

# 15<sup>th</sup> ASIAN GAMES DOHA 2006 DAGBS NEWSLETTER

Issue #22, 4 December 2006 [www.dagbs.tv](http://www.dagbs.tv)

## BROADCASTER BRIEFING RECAP - 4 DECEMBER

The main points raised in today's Broadcaster Briefing were:

- Rights Holders are reminded that the deadline for booking specific positions at the Table Tennis finals of 7 December, including observer seats, is tomorrow evening, 5 December, at 18:00.
- A few changes have been made to the competition programme and transmission schedule. Please consult INFO2006 for details and see the DAGBS website for an updated transmission schedule.
- A failure of commentary service occurred yesterday on a data line between the Gymnastics event at Aspire Hall 2 and the IBC. DAGBS and DAGOC apologise to affected Rights Holders for this incident. An investigation was held and steps have been taken to fix the problem and avoid any future recurrences.
- DAGBS and DAGOC are doing their utmost to provide a high level of services at the venues, but this is made more difficult when Rights Holders arrive at the last minute. Rights Holders are asked to arrive in good time in order to enhance the provision of services.

## FAQ - PHONE CARDS

**Q: Where can I buy Qtel pre-paid phone cards at the venues?**

**A:** Phone cards may be purchased at each venue's Media Sub-Centre.

## REMINDER: HD CINEMA

The IBC's HD Cinema, located next to the DAGBS Booking office, is now up and running. Rights Holders are reminded that the Cinema offers them an excellent opportunity to take in the full High Definition experience.

Swimming and Gymnastics, both currently under way, are two of the sports being broadcast in HD.

## C.D.T. – THE SYMBOL OF THE IBC



The CDT - multiscreen viewing

The Contribution, Distribution, Transmission room is not only the most popular photo spot in the IBC but the technical heart of television operations, receiving all venue signals for broadcasting Doha 2006.

Signals come to the CDT along diverse

fibre routes from Qtel, sending both a primary and secondary 'back-up' signal. The signal route sees it travel from the venue to Qtel and then onto the CDT where its technical parameters are checked and identified. They are then switched onto a distribution (DX) and fed to Rights Holders.

"There are thirty seven distributions from the CDT," explains Brian Elliott, IBC Operations Manager, "Along with the thirty one multilateral programmes there are an additional five beauty shots from various locations around Doha, and an additional MPC conference feed." The CDT will be handling up to 24 simultaneous multilateral transmissions, in addition to unilateral transmissions from venues to the Rights Holders.

Rights Holders' signals are sent back to their home country from CDT via Qtel. There will also be a satellite distribution of six multilateral feed, the DAMFs, organised by DAGOC and the ABU (Asia-Pacific Broadcast Union) for ABU members. CDT also has direct communications to Rights Holders, enabling them to deal with any technical problems that might arise.

As of 30 November the CDT Offices have been operational 24 hours a day and will remain so for the duration of the 15th Asian Games.

## RIGHTS HOLDER PROFILE - NHK (JAPAN)

"December is traditionally the quiet period for sports in Japan," begins Tomoyo Igaya, Chief Liaison Officer for NHK here in Doha, "so even with the time difference we hope to get some great viewing figures. We're really looking forward to presenting a great package for the people back home."

Doha 2006 will be Tomoyo's 2nd Asian Games for NHK. Starting as a reporter and staff writer, the 1994 Asian Games in Hiroshima were Tomoyo's first international sporting event. Between then and now she has been present at many other events and since 2004 as Chief Liaison Officer.

Including the local staff, NHK have a little over 130 people operating in Doha, with the hours of coverage for their terrestrial channel at more than 30 hours and for their satellite channels at more than 81 hours. Those numbers could rise as long as Japan progress to the later stages of their events, especially those of high interest, namely Football, the Marathon, Swimming, Judo, Athletics and Artistic Gymnastics.

"We have two prime time news programmes, one running at 7 am and one at 9 pm, broadcast from our news studio here in the IBC," Tomoyo continues. "Actually being here in Doha, it gives us a great opportunity to increase the profile of the Games, to present their story from more than just a sporting angle – we're able to look at the social, political, economic and religious side, giving Japan more of a total package."

Two particular aspects of the total package of interest to Tomoyo are the Look of the Games and the presentation of many events in High Definition, a first for the Asian Games. "Having DAGBS provide the HD footage is wonderful for us. It's good to receive so many of the key events in that format, as nearly 100% of our footage will be broadcast in HD." For the Look of the Games Tomoyo adds, "It's a very neat style, very clean and clear of advertising – which suits us as a public broadcaster."

"For many people in Japan," concludes Tomoyo, "the Asian Games offer a great opportunity to follow the development of future stars in the making - so many of our successful athletes got their first taste of a medal at the Asian Games - which, from a broadcasting point of view can only be a good thing."



Tomoyo Igaya - HD fan

## 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](mailto:info@dagbs.tv)

