

15th ASIAN GAMES DOHA 2006 DAGBS NEWSLETTER

Issue #31, 13 December 2006 www.dagbs.tv

BROADCASTER BRIEFING RECAP - 13 DECEMBER

- Today's Sailing competition will be delayed slightly.
- Water Polo competition starts today (coverage begins at 16:50) - the last sport to commence coverage.
- To recap - the final for Men's Football (QAT v IRQ) will be played on 15 December at 16:00 at the Al Sadd Stadium - this is a switch of venue and change in time. The 3rd/4th playoff match (KOR v IRI) will take place on 14 December at the Al Gharrafa Stadium at 17:30.
- Tonight, at 18:00, is the booking deadline for the Basketball Finals and for the Closing Ceremony (ENG positions and observer seats). Both take place on 15 December.
- Arbitration for the allocation of tickets for the Handball and Volleyball finals has been completed. Notification will be sent by email and tickets are ready for collection at the IBC Booking Office.
- Rights Holders are reminded that there will be no 20:00 payout on 15 December. There will be a 02:00 payout on 16 December which will cover the best action of 15 December. The overall highlights summary of the 15th Asian Games will be played out on 16 December at 03:00 and will last for two hours.

RIGHTS HOLDER PROFILE - TBS (JAPAN)

Tomoko Takeuchi is called the "Queen of the Marathon," by her TBS Team Leader, Vice President/Producer Shinsuke Tanake. The reason? She has competed in world class marathons since the mid-1980s and not surprisingly she came to Doha to direct the Women's Marathon of the 15th Asian Games for Tokyo Broadcasting System (TBS).



Marathon runner - Tomoko Takeuchi

"Making the transition from racing marathons to directing the event is not terribly difficult," says Tomoko, "it is easy for me because I am an athlete. I like to run, and I know how athletes think - I know when the pace of the race will change and I can sense how the race will go." Tomoko competed in her first major run in 1986 at the Osaka International Marathon; two years later she joined TBS as news director of Sport News. Since that time she has worked as a broadcaster for several Asian Games, as well as two Olympic Games. She also found time to compete in three Triathlon World Championships.

Tomoko finds that the preparation for directing an international sporting event is similar to that of competing in one. "You have to have lots of energy so you can concentrate," she says, "I must have a good amount of sleep and I must be in shape. Here in Doha, I jog around the Corniche every morning to stay in shape and stay relaxed for the production."

TBS has a broadcast coverage that extends throughout Japan. With over 100 million viewers, many Japanese people were fortunate to witness Tomoko's coverage of the Japanese athletes winning two medals in the Women's Marathon. "The Marathon is very popular with the Japanese viewers," says Tomoko "I am happy to bring these events home."

RIGHTS HOLDER PROFILE - NBT (THAILAND)

There are 33 members of staff in Doha working under the National Broadcasting Services of Thailand (NBT) banner, supplying television and radio news and sport coverage. As a public broadcasting operation they feel a duty to not only report on what is happening in Doha, but also, they hope, to educate the people of Thailand.

"We naturally mostly focus on Thai athletes, telling their story at the Games," begins Surasak Hunsachaleekon, Senior Programme and Liaison Officer for NBT here in Doha, "but we also hope to teach the people of Thailand about those sports and events that perhaps they don't know much about." He gives the examples of Wushu and Equestrian, before adding, "This is a direct response to our audience - it's easy to fall into the trap of only showing your national athletes, or even showing only the successful ones, but it's important to present a full picture. At the very least, if we show more of the events that perhaps Thailand doesn't expect to do well in, then we give the people an idea of what our athletes are competing against, and hopefully offer the chance of improvement."



Surasak Hunsachaleekon (left) - introducing new sports

"From a technical point of view," continues Surasak "we are continuing to use SDI (Serial Digital Interface) in 4:3 format, which is great as it reduces the amount of equipment and cabling we need to do our job. We hope that this leads to the opportunity in the future of using SDI in 16:9 and further improving the signal clarity." Although NBT will be providing a great deal of television coverage, broadcasting almost ten hours of daily live coverage and three daily news programmes, Surasak points out the importance of the radio coverage - two hours of daily standard coverage, expanding if needed. It is all part of an attempt to provide what he terms a "full circle of 'media consumption availability,'" expanding, "We hope to stay with someone, if they can't watch a game live, then the news will provide them a digest of the days events, if the person leaves the house or is out and about, they can follow the day unfold on their radio."

Surasak, in his 15th year with NBT, realises how popular the Asian Games are for Thailand, "Most Thai's look forward to the Games," he says, "they are very well promoted, and the popular knowledge of athletes, their events and who are the medal hopefuls is very good. We are lucky that it is policy to not interrupt the flow of coverage with commercials, and the station has been extremely co-operative with scheduling, helping us to present the most complete story we can."

DAGBS PROFILE - JAEOK CHO

Coming to the Games with more than 26 years experience and a very keen eye, Jaeok Cho can expect to watch anything up to fourteen hours of event footage each day. Working for DAGBS, effectively through SBS but as part of a consortium of Korean and Thai broadcasters, Cho operates alongside a total of 134 staff split across five teams and based at venues covering ten sports. He describes his role in Programme Quality Control as; "basically keeping an eye on signals from venues, looking out for any technical problems or defects, miss-cuts and the like, and hopefully correcting them for the Rights Holders."

The consortium was born when the three Korean Broadcast companies, SBS, MBC and KBS, decided to operate a system of production participation - to have a point of contact speaking on behalf of the three companies and representing their interests within the DAGBS umbrella. Along with the Korean teams, Cho will also represent broadcasters from Thailand who expressed an interest in being represented by the consortium, and were welcomed whole heartedly.

"Every field needs a specialist," Cho explains, "So for some sports what we can do is share a collective knowledge and hopefully grow, move forward - in a broadcasting sense at the very least - for example Sepaktakraw, a new sport for me, it's so interesting to experience these new things." Co-operation is something that Cho holds key to these Games, not just in the sense that he represents two nations and five production teams in Doha, but also in the role that DAGBS plays within this structure.

"I've been involved with the Asian Games since 1982, initially as a reporter, but then later as a producer and director," he continues, "this is the first time that Asian broadcasters have worked with European host broadcasters. The system is different, which offers a good opportunity to learn - it's a good test for a new era, to have these two styles coming together for the Games."



Jaeok Cho - quality control