

**P02 GROWING AND GLOBAL**

AIB's growing global membership

**P04 QUALITY CONTENT**

A selection of AIB Member offerings at MIPTV 2014

**P06 CELEBRATING SUCCESS**

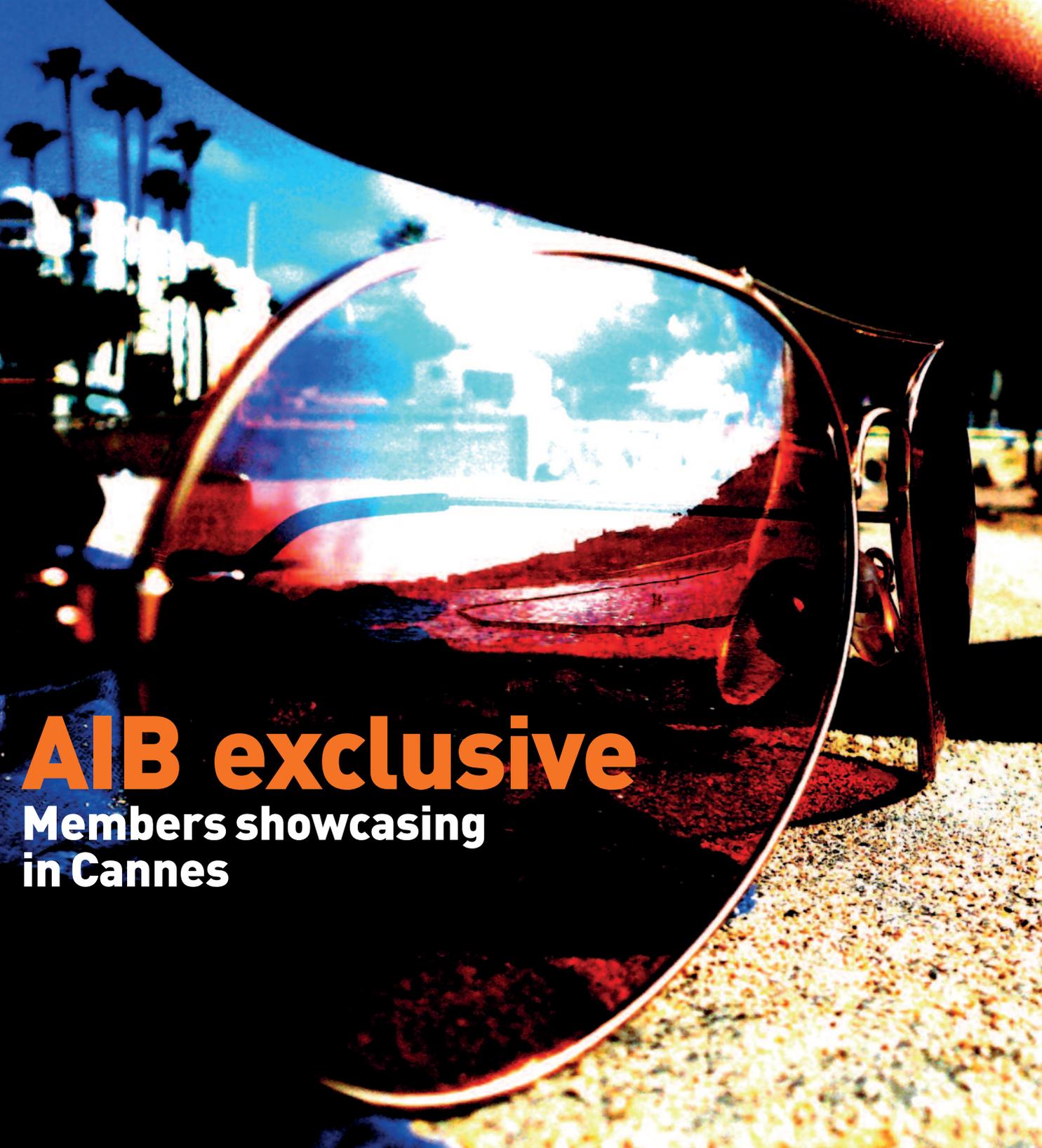
The annual AIB search for the best factual content starts soon

The Association  
for International  
Broadcasting

# The Channel

THE INTERNATIONAL MEDIA MAGAZINE FOR TV, RADIO, ONLINE & MOBILE

MIPTV SUPPLEMENT | 2014

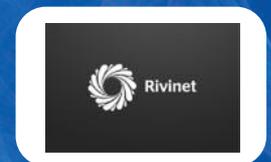
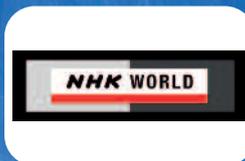


## AIB exclusive

Members showcasing  
in Cannes

# AIB's growing and global membership

The Association  
for International  
Broadcasting





**We want to know what readers like and what they'd like to see in the AIB's international media magazine. Tell us what you think of *The Channel* and what we can do better - take part in our online survey and win an Android tablet. Scan the QR code or go to [www.aib.org.uk/channelsurvey](http://www.aib.org.uk/channelsurvey)**



## WELCOME

The world's content makers arrive in Cannes each April hoping to find new markets for their creative work; the world's broadcasters and content delivery platforms come to find the very best material for their networks. Add in the magic ingredients of sunshine, sand and perhaps some sangria (other tipples are available) and there's a tasty dish served up.

And AIB is delighted to be part of MIPTV 2014, thanks to a new partnership with the organisers, REED MIDEM. For the first time, copies of our international media magazine, *The Channel*, are available in the Palais des Festivals for the thousands of delegates, expanding the reach of the long-established magazine to new readers. It is also why AIB has produced this supplement to showcase the work of a selection of AIB's global members who are in Cannes this April.

AIB is the international industry association for TV, radio and online broadcasting. Established back in 1993, AIB today represents and supports a growing number of broadcasters and content producers. The Association also counts satellite operators, service providers and technology companies among its members.

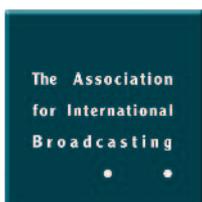
Our membership is growing, with Sony Entertainment Television and Shell's TV department recent additions to the global roster of major companies that have joined AIB for the ever developing range of services the organisation offers.

AIB is here to help, through regional and international promotion, through the celebration of quality content in our annual awards and via conferences and events that bring our members together.

So, while you sip that daiquiri on the beach or sample some of the wonderful food on offer here in Cannes, give some thought to working with AIB to help you achieve your goals.

Have a great market!

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***The Channel* is the international media magazine for TV, radio, online and mobile, published by AIB, the Association for International Broadcasting**

**AIB is a not-for-profit, non-governmental organisation that works for the benefits of its members and the wider media industry.**

Through this magazine and its online publications AIB reaches in excess of 26,000 people working in electronic media globally: media executives, producers, editors, journalists, technical directors, regulators, politicians and academics.

Talk to us to explore how AIB can help you reach the key individuals you need to influence and to find out about the outstanding, highly cost-effective benefits of AIB membership

“  
**We're here to help you find the very best content**  
”



## European Presidential Debate on Euronews



The First European Presidential Debate will take place on Monday 28 April in Maastricht from 7pm to 8.30pm (CET). The debate, hosted by the City of Maastricht, Maastricht University, Connect Limburg and the European Youth Forum, will see the candidates for the presidency of the European Commission battle out key issues on the future of Europe. The debate will be held in front of

an audience of 700 young people and broadcast live worldwide in 13 languages on **Euronews**.

The debate, officially known as *The First European Presidential Debate*, is being organised by Maastricht University, the City of Maastricht, Connect Limburg, the European Youth Forum, and Euronews. The theatre audience will be made up of international students, youth civil society, and

young people from across Europe. The debate will focus on the issues that matter most to young Europeans; the questions will be gathered using a unique participatory process through collaboration between the University of Maastricht and the European Youth Forum/League of Young Voters.

Moderated by Euronews lead presenter Isabelle Kumar, the debate will be available live through Euronews' worldwide TV network, covering 415 million homes in 156 countries, simultaneously in 13 languages: Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish, Turkish and Ukrainian.

The debate will also be

streamed live on [euronews.com](http://euronews.com) and on Euronews' mobile apps.

### ABOUT THE DEBATE

The debate will take place at 7pm-8.30pm, Monday 28th April, at Theater aan het Vrijthof in Maastricht. It will be broadcast live by Euronews and will be streamed live on the debate's website and on [euronews.com](http://euronews.com), and Euronews mobile apps. The debate will be in English and simultaneously available in Arabic, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish, Turkish and Ukrainian on Euronews media platforms.

Find out more on the **Euronews stand at MIP TV, P-1.B60**.

## RT presents: **News Team**



This year **RT** and its documentary channel **RTDoc** are bringing something entirely unique to MIPDOC & MIPTV – an original 20-part docu-series about news correspondents. Directed and produced by Josh Silberman, an award-winning producer from such acclaimed shows as *Deadliest Catch*, *Fear Factor* and

*America's Got Talent*, **News Team** follows a team of seven RT journalists as they race around the world, covering breaking news and current events. From protests in the Ukraine to battle-grounds in Syria, from Russia's Epiphany celebrations to the Geneva Conference, *News Team* shows history in the making

through the eyes of these reporters.

*News Team* looks at the journalistic profession in a way that has never been done before, pulling back the curtain on the work that creates TV news as we know it. Narrated by the journalists themselves, it shows their time at home, in the field

and at the desk – all the way to broadcasts watched by millions of viewers worldwide.

*News Team* will screen on **Saturday April 6 at 17:30** at the **Commissioners Club, Grand Hyatt Cannes Hotel Martinez**. **Worldwide distribution by RT. [Catalog.rt.com](http://Catalog.rt.com) MIPTV Booth # P-N.50**

## Bloomberg Media at MIPTV

**Bloomberg Media** is proud to present an extensive catalogue of content at this year's MIPTV.

Whether you are looking for unique access to the world's top business leaders or a deep dive into today's most innovative companies, we have something for your audience.

Our high-quality *Bloomberg Originals* series includes a variety of long and short form programming in categories such as business, finance, luxury, technology and news. Recent exciting titles include *The Player*, *Secrets of the Vegas Whale*, *C-Suite with Jeffrey Hayzlett* and *The Oxford Union Debates*.

Please pop by our stand to



find out more and make an appointment with our sales team.

We will also have information about Bloomberg Television and

other Bloomberg Media products available for syndication.

**Bloomberg Media stand is**

situated in Le Palais des Festivals Riviera Hall, R7.L4 throughout MIPTV and again at MIPCOM in October. Come along and our team will be happy to accommodate you.

## Flawless distribution from Globecast

**Globecast** is highlighting the latest advances to its content aggregation and distribution services (CAAD) at MIPTV 2014.

Helping channels gain coverage with the world's leading pay-TV platforms, Globecast aggregates and distributes premium world-wide content for the international pay-TV marketplace. In Europe more than 60 TV channels are currently broadcast as part of the line-up of key pay-TV platforms such as Orange, Virgin Mobile, Free, Sfr and Yousee. Globecast will show how it assists broadcasters to develop their audience and revenue by providing services such as:

- Market intelligence
- Regulatory clearance
- Negotiation and distribution to various platforms
- Package promotion to end-users

Every day Globecast sends thousands of hours of content flowing over 57,000 miles of fibre, uplinking this content from its teleports around the world to

all major satellites. The result is flawless distribution to billions of viewers on five continents.

Globecast is a leading-edge content processing and distribution company. The company uses the best of satellite, CDNs, dedicated fibre and public Internet to ensure

broadcasters' and media companies' content is where it should be when it should be, correctly packaged and formatted. Globecast provides tailored solutions for content providers of all shapes and sizes, creating the technical foundations that power

monetisation. The company provides multiplatform, multi-device services using its years of experience and business acumen to create the perfect packages for its customers.

**Visit Globecast on stand P-1.F7 at MIPTV**, or call +33 1 55 95 26 00 to find out more.



## Deutsche Welle



**Deutsche Welle (DW)** will be using this year's MIPTV to draw attention to its expanded programming for the Arab world and its new star Bassem Youssef. With *AlBernameg*, viewers in the Arab world can watch Egypt's top political satire show – hosted by Youssef and recorded in the majestic Radio Cinema and Theater in Cairo. Youssef has been called the Egyptian Jon Stewart, and the show doesn't hold back when examining politics and political figures in Egypt. *AlBernameg* stands for freedom of expression and courageous journalism. Additionally, DW recently expanded its Arabic programming on channel DW (Arabia) to 17 hours daily.

This year's MIPTV also offers DW the opportunity to highlight the diversity of its content. From the award-winning lifestyle series *Euromaxx* to science and technology series like *Telemed* and *Quest for Knowledge*, the range is immense. And this year, DW has expanded its nature and environment programming with *Animal Encounters*. These are just a few samples of DW's top-notch documentaries and informational entertainment formats – all made in Germany. Visit us at **Booth P-1.K22**.

[dw.de](http://dw.de)



## France 24 builds on new look, schedule



**France 24** recently rolled out a new programme schedule and broadcast design.

Whilst sharing a common editorial stance, the three language channels - French, English and Arabic - have established their own identities to better suit their different target audiences.

New programmes include an additional midday time slot for the key news segment *Live from Paris, Revisited - life beyond the headlines*, investigating how towns once struck by catastrophes or civil war are faring today, and *51%*, a weekly programme devoted to the women and men who get things

moving in a world that is still largely dominated by the male gender.

To find out how these changes will benefit your subscribers, whether they watch in French, English or Arabic, wherever they might be in the world, **drop in and meet the France 24 team at stand P-1.E55.**

## 2014 AIBs launch imminent

**The tenth annual search for the best in factual programming** begins at the end of April, when the call for entries for the 2014 AIBs is announced.

This annual festival has developed into one of the most significant in international broadcasting and content production. Each year, AIB receives hundreds of entries and they come from every continent. The 2013 AIBs saw a record number of submissions from over 35 countries around the world, from Malaysia to Canada, Nigeria to India and from the Philippines to Germany.

Judging of entries is carried out by a global panel comprising broadcasting experts in the fields of news and sport journalism and production, satellite technology, business strategy and technical innovation. The entries never fail to astound jury members and there is always a battle for the top prizes.

The AIBs provide an excellent showcase for programme makers to highlight their work on a global stage. And deals get done too – each year content and talent are identified by jury members that lead to new and long-lasting relationships.



Dirk Leestmans and Caroline Van den Berghe of VRT receiving the award for current affairs documentary at the AIBs 2013 in London

**Full information about the 2014 AIBs will be available online at [theaibs.tv](http://theaibs.tv)**

## Leaders in global breaking news



As leaders in global breaking news and with journalists in more countries than any other international news broadcaster, the **BBC** brings unrivalled depth and insight to news from around

the world.

Since moving into new state of the art studios in the BBC's London headquarters last year (above), BBC World News' top quality journalism has been

recognised at the highest levels and was awarded an Emmy and a Peabody Award for its outstanding continuing coverage of the Syrian conflict.

BBC World News has also

made significant re-investment in programming with the creation of a number of ambitious new shows.

New programme *Outside Source* breaks new ground in TV news presentation, using state of the art technology and the BBC's extensive network of top quality journalists situated around the globe, alongside social media and touch screen technology.

The channel is available in more than 200 countries and territories worldwide, over 380 million households and 1.8 million hotel rooms. The channel's content is also available on 178 cruise ships, 53 airlines and 22 mobile phone networks.

**Visit BBC World News at MIPTV on stand P3.B38.**

## Digital end-to-end



**RRsat Ltd** (NASDAQ: RRSAT), the end-to-end digital media services partner that gives its customers more, is showcasing the company's global distribution network and value-added media services along with enhanced Over-the-Top (OTT) solutions and its digital content management and delivery platform - the Media Window.

The RRsat team will elaborate upon RRsat's end-to-end value-

added services and solutions:

- **Global Content Acquisition & Distribution:** Through our extensive global network, major teleports in Israel and the USA, and our partners around the globe, we accept content from satellite, fibre, analogue and digital media and enable you to reach 95% of the world's population in over 150 countries.
- **Content Management and**

**Playout:** RRsat offers a comprehensive range of end-to-end value added services including insertion of subtitling and dubbing, graphics and advertisement as well as SD, HD and 4K preparation, packaging and playout to all types of media platforms. Our automated playout centers deliver content round the clock and offer storage and disaster recovery services as well.

- **Sports, News and Live Events:** RRsat enables global distribution of some of the world's most exciting and popular live events. Whether you need a few minutes or a few hours, regular or one time, feed, production or turnaround, RRsat can access and deliver content to and from anywhere in the world in real time and flawlessly.

- **OTT Media Solutions:** The RRsat OTT Solution is a full-service platform that empowers channels to expand their viewer base throughout the world by distributing content OTT directly to viewers using mobile devices, tablets, Smart TVs, PCs, STBs or any other internet-capable screen.

- **Media Window:** The RRsat Media Window, used by major content owners, provides an easy way to manage and deliver digital content through a powerful, branded online Media Window easy-to-use application.

**To schedule a meeting at MIPTV** contact us at [info@rrsat.com](mailto:info@rrsat.com) or call +972-50-8899372 / +972-54-4454285.



# RUSSIA LIKES TV, MOSCOW IS SOCIAL

**M**oscow-based non-governmental research organisation the Levada Analytical Center has released the findings of a survey examining the information consumption preferences. It also compared the results from Moscow against those from the whole country in Levada's national omnibus surveys.

The poll reports that 85% of Moscow citizens say that their prime source of news about Moscow, Russia and the world is Russian TV channels. 22% cited the Internet as a regular source, while radio accounted for 20%. Cable, satellite and Internet TV rated at 12%.

The figures for the whole country do not differ very much - 88% said TV was their prime source, but the use of cable, satellite and Internet TV as a news source was zero, according to the Center.

## YOUNG = SOCIAL

In the young adult demographic (25-39), 37 per cent of Muscovites use the Internet as their prime news source, with 35 per cent using social networks.

Moscow has a higher level of Internet consumption than Russia as a whole. 53 per cent of those

surveyed said that they use the Internet every day or almost daily, while 18 per cent visited "several times a week". Levada reports that in its April national survey, 44 per cent used the Internet although the survey did not provide the detail of comparison between daily and several times a week.

Conversely, 22 per cent of Muscovites said they never use the Internet with the figure rising to 41 per cent of respondents nationally. This result mirrors the greater availability of high speed Internet in the capital compared to other areas of the country.

## EVEN ON THE METRO

From what AIB has seen on Moscow's metro system - which has mobile coverage - a significant number of people spend a good proportion of their journey on the phone, texting or accessing social media sites. A further proportion of Moscow's metro users are consuming content on tablets and e-readers.

Social media use is reasonably high, with 35 per cent of Moscow residents using social networks every day, and a further 15 per cent using it several times each week. The usage figures fall in the national survey to 20 per cent using social networks daily and 15 per cent several times a week.

However, the national figures were sourced in October 2012 and it is likely that, just as in other markets, social network usage has increased since then.

## VKONTAKTE BEATS FACEBOOK

Drilling down into the popularity of social networks, VKontakte leads the field in Moscow with 39 per cent, followed by Odnoklassniki (31 per cent), Moy Mir on Mail.ru (21 per cent), Facebook (19 per cent), Google+ (13 per cent), Twitter (9 per cent) and LiveJournal (8 per cent). For all of Russia, in October 2012 the most popular network was Odnoklassniki (35 per cent), then VKontakte (27 per cent), Moy Mir (12 per cent), Facebook (6 per cent) and Twitter (3 per cent).

In Moscow's Facebook demographic, the largest groups were highly educated respondents with 28 per cent having a university education, and 30 per cent aged 25 to 39. The survey did not measure people's trust in any of the news sources they use. ■

“ 85% of Moscow residents choose Russian TV as their news source ”

This is an abridged version of a feature that appeared in the AIB's member-only market intelligence in 2013. Contact AIB to explore membership benefits, including the provision of specialist knowledge and consulting services. AIB head office T +44 20 7993 2557 www.aib.org.uk