

International broadcast & media briefs

A monthly summary of web-based news

Asia

Pakistan and China to boost media cooperation

Pakistan and China have adopted a plan to boost bilateral cooperation in the fields of television, radio and film.

Source: (Article665) www.abu.org.my/public/compiled/p252.htm#Article665

Banks in China 'to subsidise switch to digital TV'

China's State Administration of Radio, Film and Television has arranged the subsidy of television set-top boxes to boost digital cable subscription.

Source: 'Article648' www.abu.org.my/public/compiled/p252.htm#Article648

Arirang TV to launch Arabic service in August

South Korea's Arirang TV will launch Arabic-language satellite broadcasts throughout the Middle East next month.

Source: 'Article647' www.abu.org.my/public/compiled/p252.htm#Article647

Cable TV-Hong Kong puts rural viewers in the picture

Residents of remote districts in Hong Kong will soon be able to access Hong Kong Cable Television (Cable TV).

Source: 'Article650' www.abu.org.my/public/compiled/p252.htm#Article650

Europe

French sign charter to fight music piracy

French Internet providers and music industryites have joined forces in the fight against music piracy.

More: www.variety.com

March 2005 go-ahead for French DTT

The French Prime Minister Jean-Pierre Raffarin has confirmed the launch of digital terrestrial television in March next year.

Source: Broadband TV news 23 July 2004

Increasing TV services for blind and deaf people

Ofcom's two new codes require television broadcasters to offer increased services for people with hearing and visual impairment.

More: www.ofcom.org.uk/media_office/latest_news/nr_20040726

Ofcom revises rules on alcohol advertising

The new draft rules on the television advertising of alcoholic drinks were in response to views that existing rules were inadequate.

More: www.ofcom.org.uk

Ofcom research on food advertising to children

Ofcom has published the findings of the research in the context of the wider public debate about childhood obesity.

More: www.ofcom.org.uk/media_office/latest_news/nr_20040722

Digital switchover / analog switch off

Broadcasters have told UK media secretary Tessa Jowell that the cost of digital switchover could be as high as £1bn.

More: www.broadcastnow.co.uk

The UK government looks set to put back its timetable for switching off analog television signals to 2012.

More: www.broadcastnow.co.uk

Ofcom says ExplicitXXX window is a little too open

Ofcom has fined Digital Television Production £50,000: ExplicitXXX promotional material breached programming codes.

Source: Broadband TV News 29 July 2004

BBC: results of quantitative research study

The study is the first to track usage of the 24/7 interactive television service, BBCi, in Freeview households.

More: Tracy Swedlow's itvt newsletter 1 August 2004

BBC unveils new complaints procedure

The new procedure includes a web site where mistakes will be corrected, and a promise to deal with complaints within 10 days.

More: www.broadcastnow.co.uk

New channel to feature interactivity

Sky has soft-launched the Advert Channel, devoted entirely to television commercials and programming about them.

Source: itvt.com itvt newsletter Issue 5.59 Part 3 | July 20, 2004

Secondary trading of radio spectrum in the EC

See the report, *Study on conditions and options in introducing secondary trading of radio spectrum in the European Community*:

europa.eu.int/information_society/topics/radio_spectrum/useful_info/studies/secondtrad_study/index_en.htm

Mediaset football purchase not in breach of TV law

According to Italian parliamentary relations minister, Mediaset's football rights purchase does not contravene anti-trust regulations.

Source: Broadband TV News 23 July 2004

South Africa

South Africa's Sentech looks at digital broadcasting

Sentech is looking at digital broadcasting in an attempt to deal with the high cost of staying on the ageing analog network.

Source: 'Article656'

www.abu.org.my/public/compiled/p252.htm#Article656

US

FCC: promotes wireless broadband services

FCC promotes the deployment of wireless broadband services by creating new rules for the 2495–2690 MHz band.

More: www.fcc.gov

FCC initiates notice of inquiry

The notice refers to the presentation of violent programming on television and its impact on children.

More: www.fcc.gov

Bill to allow more LPFMs passes committee

The Senate Commerce Committee bill will lift third adjacent channel restrictions to allow more low power FM stations on air.

Source: www.rwonline.com/dailynews/one.php?id=5545 