

7th ASIAN WINTER GAMES Rights Holders Newsletter



Astana - Almaty
7th ASIAN WINTER GAMES
2011

Edition # 17 - 5 February 2011

CLOSING CEREMONY REMINDERS

Below are some reminders of important information ahead of the Closing Ceremony of the 7th Asian Winter Games at BSP on 6 February:

- From 13:00 until President Nursultan Nazarbayev leaves the venue, the area around BSP will be inaccessible to cars.
- The Promenade shopping centre, adjacent to the venue, will also be closed.
- Accreditation from AWAGOC will not be sufficient to enter, a passport or means of identification will also be required.
- Script and speeches for the Closing Ceremony are available for collection from the Broadcast Information Office in the IBC.
- The speeches included are for the President of Kazakhstan, Nursultan Nazarbayev, the OCA Vice President, Timothy Fok and the Mayor of Almaty, Akhmetzhan Yesimov.
- Rights Holders are reminded that these documents are available in hard copy only and will not be made available on the IGBS website.



Baluan Sholak Sport Palace will be the venue for the Closing Ceremony

CLOSING CEREMONY REHEARSAL

Rights Holders are reminded that the Closing Ceremony rehearsal will take place tonight at 19:00.

It will be made available for viewing at the IBC but may absolutely not be broadcast in part or in whole.

I.B.C. AT THE IBC

The face of IGBS at any event, the Information, Booking and Construction desks are Rights Holders first point of call for any assistance they may need.

Rights Holders at the 7th Asian Winter Games will undoubtedly at some point have required information, be it with regard to sporting competition or local knowledge of Astana and Almaty. As a result they will almost certainly have come into contact with at least one member of the 26-strong Information department.

"It is always a challenge to keep ahead of the ever-changing flow of information at an event as significant as the Asian Winter Games, but we never duck a question from a Rights Holder. It is our duty to always find an answer and make sure that our clients leave our counter satisfied and informed," explained Information Manager John Abt.

While the Back Office produce the content found in the daily Rights Holder Newsletter and on the IGBS website (www.igbs.tv), the Front Office staff of the Broadcast Information Office at the IBC have kept Rights Holders informed over the past four weeks. Meanwhile, Broadcast Liaison Information Managers have handled all Rights Holders requests and queries out at the venues.

Next door to Information is Booking and Construction. The Booking Front Office gathers and processes orders and requests from Rights Holders to ensure that they receive all the services they need for their broadcasts, while Construction deals with RHs needs regarding their unilateral work space.



Booking and Construction shared space at the Almaty IBC

"It has been great to share this experience with the Asian broadcast community and support them to achieve the coverage of the event," explained Marco Astolfi, Booking Manager. "But we will more particularly remember the enthusiasm of the local Rights Holders, Kazakhstan TV and Khabar TV, with whom we have had the feeling of taking part in something unique."

All three of the offices have benefited from the tireless support of a team of dedicated volunteers, who have hopefully learned as much as they have contributed.



Experts of Information ready to assist at the IBC

KNOW YOUR AWG SPORTS - FIGURE SKATING

Only once has the Asian Winter Games schedule been short of Figure Skating events, and that was back in 1990. The discipline, which includes individual men's and women's events, as well as pairs and ice dancing, has been dominated by China down the years, with 30 figure skating gold medals at the Asian Winter Games.



Performances are marked on several criteria by a panel of judges, who adjudicate based on various aspects of the skaters display – such as choreography, execution of performance and technical skills.

Competitive ice skating has been around since the mid-1800s and actually, in a peculiar case for a winter sport, debuted as an Olympic discipline in the 1908 summer Games.