

International broadcast & media briefs

A monthly summary of web-based news

May 2004

Asia

New CASBAA data confirms industry growth

This is the first aggregated data endorsed on an industry-wide basis on the Asia Pacific pay TV market with newly calibrated estimates of advertising revenues. More: www.casbaa.com/press_releases/press_content.asp?press_id=57

ABU to launch MW digital radio showcase project

The ABU, Digital Radio Mondiale and National Broadcasting Services of Thailand plan a digital medium wave radio showcase project for Bangkok. Source: www.abu.org.my

Europe

EU reviewing plan to track digital rights

The European Union is examining more efficient ways for collecting societies to amass levies on behalf of authors, composers, musicians and other copyright holders in the digital age. Source: variety.com 20 April 2004

Gemstar-TV Guide partners Nielsen on EPG

Gemstar-TV Guide is partnering Nielsen Media Research in a consumer-research trial on how viewers use EPGs and their impact on television viewing habits. Source: www.itvt.com

Fusion Digital Technology Releases Freeview DVR

Fusion Digital Technology has released its long-awaited DVR, which is designed for use with Freeview. Source: www.itvt.com

Phase 1 of the Public Service Broadcasting Review

The report, published by Ofcom and the first of its kind, draws on a broad range of audience research. More: www.ofcom.org.uk/media_office/latest_news/nr_20040421

Jowell under fire over analog switch-off plan

Media Secretary Tessa Jowell insists the government is on target to turn off the analog signal by 2010. More: www.broadcastnow.co.uk

Regional production and program definitions

Ofcom has announced new definitions for regional production and regional programs that will apply to all public service broadcasters from January 2005. More: www.ofcom.org.uk/media_office/latest_news/nr_20040406

Ofcom publishes report on digital switchover

More: www.ofcom.org.uk/research/dso_report/

CRCA: bring BBC under external regulation

The Commercial Radio Companies Association has called for the BBC to be brought under independent external regulation. More: www.broadcastnow.co.uk

Consumers are at the core of digital switchover

Although most people are happy to go digital in the next few years, they are not convinced by the case for switchover. More: www.digitaltelevision.gov.uk/publications/pub_attitudes_to_switchover.html

C4I signs Aussie deals

Channel 4 International has signed two major package deals with Australian pay TV channels at this year's MIPTV. More: www.broadcastnow.co.uk

ITV and C4 call for BBC indie reforms

ITV and Channel 4 are calling for the BBC to strengthen the indie sector by setting up an independent commissioning arm and raising its external production quota to 50 per cent. More: www.broadcastnow.co.uk

New Zealand

New Zealand launches Maori TV channel

New Zealand has launched its first nationwide Maori language television channel. Source: www.abu.org.my

TVNZ welcomes report on television violence

TVNZ has also made a strong commitment to reduce the violence portrayed in program promotions. More: www.scoop.co.nz/mason/stories/CU0404/S00006.htm

US

Powell sticks to indecency guns

FCC chairman Michael Powell has said the recent spate of indecency fines represents increased enforcement in response to a surge of public concern. Source: variety.com 20 April 2004

DTV coalition pushes satellite HDTV

A new digital-transition coalition will lobby for the speedier rollout of digital television service and the resulting reclamation of analog spectrum for resale. More: www.broadcastingcable.com

Nielsen tests sports service

Nielsen Media Research is testing a new service to gauge the impact of in-game ads and promos on television sports watchers. More: www.broadcastingcable.com

UHF face fee hikes

The FCC has proposed annual regulatory fees for all the telecom licensees it regulates. More: www.broadcastingcable.com

Nielsen tracks new boys club

Nielsen Entertainment and videogame publisher Activision have combined to expand audience research in the videogame sector. More: www.variety.com

New move in fight against satellite interference

The World Broadcasting Unions International Satellite Operations Group (WBU-ISOG) has unanimously approved a set of universal access procedures for all satellite uplinks aimed at significantly reducing satellite interference. Source: www.abu.org.my

Powell wants decency code

FCC chairman Michael Powell has urged broadcasters to revive a code of conduct to self-police the airwaves and provide more family-friendly viewing. Source: www.broadcastingcable.com

