

15th ASIAN GAMES DOHA 2006 DAGBS NEWSLETTER

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BROADCASTER BRIEFING RECAP - 14 DECEMBER

The main points addressed in today's Briefing were:

- Tonight's Closing Ceremony rehearsal will take place at 21:00. DAGBS will not be providing coverage of the event. No filming is permitted and no equipment can be taken into the venue. Rights Holders with booked positions for tomorrow's Closing Ceremony are welcome to attend the rehearsal with no access devices required. The rundown for the Closing Ceremony should be available from tomorrow morning at www.dagbs.tv.

- Rights Holders are advised about potential traffic problems tomorrow afternoon in light of the Football final involving Qatar and due to the Closing Ceremony.

- A procedure for the Bump-out period and Rights Holder departure from the IBC will be available at the IBC BIO and the IBC Construction Help Desk later today. The main points to consider are:

- Broadcast Transmission via the DAGBS CDT finishes on 16 December at 12:00.

- Technical power shuts down at 23:59 on 16 December.

- Qtel services and domestic power shut down at 23:59 on 18 December.

- Full details regarding access during the Bump-out period, the handover process and waste disposal will be clarified in the document distributed later today.

- Relevant SADs, stickers and VAPPs for the Basketball Final, Football Final and the Closing Ceremony are now available at the DAGBS Booking Office.

PROFILE ON THE ASIA-PACIFIC BROADCASTING UNION (ABU)



John West (left) and John Barton - proud of the ABU progress

The Asia-Pacific Broadcasting Union (ABU) is present at Doha 2006 to arrange and organise, on behalf of their member stations, the coverage of the 15th Asian Games. A fundamental part of this responsibility is organising the daily DAGOC/ABU Multilateral Feed Schedule (DAMF), an efficient system designed, in particular, to help many of the smaller broadcasters in selecting, amongst the array of sports and feeds, the best of the day's coverage. Coupled with this is the responsibility of ensuring that ABU's member stations receive coverage by satellite of live events and the twice daily highlights produced by DAGBS. "We tailor this to reflect the needs of the membership so the programming they receive is most relevant to their audience," says John West, Head of Transmission, Planning and Distribution.

"The ABU," explains John Barton, Head of Broadcast Operations, "is a professional organisation of broadcasters. Currently we are the biggest of its type in the world, with an audience of four billion people - the ABU represents

55 countries and 125 broadcasting organisations." The geographical region that the ABU services stretches from Turkey in the west to Samoa in the east, and from Russia in the north to New Zealand in the south.

Although the specific activities of the ABU are quite extensive owing to the fact that they offer their members a variety of skills and services, the essential nature of their business is relationship building. "Our business is to connect people," says John Barton. The challenge is producing a coverage package that makes it easy for the members to put on air.

For John West to accomplish his task of managing the delivery of the broadcast signals he must deeply understand what his fellow broadcasters have as priorities. "To accomplish the daily task of getting the mix of the ABU feed correct, to deliver the best coverage to our various audiences, I must understand the needs of the market for each of our 47 broadcasters and know exactly what is important to them." As for John Barton, he works constantly to develop the size of their audience, "This best give advertisers and sponsors a meaningful opportunity to leverage their brands and products," he says, adding, "I have to continue to expand the coverage area. If no one watches - we fail."

Both gentlemen are succeeding at their tasks. "Since 2002," says John Barton, "our coverage area has increased 300% and our broadcasters 400%." And they take satisfaction in seeing how the member broadcasters use the feed they are delivering to them. "It makes me happy to know that we are assisting so many people to view the Asian Games," says John West.

John Barton, proud of his team's success, gracefully acknowledges that the achievements of the ABU is directly linked to the working relationships that they have developed with the host broadcaster and organisers. "We really appreciate the tremendous efforts attained by DAGOC, DAGBS, The Olympic Council of Asia and the Qatari Government," he says "their very sensible approach to organising the Games and their utilisation of new technology and media to deliver an excellent product makes our job a lot easier in reaching the people."

QTEL PROFILE

Abdulla Al Sada, Director of The Asian Games Telecom Operations for Qtel (Qatar Telecom), is fully aware of the daunting responsibilities of his job. Qtel are in charge of all the telecom communications, fixed and mobile services, internet and the media

broadcasting services for the Rights Holders producing coverage at the 15th Asian Games Doha 2006. "It gives me great pride to serve Qatar and the Asian community in this manner," admits Abdulla.

In addition to the entire Qtel staff of around 1,900 people at his beck and call, Abdulla appointed an additional 500 personnel to work during the Games so as to have 24-hour a day expertise readily available at the IBC and at the venues. Abdulla understands the urgent and fast-paced environment of broadcasting live sporting events. "It is imperative that we respond very quickly," he says.

"The Games has given me the unique opportunity to feel connected to something larger," continues Abdulla, "During the past few weeks I have felt the unity of Asia and through the spirit of sport I have felt Qatar as a part of Asia." It is these feelings of connection that spur Abdulla to strive at his post. The Qtel team has worked tirelessly in the planning of the Games, installing the dedicated network of redundant and diverse optical fibre network which connects all venues to the IBC. "I have been on this project since the West Asian Games in the winter of 2005," he says, adding, "it is a big challenge to work so hard for such a long time. I have been inspired by the daring example of strength and discipline set by Sheikh Mohamed Bin Hamad Al-Thani - Captain of the Qatari Equestrian Endurance Team," who in the Opening Ceremony successfully raced his horse up a steep embankment to ignite the Asian Games cauldron. "Seeing him accept and meet the challenge represents the success that we can all achieve in these Asian Games," says Abdulla.



Abdulla Al Sada - Qtel

DAGBS WEBSITE AND CONTACT INFO (WWW.DAGBS.TV)

The DAGBS website complements existing DAGBS printed material and features information on Venues, Production, Telecom, Broadcast and other general and technical data. The website is updated frequently with the latest DAGBS news and information.

For further general information and additional queries, please feel free to contact us at info@dagbs.tv

