uganda was at the forefront of deregulation in East Africa, soon followed by Tanzania and Kenya. South Africa remodelled its broadcasting landscape after 1994, introducing the original concept of community broadcasting which has since grown side by side with the revitalised public service and commercial sectors.

Most countries today have an open field with more or less easy

access. Even Ethiopia, Morocco or Angola are now in the process of either planning or introducing deregulation. All this is naturally extremely beneficial for listeners: it increases their choices and opens up a better circulation of ideas and information in Africa. Radio has re-established its pre-eminence as the main medium in Africa, even where television is more and more available terrestrially, or through satellite or micro wave distribution.

Before talking about the role of international broadcasters in this, it is useful to note that the real winners, apart from the listening public, have been local stations and staff – a growth sector for jobs and opportunities and advertising in these difficult times for African commercial interests. Surveys show that it is always local media houses who lead in audiences on FM, and the role of international broadcasters – who do not advertise and therefore take nothing from the local advertising base – is smaller and needs to be seen within that greater view.

These new trends have, however, radically changed the context of international broadcasting to Africa. The main operators such as BBC, RFI, VoA or Deutsche Welle have answered these new challenges with various degrees of success.

The first approach was indeed obvious: securing a local licence from the regulatory authority to be able to establish 24 hour relay stations in your main target areas. This is the policy that the BBC and RFI have successfully implemented over the last ten years or so. The VOA is beginning to follow suit.

As for the BBC, its clear strategy in Africa from the start was to establish an FM presence in every capital city of the continent. Ambitious perhaps, but so far thirty capital cities of Africa can tune in to the World Service on FM and the network of dedicated BBC relays (40 at the latest count) is growing all the time. Rather than 'rebroadcasting', this is indeed direct broadcasting, the BBC feeding its FM relays by satellite just as it is delivering signals to its main short wave relays in the world.

In countries like Nigeria, Uganda, DR Congo, Kenya, Tanzania or soon Mozambique, Rwanda and Senegal, the reach of FM is or will be even wider, reaching the main urban centres beyond the capital cities.

From Freetown to Maputo, Dakar, Nairobi, Kigali or Khartoum, the BBC is now well established on the FM band and traditional short wave listeners happily convert to the better sound quality that is now available everywhere.

Short wave broadcasting is far from redundant and it will remain one of the fundamental building blocks of audiences in the years to come.

The World Service is also available on the MultiChoice digital TV bouquet over Africa, but it requires expensive decoders and subscriptions that only small minorities can afford. BBC is also on the WorldSpace bouquet and the number of users of the new digital receivers is growing as cheaper sets become available. One day perhaps the DRM project will allow such wide reach with FM sound quality via affordable receivers... That may remain the winning equation for the future.

In some countries, foreign broadcasters are not allowed as such to apply or secure broadcasting licences of their own. Where this



BBC WORLD SERVICE

Reaching out across the continent

The concept of partnership is essential, says **Michel Lobelle**, the BBC's Broadcasting Manager for Africa and the Middle East, as he explains the way World Service radio is embracing new opportunities across Africa

Above left: traffic passing a BBC billboard in Maputo;
Right: Michel Lobelle with the Permanent Secretary at the Zambian Ministry of Information on agreement for relays in the country;
Far right: Group of musicians at launch of Ray Power 2 on 106.5 in Lagos



is the case, for example in Nigeria or Tanzania, the BBC has sought partnerships with established local commercial broadcasters and launched new talk-format local FM stations that carry a certain amount of key BBC broadcasts, usually its flagship programmes like Focus on Africa or Network Africa or African Productions. Such joint ventures (including Ray Power 2 in Nigeria and Sky FM in Tanzania) have been resounding successes so far.

The concept of partnership is indeed central to the BBC's operations in Africa: whether to open a relay in cooperation with a national broadcaster like KBC in Kenya or MBC in Malawi, or to launch a new station like Sky FM in Dar Es Salaam, or indeed to secure a 'rebroadcasting agreement' with a small FM station in Southern Chad or Northern Uganda, or to sign a major national news supply deal with the SABC, the principles are the same. The technology is the same, with satellite delivery of the audio signals, and the philosophy is the same too. The BBC seeks partners and aims to consolidate its relationships throughout Africa with a mix of training programmes, equipment or funding. The BBC's FM drive throughout the continent

was never seen as a one way street, but rather as the setting up of a complex web of bilateral agreements and relationships that ensure transfers of technologies, know how, co-productions and ever increasing training programmes in production, engineering, online technologies or management.

Dozens of radio stations have experienced these exchanges and the BBC is determined to consolidate and maintain its two-way partnerships in Africa.

This strategy will continue for years to come. For an international public service broadcaster which aims to be a link between communities and a hub of information and knowledge in the world, the FM revolution in Africa is a challenge that needs to be addressed with an open mind, enthusiasm and dedicated resources. The BBC is trusted around the world for its values and its programmes and being able to reach its large African audiences in excellent sound quality is a vibrant opportunity, especially on a continent where speech and music are traditionally paramount.

By invitation

SW Radio Africa - the story behind the station



Gerry Jackson is Station Manager at SW Radio Africa. Based in the United Kingdom, the station has been beaming programmes to Zimbabwe. Here she gives her personal view of the first year of the station's operations

SW Radio Africa began broadcasting from London on shortwave, into Zimbabwe, on 19th December 2001. The footprint of the signal covers most of the Southern African region.

A donor-funded project, the station was set up in response to the government clampdown on independent media and the deteriorating situation in the country. It is run and staffed entirely by Zimbabweans, most of whom worked, at one time or another, for the state owned Zimbabwe Broadcasting Corporation, when there was still some pretence that the organisation aspired to broadcasting norms. Independent radio has never been allowed in the country.

It has been a hard year but it has been great radio. Constrained by no one, we've been able to do exactly what we want – rare in the world of radio today. No music playlist, no editorial control. That freedom alone brings its own interesting problems. It is very easy to work within the constraints of an existing system, the comfort zone of restriction. It's quite a mental leap to free think and create something entirely new.

We have had to wrestle with a few problems. The dreaded 'balance'. What is balance when a government is intent on attacking its own people? It gets even more interesting when the government bans all its officials from speaking to you.

We broadcast for three hours each evening, seven days a week and from the beginning we didn't want it to be 'us speaking to them' – we wanted phone in programmes. So for the first hour of broadcasts we established 'call back'. It is financially impossible for Zimbabweans to phone us, so we have a local mobile number where listeners can leave their telephone details. We call them back and it's an open forum. Using a conference call system we can also open up the lines for debate.

We follow that with a news hour, covering the breaking stories of the day, while the final hour is dedicated to music, HIV education and some lighter material.

It's extremely difficult for people living in a democracy, with access to a mass of information, to understand what it's like to live in a society where a government controls the media, particularly when your country is being systematically destroyed and you're desperate to find out what is really going on. Although there are a handful of independent newspapers, radio is often the only source of information in rural areas. Newspapers are expensive and virtually unobtainable outside the cities. Newspaper vendors also come under frequent attack by government youth militias, if they are seen to be selling independent papers.

We also stream live and archive programming through our website www.swradioafrica.com. The site was specifically designed for the estimated three to four million Zimbabwean exiles now scattered across the planet. The site is also used as a source of information for the many activist groups around the world who are trying to pressure the international community to take the Zimbabwean crisis seriously.

With little good news to report it has been vital that we try and give our listeners heart and encouragement and we have countless reports of listeners cheering as they hear that some government, somewhere has imposed travel sanctions, or whatever small response there has

been from the international community.

It is an exhausted and depressed population who are listening so we broadcast as many positive stories as it is possible to find. Hope is the most important thing that we can pass on and the most common feedback we get is that *SWRA* is a lifeline. We hear of people climbing trees with a bit of wire to use as an aerial to get a better signal, informal groups gathered around a fire with a shortwave radio nearby.

We have a complete audio archive of the deliberate destruction of the very fabric of a country. There are any number of beautifully tabled, erudite reports from human rights organisations detailing the methods of torture, abuse, the politicisation of food aid, the destruction of the environment. But that is apparently not enough. It just continues.

Meanwhile ordinary Zimbabweans have become our informal correspondents. On the end of a telephone line, reporting with wisdom, intelligence and often humour. We take our hats off to the very many brave people prepared to speak out and take a stand. It is worth remembering that Zimbabwe is rated just above North Korea and Cuba on the list of the most repressed places on earth.

This is a country where you'll be arrested for praying outside a police station where a loved one is incarcerated, you have a very good chance of being beaten and tortured for no particular reason and genocide by starvation is in place. Didymus Mutasa, the organising secretary for the ruling Zanu PF said, 'We would be better off with only 6 million people, with our own people who support the liberation struggle. We don't want all these extra people'.

It is estimated that 7 million Zimbabweans are facing starvation, due in the most part to the government's land policy. Dams in the country are still 70% full. Don't blame the drought. That isn't the problem. The stories we broadcast are real life and death issues and it is quite strange to be sitting in safety in London, with our minds and hearts living in Zimbabwe and our studio clocks set to Zimbabwe time.

It was only recently that the government decided to make its attitude to the station absolutely clear. They've sabre rattled before but we woke up one morning in December to find we were on the banned list and when the question was raised in parliament the justice minister said 'They are free to come back, but they will be welcome in our prisons'. So that was fairly clear - as Ladysmith Black Mambazo sang, we're homeless.

We plan to continue broadcasting until democracy is finally brought to Zimbabwe, for however long that may be and as long as we successfully continue to source funds. There are many signs that this will be the year of change.

In 1978, Robert Mugabe broadcast from exile on shortwave and called it the Year of the People's Storm, the year to 'free the land from tyranny and re-chart the course of freedom'. Sadly, he has merely increased the tyranny.

We would like to put it more simply. 2003, the year of freedom, democracy and rock 'n roll. And when that happens we can go home and broadcast on FM.



The team bringing hope to southern Africa - from left to right Georgina Godwin, John Matinde, Mandisa Mundawarara, Richard Alfrey (behind), Gerry Jackson (sitting) Tererai Karimakwenda, Violet Gonda

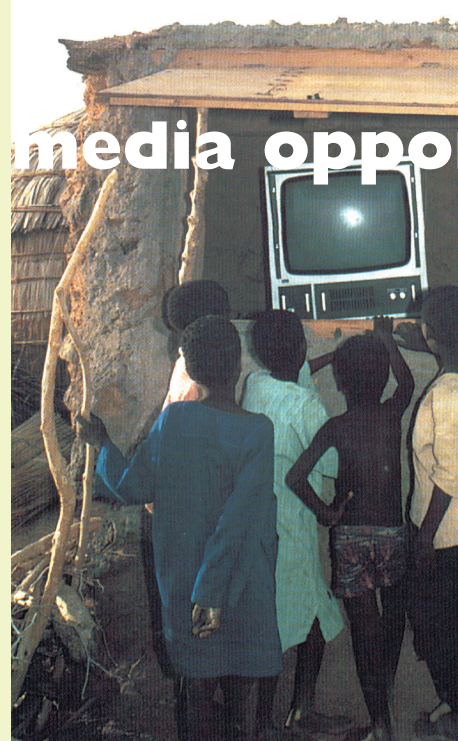
Zimbabwe's reality - food aid is keeping some of the population alive

Television - Africa's future media oppo

Television has in the past been considered to be relatively unimportant in Africa. This is primarily because of its supposed low reach and because African broadcasting organisations have little money for original productions.

But that position is changing rapidly in the wake of deregulation across sub-Saharan Africa and as a result of new Pan-African broadcasting initiatives. These are already providing attractive programming – and facilitating commercial sales on a continent-wide basis. Even outside the major urban areas, viewing is growing to the point where penetration of 50% and beyond is now firmly within sight.

Here, **George Twumasi**, the deputy chairman of AIB member ABN - launched two years ago and reaching an estimated 100m people in 10 countries - describes the tremendous opportunity now opening up for broadcasters in the continent.



One of the frustrations - and challenges – faced by both public service and commercial broadcasters in Africa is that research about television viewing in the continent is still far from totally accurate or comprehensive. But there are some important pointers. They show that television is already playing a tremendously important role in the continent, and, indeed, is expanding at an almost exponential rate.

Research carried out by TV Africa, for example – one of the pan-African television organisations with which ABN is closely associated with in the optimisation of available pan-Africa focused free-to-air broadcast infrastructure – found that in 1995, there were just 12m sets in the continent. By 2001, the figure had grown to 24m sets in sub-Saharan Africa, reaching 24% of the population. And growth is so now so fast that it is predicted that the total will be 42m sets by 2004. This means that 252m of the population (42%) will be able to access television services. On that basis, expansion well beyond the 50% level is easily within sight. An indicator of the growth pattern in individual countries can be found in Kenya, where the number of sets has risen from 550,000 in 1995 to 2.02m now.

Research about viewing habits is also still relatively scanty, something which ABN is working hard to remedy. But initial surveys have found that on average each set is watched by between 6 and 12 people, making television the focus of community and neighbourly life. And in terms of reach, astonishing facts are beginning to emerge. Work carried

out by ABN in Zambia – not the most affluent of African countries – in small-town and semi-rural areas, found that 92% of those questioned had watched television at some point within the previous 48 hours.

The growth is primarily driven by the availability of cheap second-hand sets being brought in from areas such as India. And in addition, for many Africans working outside the continent, an increasingly common attribute and almost mandatory requirement now, is to equip folks back home in Africa - family and close friends – with television sets.

But above all, developments instituted by ABN and TV Africa has clearly demonstrated that a very keen and growing appetite for quality entertainment, sports, and education programmes is now prevalent amongst indigenous audiences throughout sub-Saharan Africa. TV Africa, for its part, is feeding the huge enthusiasm for sport through coverage of the major leagues and events like the football world cup. These are being brought to the continent's viewers on a regular basis for the first time. ABN, by contrast, is concentrating initially on the provision of entertainment programmes.

Passions – a popular NBC daytime television show in the US - is part of the mix, as is the US versions of *Kids Say the Funniest Things*. A deal in the making, which is about ready for signing as this article goes to press with a major US programme provider, will greatly augment the range and quality of programmes, which the ABN brand will be able to offer primetime television audiences across the continent.

This combination of sport and entertainment is precisely the formula that has triggered the switch to digital television elsewhere in the world. The exciting thing is that it is now happening in Africa, and progress to date has demonstrated beyond doubt that the African television market is in many respects no different from in other more developed areas.

The key to what ABN offers to its clients is that the programmes that are distributed from Johannesburg via TV Africa's satellite transmission infrastructure, can be fitted into each country's primetime broadcast schedule as is considered locally appropriate by its local partner broadcaster. In return, ABN sells the commercials slots within its programming strands, which the host broadcaster benefits in line with a contractual revenue share agreement.

For the first time "Africa" can be sold as a relatively unified ratecard item. And with audiences approaching the 100m mark, this is proving an increasingly attractive proposition to a wide range of companies, including several Africa focused multinationals.

The next big challenge facing ABN, and its not-for-profit sister organisation the African Public Broadcasting Foundation (APBF), is expand unto the provision of public service broadcasting – defined in the Reithian sense of entertainment, education and information - as part of the programme mix on offer to client broadcasters, and to kick-start the production of a greatly increased volume of indigenous programmes in these areas.

One of the tragedies of my native continent is the lack of regular access to development enhancing education and information which relatively, throughout other continents around the world, is freely available to people at most levels in society. There is a strong and increasing acknowledgement that free-to-air television in sub-Saharan Africa can help fill the gap and thereby play an integral part in improving the lives and prospects of millions of its people. The danger, however, is that unless the right broadcast initiatives are started now, as television grows strongly, other less desirable influences will fill the gap.



Twumasi: Africa has a keen and growing appetite for quality entertainment, sports and education programmes





The Foundation has been firmly endorsed by 15 of the continent's main national broadcasters, ranging from SABC in South Africa through to the Nigerian Television Authority. Broadcasters, who have thus far endorsed the Foundation and its objectives, represent more than half of Africa current population of some 700m people. ABN and APBF are now working under the umbrella of the Pan African Audio Visual Partnership (PAAVAP) model.

The PAAVAP model aims to tap two primary stream of revenue towards the goal of improving all broadcast services in Africa: that generated through commercial operations such as ABN and that available via grant aid to Africa from wealthier countries (for initiatives related to education and information). Without help from the latter source, it is unlikely that there would ever be enough cash and resources to pull the infrastructure of broadcasting in Africa to the level where it can match services elsewhere in the world.

With help from the international community, it is possible to think in terms of a vibrant, self-confident surge forward that will enrich African culture to an unprecedented level.

The areas of programming to be covered under the PAAVAP model include conflict resolution, governance, civic society, public health, business and economic development and poverty reduction. These are all the areas where Africans desperately need more information in moving through self-help and awareness towards a more open and beneficial society.

In order to achieve the development enhancing goals of PAAVAP, the African Public Broadcasting Foundation has developed over the past few months, a new series of relationships on the international stage

aimed at strengthening its initiatives and generating an inward flow of investment into public service broadcasting.

One of the most important is with the Department of Social Science and Public Policy at King's College London, a world leader in the area of conflict resolution. An agreement has been reached to set up with them the Institute of Development Communications. This will comprise – with offices in London and Africa – a multi-disciplinary team of academics and broadcasters, all experts in their fields, believed to be the first of its kind in the world.

The unit will work on researching, developing and producing programme strands that are fully focused on the needs of Africa, that will fully engage audiences, and which at the same time will meet the highest standards of broadcast production.

Links are also being formed with universities in the US. The goal is to make the IDC the most innovative and important body of its kind. It will also work on ensuring that programmes achieve maximum impact by ensuring that projects are, wherever possible, multi-media, covering the radio, print and internet and also involving elements of interactivity. In this area, it is possible to take on board all the lessons learned in more advanced markets about what works in firing the enthusiasm of viewers.

In summary, Africa is beginning to take huge steps forward into the 21st century world of television. But, emerging from a difficult and under-funded past, it will not be an entirely smooth transition, and broadcasters will need much help on the way. This author strongly hopes that the PAAVAP model will open up and illuminate vividly the path towards success. ABN and TV Africa have shown that demand for programmes is undoubtedly and have begun to tap with vigour commercial revenues. But grant aid – at both multi-lateral and bi-lateral levels – is also required, and I strongly hope that the various agencies that want to improve Africa's sustainable development prospects can grasp the particular importance of public service television broadcasting in that process.

APTN half-page ad

The AIB is the trade association for the cross-border broadcasting industry. A not-for-profit organisation with headquarters in London, the AIB works with and on behalf of its members across a range of activities. These include lobbying, providing market intelligence, promotion and public relations, networking and representation.

The Association for International Broadcasting

For Members For Industry

The Association gathers **intelligence** about the industry on a daily basis, covering programming, services, channel launches, product development and transmission issues. Each month, an **exclusive digest** of this global intelligence is sent to members.



The AIB has a unique **database** of information about the international broadcasting sector, and about trends in national and regional broadcasting throughout the world. Members can gain **access** to this information bank as part of their membership benefits.

With an unrivalled range of contacts across the world, the AIB provides **networking** opportunities throughout international broadcasting – from channels to providers of studio equipment, audience measurement to satellite uplinks. Members have exclusive **access** to the AIB's network of contacts.

Members benefit from **discounts** on a variety of services, including conference delegate fees and advertising in AIB publications.

The AIB provides an expert **consulting service** that delivers business solutions, including leading-edge insight into a range of broadcasting-related areas. This includes:

- strategic analysis and advice
- research
- project planning and management
- infrastructure build
- management training
- marketing services
- audience measurement



Specialist **seminars and workshops** are organised on behalf of companies seeking to enter markets, develop products and strategies, or influence potential clients. The AIB works in partnership with a company to develop an agenda that delivers specific goals, ensuring that the right speakers and participants are invited. The Association handles all the arrangements for the seminar or workshop, including logistics, accommodation and catering, and events take place in Europe, North America or the Asia-Pacific region.



The AIB publishes *The Channel* every quarter. The magazine is distributed to named individuals in more than 2,000 broadcasters and other organisations in over 100 countries. *The Channel* carries features about the industry as well as a round-up of current developments in the sector. Members are invited to contribute 'personal view' articles about a subject close to their heart, providing them with an excellent way of communicating concerns, ideas or news to a truly global and highly influential readership.

A monthly **e-newsletter** supplements *The Channel*, providing current news and information about international broadcasting and about the activities of the AIB. This electronic news service reaches more than 8,000 subscribers worldwide.

Breaking news stories from the sector appear on the AIB **website** which is updated daily and where an archive of the AIB's newsletters is also available.

As part of the Association's work in promoting the international broadcasting sector, it publishes

a twice-yearly guide to English-language international television and radio services. Designed principally for the consumer market, the **Global Broadcasting Guide** also provides the industry with a directory of broadcasters involved in the international sector, including extensive contact data.



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**Conference
Registration**
register@aib.org.uk

Global Broadcasting Guide

To order (£3.50 per copy including worldwide postage), fax your name, address and credit card number and expiry date (American Express, Delta, Diner's Club, Eurocard, Mastercard or Visa) to **+44 (0) 20 8852 0853**

With a growing membership covering television and radio broadcasters, satellite companies, transmission providers, consultants, manufacturers and service providers, the AIB brings together the key players in the industry.

Serving the international broadcasting industry

New members join AIB

The AIB is delighted to announce three new major members.

British Telecommunications

BT Group plc is the listed holding company for the BT Group of companies, while British Telecommunications plc (BT) is a wholly owned subsidiary. BT is one of the world's leading providers of telecommunications services and one of the largest private sector companies in Europe. Its principal activities include local, long distance and international telecommunications services, Internet and broadband services and IT solutions. In the UK, BT serves more than 28 million exchange lines as well as providing network services to other licensed operators.

The company is organised in to self-contained business units:

- BT Ignite, an international broadband network business, focused primarily on corporate and wholesale markets;
- BTopenworld, an international, mass-market Internet business;
- BT Retail, serving end-business and residential customers; and
- BT Wholesale, selling network capacity and call terminations to other carriers.

Further businesses make up the BT Group, including BTextact Technologies, an internationally renowned engineering and technology research and development business.

Globecast NewsForce

GlobeCast – the broadcast services division of France Telecom – is the world leader in professional broadcast, enterprise television and Internet delivery via satellite.

Operating satellite transmission centres in Europe, America, Asia, Australia, the Middle East and Africa, GlobeCast offers the complete range of satellite broadcast solutions, including TV channel distribution, secure satellite Internet delivery, satellite newsgathering, direct-to-home distribution, sports programming backhaul, programme origination, studio production, special events mobile production, language conversion and audio distribution.

The regional GlobeCast unit serving Europe; the Near & Middle East; and North and Sub-Saharan Africa – provides access to the company's global assets through its international teleports and sales offices in London, Paris, Madrid and Rome, as well as through regional sales offices in Beirut.

International Broadcasting Bureau

Under the supervision of the presidentially-appointed Broadcasting Board of Governors, the International Broadcasting Bureau (IBB) provides administrative, marketing, and engineering support for U.S. government-funded, non-military international broadcasting services. Broadcast elements include the Voice of America (VOA), the Arabic-language Radio Sawa for the Middle East, Radio and TV Marti for Cuba, and WORLDNET Television and Film Service. In addition, the IBB provides engineering and program support to Radio Free Europe/Radio Liberty and Radio Free Asia.

The IBB was established by the International Broadcasting Act of 1994, which also created the nine-member, bi-partisan Broadcasting Board of Governors. The IBB was initially part of the U.S. Information Agency (USIA). When the USIA was disbanded in October 1999, the IBB and BBG were established as independent federal government entities.

AIB Members

At January 2003

African Broadcast Network
Autocue
AWR - Adventist World Radio
British Satellite News
British Telecommunications plc
Channel Africa
CNBC Europe
Dalet A.N.N
George Jacobs and Associates
GlobeCast NewsForce
InterMedia
International Broadcasting Bureau
Lextronix Inc
National Association of Shortwave Broadcasters
ND SatCom
NPR Worldwide
Radio Canada International
Radio Free Asia
Radio Free Europe/Radio Liberty
Radio Miami International
Radio New Zealand International
Radio Polonia
Radio Prague
Radio Romania International
Radio Sweden
Radio Taipei International
Radio Vlaanderen International
SES-Astra
TDP
VT Merlin Communications
World Radio Network
You/Com Telecommunicatie B.V.

The Association
for International
Broadcasting

Global Media Business Conference 2003



The premier event for the international broadcasting industry

29-30 April 2003

The Royal College of Surgeons of England, London



On 29 and 30 April 2003, the AIB - the trade association for the cross-border broadcasting industry - will hold its **Global Media Business conference**, bringing together broadcasting organisations worldwide and leading companies from the satellite, manufacturing, service provision and consulting sectors. This important two-day event will take place at The Royal College of Surgeons in Lincoln's Inn Fields, Central London. The 2003 Conference will build on the success of the inaugural AIB Global Media Business Conference, held in April 2002. That event, attended by more than 140 people from Europe, Africa, Asia, the Pacific and North America, was the first of its kind, focusing entirely on the expanding international broadcasting industry.



From **audience measurement** through **programme content**, to **technological** and **revenue** issues, the AIB Global Media Business Conference is a two day event that provides full and in-depth coverage of the most significant topics in the international broadcasting industry. With high level contributions from leading experts in the commercial and public sectors, the AIB Global Media Conference will examine the international broadcasting arena in a truly stimulating way with a debating style examination of the agenda and full audience participation. With an expert chair, engaging and knowledgeable speakers, top-ranking delegates and a superb setting, the AIB's Global Media Business conference is an event you cannot afford to miss.



The conference timetable allows for plenty of time to meet and exchange views with other delegates, with **exhibitors**, **sponsors** and **speakers**. Coffee and tea breaks as well as lunch are served in the exhibition hall, ensuring that everyone is on site throughout the event, providing unrivalled networking opportunities.

The conference will cover four principal themes – **Audiences; Content; Technology; Revenue and Business Models**. High-level speakers from across the industry have agreed to take part – a selection of their names appears below. A conference advisory board representing varied sectors of the industry has been formed to help steer the agenda as developments occur in the international broadcasting sector, ensuring that the conference covers the issues of the moment and reflect the current political situation.



As a not-for-profit organisation, the AIB has kept the cost of attending as low as possible, with special delegate registration packages for AIB members. A booking form appears opposite, and the complete agenda is available on the AIB website at www.aib.org.uk.

From top: Mark Byford, keynote speaker;
The Royal College of Surgeons, conference venue;
Nik Gowing, conference chair;
Delegates at the 2002 Global Media Business
conference

Opening the conference will be **keynote speaker Mark Byford**, who is Director of the BBC's Global News division. For the second year running, the conference will be chaired by **Nik Gowing**, main presenter on BBC World Television.

Agenda overview

AUDIENCES

Who's out there? What are they consuming? What do they want to consume?

The first part of the AIB Global Media Business Conference will focus on the audiences that exist for international broadcasting across television and radio, from continent to continent. The speakers will look at what we know about the audience, what we ought to know about them, and how we can best serve them in the highly competitive global marketplace, and provide some insight into how to ensure that the minds, ears and eyes of the audience remain firmly in tune with the broadcasters.

Three sessions will examine the subject, including:

Defining your Audience

Partnerships and Platforms

Global Branding in Local Markets

CONTENT

What works in international broadcasting – is it simply news and current affairs? Do TV audiences want something different from radio audiences?

Audiences want content. They want it from reliable, trusted brands. They want it now. What are the genres and strands that switch audiences on across international television and radio?

Three sessions focusing on content, including:

Rights and regulation

Creating compelling content

Niche channels in the global market

TECHNOLOGY

The speed of change in broadcasting technology is unprecedented. Viewers and listeners are assailed with new platforms while broadcasters continue to move to all-digital and tape-less production systems.

How can broadcasters cope and how can manufacturers deliver what's needed in the 21st century? Have we seen the back of stand-alone systems in production centres, and will the desktop become every producer's edit suite?

Three sessions covering key issues in technology for international broadcasting, including:

Managing the content

Defining future workflow models

Consolidating the Platforms

REVENUE

International broadcasting is a niche activity, and that has limited its ability to generate income on the same scale as domestic broadcasters.

Yet the content is strong, and there is evidence that niche channels provide access to specific audiences that are commercially attractive. In public sector international broadcasting, the massive investment in content could be leveraged to provide new income streams. We look at the possible benefits, and assess some of the costs.

Speakers include:

- David Abraham, General Manager, **Discovery Networks Europe**
- Wolfgang Klein, General Manager, **Dalet A.N.N**
- Roger Gane, Managing Director, **Ipsos-RSL**
- Professor Douglas Boyd, **University of Kentucky**
- Valerie Geller, **Geller Media**
- Daniel Sandelson, Head of Media Practice, **Clifford Chance**
- Simon Twiston-Davies, Chief Executive, **CASBAA**
- Jonathan Marks, Creative Director, **Radio Netherlands**
- Oliver Mojen, Chief Operating Officer, **German TV**
- Dennis Israel and Allen Cooper, **InterMedia**
- Rena Golden, Executive Vice-President, **CNN International**
- Jonathan Goodwin, Chief Executive, **LongAcre Partners**
- Andy Nobbs, Managing Director, **Teletrax**
- Graham Charlesworth, Vice President, **Convera**

Other speakers will come from **MTV Networks Europe, BBC World, CNBC Europe, Silicon Graphics, the AIB and SES-Astra**

AIB Global Media Business Conference

Delegate Registration form

Please register me as a delegate for the two-day AIB Global Media Business conference on 29th and 30th April 2003 at a rate of

£685 per person plus UK VAT @ 17.5% = £804.88 (AIB members benefit from a reduced rate of **£485** plus VAT = £569.88)

Mr/Mrs/Ms First name Family name

Job title Company

Address

Post/Zip code

E-mail Telephone

Please charge my credit card with £ Card type: American Express/Diner's Club/Mastercard/Visa*

Card number Expiry date

Cardholder name Security code#

I confirm that I accept the terms and conditions (see www.aib.org.uk)

Cardholder signature

* delete as appropriate
final three digits on the signature strip, except American Express - four digits above card number

Fax this registration form to +44 (0) 20 8852 6347

or mail to

PO Box 990, London SE3 9XL, United Kingdom



The hotspots

Tension is palpable across much of the world, as the war against the so-called *Axis of Evil* becomes more likely. International broadcasting is vital for much of the world in peace time – in times of crisis, the significance of broadcasts from the major players in global radio and television. Monitoring programmes from the heart of crisis areas can provide an invaluable source of intelligence about what the leadership of any country is thinking.

Here, we look at two current hotspots – Iraq and North Korea – and detail what’s coming out of those countries and what’s being beamed in, collated from information from AIB’s central database covering the sector, and from our members.

North Korea

Located in eastern Asia, bordering the People’s Republic of China and South Korea

Land area: 120,540 square km; **population:** 22m; **infant mortality rate:** 22.8 deaths/1000 live births; **life expectancy:** 71.3 years; **government:** authoritarian dictatorship; **head of state:** Kim Chong-il (pictured above); **radio receivers:** estimated at 3.36m; **TV receivers:** estimated at 1.2m; **principal broadcasters:** DPRK Radio and Television Broadcasting Committee; Kaesong TV; Korean Central TV Station; Mansudae TV Station – all State controlled.

External radio broadcaster: Voice of Korea, Pyongyang, Democratic People’s Republic of Korea; T +850 2 36344; F +850 2 814418

Languages: Arabic, Chinese, English, French, German, Japanese, Korean, Russian, Spanish

Broadcasts in English	Time (GMT)	Target	Frequency (kHz)					
	0100-0150		Eur, America	3560	6195	6520	7140	7580
0200-0250		Asia, America	4405	11335				
0300-0350		Asia, America	3560	6195	6520	7140		
1000-1050		Africa, ME	3560	9335	9850	11710	11735	
1300-1350		Asia, America	4405	9335	11335	11710		
1500-1550		Eur, Asia, Am		4405	9335	11335	11710	
1600-1650		As, Africa, ME	3560	9975	11735			
2100-2150		Eur, Asia, Am		4405				

Broadcasts in Korean to the area come from a variety of broadcasters including: China Radio International, FEBC (religious), NHK Radio Japan, and Voice of Russia.

Principal Western broadcasters operating in Korean are Radio Free Asia and the Voice of America, both funded by the US government.

Radio Free Asia Korean-language broadcasting to North Korea increased on January 16th to four hours daily. The expanded broadcasts were authorised by the Broadcasting Board of Governors (BBG), in response to rising tensions related to Pyongyang’s decision to resume its nuclear programme. RFA’s shortwave broadcasts in Korean are on the air **1400-1700 GMT and 2200-2300 GMT** for North Korea and North Asia. They are also available on the Internet.

The Korean service, one of RFA’s nine language services, went on the air on March 4, 1997. It broadcasts seven days a week on nine shortwave frequencies. Programming includes news, cultural reporting, and commentary. The Korean service currently comprises a Washington-based staff of 12, bureaus in Seoul and Tokyo, and stringers around the world.

The **Voice of America** Korean Service doubled its hours to three hours a day on January 27, 2003.

Two-hour Evening Show 21:00-23:00 KST

1200-1300 GMT 7235 9555 1300-1400 GMT 5985 7235 9555 11895 648(MW)

One-hour Breakfast Show 06:00-07:00 KST

2100-2130 GMT 5995 7110 2130-2200 GMT 5995 7110 12065

Iraq

Located in the Middle East, bordering Iran, Jordan, Kuwait, Saudi Arabia, Syria and Turkey.

Land area: 427,072 square km; **population:** 24m; **infant mortality rate:** 57.61 deaths/1,000 live births; **life expectancy:** 67.38 years; **government:** republic; **head of state:** Saddam Hussein (below right); **radio receivers:** 4.85m; **TV receivers:** 1.75m; **principal broadcasters:** two State TV channels; Republic of Iraq Radio – all State controlled

External TV broadcaster: Iraq TV Channel, Salhiya, Baghdad; T: +964 1 422 0010; F: +964 1 425 0607; newstv@uruklink.net; carried on up to seven satellites including: Arabsat; Nilesat; NSS 806; Telstar 5

External radio broadcaster: Radio Iraq International, PO Box 8145, Baghdad 12222, Iraq; Languages: Arabic, English, French

0300-0400, 2000-2100, 2230-2300 11785 (variable)

A significant number of international radio broadcasters beam programmes in Arabic to the Middle East, and thus Iraq. They include: Adventist World Radio (religious), Broadcasting System of the Kingdom of Saudi Arabia, Radio Cairo, Radio Canada International, Deutsche Welle, Radio Dushanbe, Radio France Internationale, Radio Kuwait, Radio Oman, FEBA Radio (religious) IRIB Tehran, Radio Exterior de Espana, Radio Taipei International, RAI Rome, Swiss Radio International, Trans World Radio (religious), TRT Turkey, Vatican Radio, Voice of Indonesia, Voice of Malaysia.

Radio Sawa is a unique U.S. government-sponsored Arabic language broadcasting service, the new Middle East Radio Networks (MERN). Radio Sawa broadcasts a full mix of news, analysis, interviews, opinion pieces, roundtables, sports, weather, and music 24 hours a day, seven days a week. Schedule:

0000-0400	981	1260	1548									
0400-0600	981	1260	1548	5965	9665	11670	11865	11875				
0600-0730	981	1260	1548									
0730-0800	981	1260	1548	6045	7170	9565	9615	11805	15140	15235	15440	17855
0800-0830	981	1548	6045	7170	9565	9615	11805	15140	15235	15440	17855	
0830-1500	981	1548										
1500-1700	981	1260	1548									
1700-1800	981	1260	1548		7105	11855						
1800-1900	981	1260	1548	7180	7280	9530	9770	11825	11905	11960		
1900-2000	981	1260	1548	6040	7195	7280	9530	9615	11825	11905	17740	
2000-2100	981	1260	1548	6040	6060	6160	7195	7280	9530	9650	11825	11905
2100-2400	981	1260	1548									

24-hour FM 90.5 Dubai; 98.7 Abu Dhabi; 98.1 Amman; 97.5 Kuwait City; 92.6 Doha

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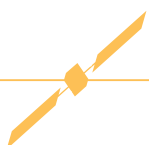
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New options for 24 hour news



Highly automated systems offer efficiencies and new options for 24-hour output, says **Bill Burke**, Product Manager, AP Broadcast Technology

Like many news organisations around the world, international broadcasters are today looking for technical innovations to help them create more content and to manage it more efficiently. For most, this means digital media storage and non-linear editing, and links between news editorial and production systems allowing playlist construction, ordering and control by producers, working from a news rundown.

John Conway is an editorial system manager for the BBC. "Colleagues working on the Jupiter Project are looking for technical solutions which will help News 24 (mainly for the UK), BBC World (international), News Online and the other news outlets to have much easier and faster access to raw video for editing and broadcast," Conway says, adding that the need to share content is greater than ever before.

Conway, a veteran of many digital projects as well as the introduction of ENPS (AP's Electronic News Production System) across the BBC, is now the BBC's ENPS project director. He points out the scale of the BBC project is immense, with more than 7500 PCs accessing the news system worldwide and more than 300 hours of video coming into BBC each day.

What's more, the growth of interactive television and more digital channels in the UK is also opening new platforms for news output—platforms which may demand higher levels of automation and integration beyond the first phases of digital conversion.

That's where some new 24-hour automated channels may come in. For more than a year now, several U.S. broadcast sites have been using systems which make it easier than ever before to program a round-the-clock channel with few staffers.

Conway has toured one of these news channels (Time Warner Cable's, in Charlotte, North Carolina) and says the work methods used there may serve as pointers to the successful deployment of complex new technology mixes. "Ideally," he says, you "start small and get it right in one location, before you rollout anywhere else."

At each of these 24-hour sites, (a total of six are now on the air) producers have unprecedented control over output, using a suite of applications which support the MOS [Media Object Server] Protocol. MOS is an open, xml-based communication protocol for connecting news and media servers.

Here's how it works. Imagine you have reporters and photographers out in the field, coming back to the station, writing and editing reports. You also have the more "standard" elements of a newscast—pre-produced features, weather, traffic reports and the like.

In the automated 24-hour news model, each of these elements is recorded separately by an anchor into a "collective" clip. A package or "wrap" introduction, the reporter presentation, and the anchor tag are all recorded into one slot in the video server. Likewise for voice-overs and readers. Every element that would be in a newscast is recorded as a discrete item and placed into a large "pool" of clips from which producers can then program their specific hours of news.

Most stories will consist of text, video and captions. Scripts are written with all these elements included and arranged in the order they will be played out in the production control room—for final "recording" and placement in the days news pool.

For example, a story on the markets might have this structure:

Story Title: Stock Markets

Text
MOS Full screen SS Item
MOS Video Item
MOS CG Item
MOS CG Item

Now, since we are recording all those elements into a unified clip that will be later dragged into the wheel rundown, an additional MOS media "slot" is needed. With advanced functionality enabled in ENPS, producers can—from the ENPS rundown—easily request that a media slot be "auto created" on the media server.

Importantly, this "slot"—into which the elements will be recorded—is automatically titled with the exact name of the story item, and ENPS automatically inserts this new "summary" MOS item at the top of the story script, so that it will look like this:

Story Title: Stock Markets

MOS Summary Item
Text
MOS Full screen SS Item
MOS Video Item
MOS CG Item
MOS CG Item

ENPS and the automation systems are configured so that when this script is dragged into a "wheel" rundown, only the first or "summary" item, which now references a new clip which includes the entire story's elements, will be played to air.

Once items are recorded and have been dragged into the wheel rundown, the system shows the producer duration and status messages. The ability to monitor this status saves the producer significant time, without which it would be difficult to effectively manage several hours of content.

To be sure, this is not the first time "wheels"

have been created from such single elements, and presented pre-recorded. What's different here is the level of interaction between the non-linear system [for video, stills, and captions] and the ENPS system and the ease with which producers can move completed material to multiple "air" rundowns.

Once in place, stories in the "air wheel" rundowns can be easily reordered by the producer, to provide variety from hour to hour. In fact, essentially similar rundowns can be reordered to suit the tastes of particular "zones" of coverage. In other words, a story which is big news in one town or neighbourhood may not play as prominently in another—and the producer can almost as easily produce two "custom" rundowns as one. At the appropriate start time, the automation system will "pick up" the MOS active rundown and play it out to air.

In addition to the ease of building the rundowns, there is also an important built-in flexibility. By using advanced capabilities of the MOS protocol, programs have "live" events pre-programmed inside them. For example, a producer would slot in a "pause event" where a live traffic or weather report would go, and the playout can stop automatically while the live portion is presented. Once the report is complete, the automated playout resumes.

This function is especially important when the station has to deal with breaking news. When there is a breaking news event, the wheel producer would likewise insert a "pause event" into the wheel rundown, allowing the production control room to be taken live for the coverage.

At this point, since the remaining elements in the newscast are all automated and ready to go, the entire resources of the news channel if needed can be concentrated on covering the breaking news. In fact, if there is a second control room available, that control room can continue to produce recorded elements to be added to the pool, so that as soon as the breaking news report is over, additional fresh material can be added.

Conway cautions that despite the technical capabilities of these sites, larger organizations will have to approach these workflows cautiously. "Anyone with the luxury of a Greenfield site can start fully digital operations from day one but, in an outfit that has to maintain round-the-clock output, managers and staff are more reluctant to say one bulletin will use analogue kit and the next one digital. Inevitably in these environments, people will look for a halfway house that allows for a more gradual transition to the new technologies. They also often have to make sure the new technology will work along with existing systems which may still be around for several years."



Integration in the TV newsroom means marching to a different drummer, suggests Tom Wragg, Director of Autocue

“Integration” is a key word in today’s TV newsrooms. Most people think of integration as referring to the connection of various pieces of equipment, and of course that is a major issue in many places, as we shall see. But it’s rather more than that. The most important integration taking place in most newsrooms is that of the procedures and functions which make up the news production process.

Those with long memories will recall the days when a journalist was barely allowed to touch a videotape, let alone actually edit moving pictures. Now, many of the restrictive practices and procedural barriers which so badly got in the way of the process have disappeared. Job descriptions are merging, multi-skilling is becoming a way of life and the old barriers which separated job functions and media types are being broken down. It could and should be possible for journalists and production staff to virtually ignore the limitations of technology and concentrate on what they really care about: telling stories, and getting those stories on the air first and best.

This functional integration process is driven by several factors, including the new business imperatives being forced on today’s broadcasters which demand greater output, enhanced speed-to-air and the adoption of a variety of new delivery channels such as continuous news and web portals.

And yet in many newsrooms there is a lingering reminder of the old days, in that the various systems which are used to carry out different parts of the process do not fit together very well. It can take half a dozen separate systems, from a variety of manufacturers, to make up a newsroom these days: the building blocks might include a newsroom computer system; a high resolution server and ‘craft’ editing system; low resolution browse server and ‘cuts only’ desktop editing; ingest and media management; automation; graphics; and prompting. There might also be archiving and possibly web publishing and other functions on their own systems.

Why so many separate technologies? Because each of the functions is needed, but the various systems available to carry them out have been developed independently to address only their own part of the problem. Most of them were not originally designed to fit into today’s streamlined workflows. This has given rise to some very significant integration problems, all the more so because the standards necessary to connect systems together have been slow to develop.

There can be no doubt that MOS, the Media Object Server protocol originally developed by the AP to link their ENPS newsroom to other

manufacturers’ systems, is a major step forward. It is the only standard which is universally recognized, and as such is a benefit to all. But not even its most fervent proponents would claim that MOS does all that it could or should, and indeed developing, ratifying and implementing a standard which can deliver not just integration but the kind of interoperability that today’s fast-moving newsrooms want and need is a significant task indeed.

While many admirable integration projects have been built round MOS, there is another way of approaching the integration of *functions* as opposed to *systems* in the newsroom, and it is represented by one of the oldest-established companies in the industry, Autocue, and its QSeries suite of newsroom and automation products. There the strategy is not so much one of integration, but of centralisation.

No-one needs reminding that Autocue started life (in 1955) as a prompting company, and it remains to this day the worldwide market leader in prompting. However, Autocue has developed into a significant newsroom and automation company as well...one which has built up a loyal customer-base of news broadcasters both in the UK and around the world.

Not unnaturally, Autocue started its development process with teleprompting. Years ago the company produced the first fully digital prompter, which of course required scripts to be entered or imported into the system rather than typed or printed onto paper. But the engineers at Autocue couldn’t find a suitable scriptwriting word-processing package...so they wrote one themselves which provided all of the special capabilities that no-one else had.

The system grew from there, as customer demand called for more and more functionality. Running order management, script and show timing, news agency interfaces, script archiving and a host of other features were added, all based on the same central client-server network with a single master database, and all still built around the central operation of any newsroom: the preparation, management and live on-air presentation of news stories.

A major step forward came with the development of what Autocue refers to as a DCI or Device Control Interface. This allows two-way communication between the newsroom system which is the journalists’ working environment and a wide selection of remote production devices such as Video Servers, VTRs, Character Generators, Stillstores, Mixers, Switchers, and so on.

The DCI is a gateway between the TCP/IP network which supports the newsroom

computer system’s servers and workstations, and the technical environment of the control room and studio. It works in close partnership with Autocue’s own Media Library, which is a core component of the centralised system. This tracks every media object on every connected system, including high and low resolution versions of video clips wherever they may be stored.

This tight partnership between newsroom system, Media Library and DCI is the key to QSeries’s very comprehensive automation,



Wragg: business imperatives demand greater output, enhanced speed to air

media management and machine-control capabilities, which include:

- Allowing any authorised workstation to take temporary manual control of a device, for example to record an incoming feed or to review an edited package
- Scheduling ingest of feeds
- Recording live material
- Digitizing camera tapes
- Moving, copying or transcoding material from server to server
- Driving on-air events, sequenced by the master running order, and triggered by a QSeries workstation
- Playing out a scheduled transmission list on one or several channels, in conventional or “wheel” format
- Seamlessly combining a pre-planned automated playout schedule with live inserts, i.e. news bulletins or individual items
- Archiving material from server to tape, DVD or HSM systems (and retrieving it later)

Why is all this so different from more distributed systems? It’s really all about centralised control.

With a single master database at its heart (which is of course housed on clustered, redundant hardware to protect against equipment failure)



"We are exhibiting at IBC for the first time and are surprised and pleased at the high level of traffic. We are getting high **quality** leads - it seems to be decision makers who visit the booth and they are coming to buy. We will definitely be coming back next year." **John Abt, President, AJA Video, USA.**

"As a new company at IBC, our decision to come has been more than justified. We are making all the right contacts and the high **quality** of the visitors is invaluable in helping us formulate our plans for the future." **Gavin Hunter, Chief Executive,**

AVS Graphics & Media, USA. "We see IBC as being the best forum to showcase our Rich Media Solutions. Being at the show allows us to meet with our existing international customers and to make new, good **quality** contacts, both on and off

the booth. IBC is definitely a 'must-do' show for HP." **Joel Jouanin, Rich Media Marketing & Business Development Director Europe, HP.** "We are very pleased with the **quality** and number of visitors, particularly because IBC is an

important launch platform for us. We have seen a good cross-section of focused visitors from around the globe and are encouraged by the potential business to be generated." **Hajime Yamasaki, Deputy MD, JVC Professional Products UK Ltd.** "Despite

initial scepticism, we have been pleasantly surprised by the level and **quality** of visitors. IBC has given us the chance to spend quality time discussing real projects and opportunities with real customers." **Nigel Booth, Market Development**

Director, Leitch Europe. "We consider IBC to be the event to reach our market as it consistently provides us with **quality** visitors who in turn provide quality leads." **Christer Mellstrand, Marketing Manager, The Electronic**

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New options for 24 hour news

the system is capable of precise and above all co-ordinated actions across the entire workflow, from planning and ingest, through browsing and editing, to computer-assisted news playout, to full-blown transmission automation; and all derived from the same central database, and a common gateway to the production environment. The complex task of synchronizing multiple databases is minimized or avoided altogether.

The QSeries system can smoothly interface with a very wide variety of systems provided by other manufacturers, such as high-resolution servers and editing systems, videotape machines, and a full range of playout devices. These are all incorporated into Autocue's seamless workflow, with a common user interface addressing every function.

Autocue works with its customers to develop workflows which make sense for them.

Some examples:

- *At the Jefferson-Pilot group in the USA, Autocue developed a workflow in which a single story name, established at the earliest stage of planning in the newsroom system, is automatically applied across system boundaries at every stage of the production process, using standard QSeries tools to provide seamless integration with a Grass Valley high-resolution server and craft editing system.*
- *At Carlton Westcountry in Plymouth, UK, another seamless integration has been achieved with Quantel and Ibis. Ibis provides ingest and browsing, while Quantel delivers high-resolution editing and playout, all of which is controlled and co-ordinated through the QSeries user interface and master running order.*
- *At KHSB in Kansas City, the QSeries automatically scavenges low-res copies of all material which is filed onto their Profile XP high-res server, and makes it available to every user at every workstation*
- *At Svenska Spel in Sweden, the QSeries is used both as a pure*

transmission automation system running a full daily schedule, and as a production system allowing the compilation and transmission of live news bulletins, which appear as part of the overall schedule.

- *At Channel One in Liverpool, UK, which was based closely on the pioneering New York One "wheel" model, a single QSeries system simultaneously provided, from one user interface, automated transmission of the pre-recorded schedule; media management (ingest and deletion to and from the high-res server); and a full range of standard newsroom functions.*
- *Bloomberg Television makes extensive use of Autocue's centralised automation to trigger many of their live on-screen information sources.*

These are just some examples of the QSeries' wide-ranging capabilities, and of what is achievable with a policy of centralization. Autocue works with most - if not all - of the major industry manufacturers, in order to deliver systems which present few if any technical barriers to the basic job their users want to do. And Autocue supports MOS, where appropriate or necessary, to link QSeries modules to third party systems.

As a final graphic example of how the centralization policy delivers special benefits, we must go back to Autocue's origins, and to prompting.

Although considered by some almost as an afterthought in production terms, prompting is at the very heart of live news. It is crucial to that important eye-to-eye contact between presenter and audience. The norm in most places is for the newsroom system to send scripts to a dedicated prompting subsystem, with the prompter's own internal running order kept up to date by any of several means, including MOS in many places.

But such a connection is not a really "live" one. If a story is updated in the newsroom

system, it can take several seconds to work its way through to the prompter, and if the prompter is already displaying the story which has been changed it may be too late to show it without resetting to the top of the story, i.e. some kind of operator intervention. With Autocue's QSeries, the prompter display is derived directly from the central news database. The instant a story is updated in the running order, the changes are shown live on the prompter screen, even if the words that have been changed are already scrolling.

This direct connection brings several other benefits over and above the sheer speed of updating: if, as often happens, a script is changed at the prompter workstation by the presenter or by an operator, the changed script is instantly updated back in the central database...not always the case with other systems...and an accurate record is preserved of what was actually broadcast. Any user at any workstation can see precisely which story is being prompted at any given time; and the prompter can also trigger closed captioning, translation subtitles and web publishing.

And there is another significant advantage: with a live connection, the prompter itself can be used to control events on air. Anchoring a video clip, or a caption, or a still, to a precise point in a script creates an

Autocue

invisible marker which, when scrolled past the presenter's eye line, triggers the event. A presenter can thus scroll through a show at his or her own pace, with all of the technical events...clips, captions, stills...being triggered and switched automatically simply by the scrolling of the prompter. This is not possible where the prompter isn't an integral part of the system.

Prompter-driven automation is just one example of Autocue's constant effort to make life easier and simpler for news broadcasters, and is fully in line with the company's motto since 1955..."the show must go on."



AIB Techno

Richard Taylor

It has been a little over two years since the management team at Quantel succeeded in its US\$76.6 million buy-out from UK parent company, Carlton Communications. In that time, Quantel's management has been invigorating the company, shaping it for the competitive future of broadcasting technology suppliers. In fact, it's said that it is likely that much of the TV output that you see in any one day has, at some point in its production, been processed by equipment from the company.

Kerry Stevenson has been finding out about this key supplier to the broadcast industry in an interview with executive chairman Richard Taylor.

KS: The MBO was a major challenge for the company and everyone working in it. What effects did it have on Quantel?

RT: We had a wonderful relationship with Carlton for more than a decade but they wanted to be a pure-play media company and divest themselves of anything that was not actual broadcasting. To us in the management team this was a great opportunity and so we put together a bid for the company. Carlton then held an auction in a highly competitive environment - we were very fortunate that not only did we have a great advisor but also a very good venture capitalist to back us. They say you only ever do this sort of thing once in your life and I now see why! It takes far longer than you could ever imagine and it takes far more adrenaline from you. However, at the end in July 2000 we realised we had just signed a piece of paper that meant we had just managed to buy the company.

KS: The process took a while. What impact did it have on Quantel products and services?

RT: It was a very difficult time because people don't just buy equipment they invest in it. They want to know that it is going to be developed. They want to know how it fits into an overall strategy and while a company is changing hands it is very unsettling to customers. However, our customers showed great loyalty to us and somehow knew that everything would work out for the best. I remember at NAB in 2000 we had more questions about ownership of the company than we did about the products, but somehow managed to always steer the conversation back to the product range.

KS: So was the sale responsible for the concept of *Quantel Thinking* that we've heard about?

RT: No, because it was around five years ago - before the MBO - that we sat down and tried to think through what our plans should be. At that time, Quantel product lines were a little tired and we needed to find out what the drivers

Technology Interview

Quantel

would be for broadcasters in the future. We could see that High Definition was a major problem. What were people going to do with it? How was the transition going to be dealt with? What about the problem of multiple standards for a considerable period of time.

So we made this one of our priorities. At the same time, we identified that training and skills – in particular people-changing skills – was another major priority. We could see, for example, that journalists would become involved in editing on the desktop, rather than in edit suites. We could see multi-skilling was developing, and so we started to look at what Quantel could do to make this transition more seamless.

We also had criticism that Quantel was a 'closed' company. So we set to and designed a range of 'open' products that were as applicable as possible to a multi-skilled world. In fact, we aimed to make products that were more 'open' than any others in the industry, without leaving behind some of Quantel's major currency of innovative and workable products. We devised the new *Generation Q* product line that is an amalgam of specialist hardware and standard NT computer technology. To the outside world it behaves like an NT computer, but at the same time we apply enormous horsepower so that it runs much faster than anything you can imagine!

KS: It seems that the MBO has been a success, building on Quantel's heritage while developing for the future. What have been the building blocks for the 'new' Quantel since the MBO?

RT: Everyone knows that the market for the past couple of years has not been good. However, we were fortunate that we had put in train the development of new products years before. In September 2000 we introduced *iQ* – to be frank slightly early, but in a way we had to introduce it because it was the flagship product of the new post-MBO Quantel. On reflection, we probably should have sat on our hands and introduced it at NAB in 2001 but nonetheless it caused a huge amount of interest. Despite the fact we had very little application software for it at the time, customers could see the awesome capability of the hardware and loved the philosophy.

KS: What is that philosophy?

RT: It's that you can have resolution co-existence – which means you can store everything in the *iQ* machine in its native format and you only *up res* or *down res* depending on what you want the output to be. It allows a lot more freedom in the editing process as you don't have to do any pre-processing. Also the philosophy where you have a machine which has all the openness and rich toolset of a software environment with the awesome power the hardware can provide. But our philosophy also has an interesting application in the news area. We carved a significant chunk of the news business for ourselves with the inspiration for integrated

news production but initially this was very much an application for the larger news organisations. This presented too high an entry barrier for smaller news operations and so we set about designing something that could have application for regional use based on some of the philosophies that we had developed for post production. At the time, the BBC was searching for a system for its regional news operations in the UK, and we applied our knowledge to make an offering that matched their requirements. At NAB 2002 we announced we had secured the BBC Regions business.

KS: Did this help you in the development of the BBC's *Jupiter* project?

RT: This is an interesting point. We had the ability to handle small newsroom systems as well as larger installations – in point of fact we realised that what we had was beautifully scaleable: scaleable in terms of interfaces, and scaleable in terms of the servers themselves. That put us in a prime position to exploit our technology for the BBC's *Jupiter* project.

KS: How do you see the relationship with the BBC going forward?

RT: There is considerable synergy between the three organisations involved – BBC News, BBC Technology and Quantel. The BBC has carved out a very impressive patch in the whole asset management area as well as the *Jupiter* philosophy and we'd like to think that we've carved out a patch in the server and editing side. It's a good partnership between Quantel and the BBC.

There are a number of other potential customers that we and BBC Technology are jointly talking to around the world. The fascinating thing as you talk to people around the world is that the brand value of the BBC is just amazing. In Beijing where I've just been, for example, there was instant brand recognition of the BBC.

KS: The world is a big place – what about markets outside Europe?

RT: Asia represents a market that area is growing at the moment. Japan was quite depressed for a while, but there are now significant business opportunities beginning to appear. We have just delivered our fourth *iQ* to a company called I-Teq. There is also a lot happening in Australia. The 7 Network have just moved all their operations to a centralised unit and that has resulted in enormous savings for them.

China is important, potentially, too. We have a reasonable amount of product in the People's Republic, but overall I would say that China is very much an emerging market. There is very strong interest in high definition coupled with a great determination to lead the world in the transition to HD. That obviously suits us as we have very strong offerings in high definition. Interestingly, there was brand recognition of Quantel in China.

Further afield, we have a good presence in the US market but as everyone knows the market over there has been in turmoil for a while now. There have been pockets of success of in the United States but there have equally been areas where people are trying to work out the future of their business. Broadcasting has spent a lot of money on the infrastructure for the transmission end of the business. I think now there is a great deal of heart searching as to whether HD is actually going to happen. Interestingly I think over the last few months there is the beginnings of an upward curve in terms of HD in the US market. I think I'm right in saying that there are ten times more programmes being created in HD in Los Angeles today than there was a year ago. This has partly been driven by consumer interest, although we never know why consumers suddenly switch on. It will be fascinating to look back in eighteen months time and see just where we are with HD.

KS: You've often referred to High Definition. Is this going to be significant?

RT: Very much so. HD is split into two parts. One is HD production for the consumer and the other is the 24p production side for international mastering. An awful lot of that is happening now and it's fascinating as it's something that we were banging on about some three to four years ago and people looked at us slightly curiously wondering "what are they on about". Here we are today and it's become the way of doing it. The acceleration in the number of HD cameras will also drive it.

KS: What's your view on the 'commoditisation' of manufacturing?

RT: I think it's great. You don't want to look at it as dumbing down the technology. The cars we drive are a commodity but they are full of really impressive technology inside them and Quantel will be providing really impressive technology for the broadcast industry for years to come. Nowadays companies don't simply end up providing only a box. Take the way news was done five years ago. Broadcasters were buying edit systems and cart machines and similar products. They were all separate little compartments and they were bought without too much worry about how they worked together. Today you have an integrated newsroom system and you suddenly have influence with the journalists, with the editor, with the programme director, the TD driving the vision mixer, with the archivist. Quite suddenly you're working on a very broad front. So although I agree that some of those are commoditised components the overall system is very impressive and that requires a lot of knowledge and experience and a lot of research to be able to make these systems work. What makes this business so exciting for me and my colleagues is that it is constantly changing.

KS: Richard Taylor, thank you so much.

Watermarking gains acceptance

America's NBC News Channel has signed a long-term agreement with Britain's Teletrax to watermark its news video. The Teletrax system allows the tracking of video content, and NBC will use it to track usage of its content by local television stations and other clients. Teletrax will provide NBC News Channel with monitoring of more than 100 stations in 85 key markets across the United States to provide detailed tracking and analysis. NBC News Channel will also use Teletrax to track usage of its material in Europe.

"Teletrax is an exciting breakthrough for us," said Bob Horner, President of NBC News Channel. "We expect Teletrax will enable us to have a more precise understanding of the way our video is used by our clients. Over time, this will help us shape our offerings so that we can do an even better job for our clients."

Teletrax's global deployment covers television stations in countries including Great Britain, France, Germany, Spain, Italy, Sweden, Netherlands, Portugal, Belgium and Switzerland. This is in addition to monitoring major international channels and network affiliates in the 25 top U.S. markets, as well as recent installations in Asia and Latin America.

"We are delighted that NBC News Channel has come on board," said Andy Nobbs, Managing Director of Teletrax. "For the television news industry, Teletrax helps networks and news agencies to provide a dramatically enhanced service offering. Advertisers and program makers alike will benefit from comprehensive data that proves exactly when and where their advertising and sponsorship content is aired. We are looking forward to a very positive year for Teletrax."

Meanwhile, the European Broadcasting Union has announced that its Eurovision News Exchanges are to begin testing Teletrax across Europe.

"Teletrax is a major technological breakthrough for the television industry," said Tony Naets, head of Eurovision News Services of the EBU, which operates the Eurovision News Exchanges from its headquarters in Geneva. "The service promises us the ability to track where and when our members' video is televised, allowing us to monitor usage behaviour as well as to observe any unauthorised use."

Regular readers of *The Channel* will have read about watermarking in the last issue of the magazine. If you would like a copy, send your postal address to register@aib.org.uk.

Interactive radio solution

Sofia Digital and Jutel are introducing *iRadio*, a new solution for interactive radio service using the MHP, Multimedia Home Platform. *iRadio* is available for any broadcaster transmitting radio via DVB.

By using *iRadio*, a listener can start following any programme-related information from the screen while listening to the radio on TV. The content displayed on the TV screen can be synchronized with the radio programme. A broadcaster can provide viewers with a play list containing information on current and following tracks. A broadcaster can include lyrics, images of singers, and any background information available on the show.

Streaming radio in the living room?

Philips is to launch a device that allows users to play online music and listen to internet radio stations away from their PC in the UK. The product is called the Streamium MC-i200 stereo. At introduction, the 'radio' will require a router linked to a broadband connection, and offer access to a limited range of online radio stations. Later this year, a wireless version of the device will be released.

"Philips is opening up the internet to offer far more than just a PC-based browsing experience, as it increasingly becomes an always-on broadband medium," said Mike Mastroiannis, Executive Vice-President and General Manager, Philips Audio.

With a hefty €600 price tag attached to it in the UK, the Streamium MC-i200 internet audio system offers CD and MP3-CD playback from both CD-R and CD-RW discs as well as a conventional FM/AM tuner. The BBC has suggested that other electronics manufacturers have similar products in the pipeline.

Dalet/Panasonic tie-up

Dalet and Panasonic Unveil Network DV AIB member Dalet a.n.n. and Panasonic Broadcast have announced a partnership agreement on a new entry level TV production system called network DV. The system fully integrates Panasonic DV camcorders with Dalet's latest newsroom and asset management system, which is based on standard PCs.

Quantel wins BBC Project Jupiter

Quantel has won the contract for the BBC's project to centralise its entire news operation at its London Television Centre. The aim is to make the BBC's newsgathering operation tape-less, while integrating asset management into the production environment.

The new technology will operate alongside the BBC's existing ENPS newsroom system, while allowing journalists to find, edit and package material throughout Television Centre's automation system for transmission.

VT Merlin adds new dimensions

AIB member VT Merlin Communications has integrated with Vosper-Mantech to provide a comprehensive one-stop shop approach to the provision of critical communications services. Vosper Mantech brings expertise in antennas and installation services to add to the existing strength of VT Merlin.

VT Merlin has agreed with Norkring (part of Norwegian telecoms operator Telenor) on use of the four 400 kW transmitters at Kvitsoy, Norway, to provide additional short wave radio services to Europe, North Africa, the Middle East and beyond.

VT Merlin is to deliver content for Family Radio on its global short wave network. Family Radio is a member of NASB (the North American Association of Shortwave Broadcasters), which is in turn an AIB member.





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