

**Sports Group Conference & Associated Meetings,  
Istanbul, Turkey, 24-26 October 2015**  
**Theme : "Re-Strategising Broadcasting Unions for Better Sports Coverage"**

**DAY 1 – SATURDAY, OCTOBER 24, 2015**

09:00 – 15:00

Registration

15:00 – 16:15

Broadcast Rights Committee Meeting

16:15 – 16:30

**COFFEE BREAKS**

16:30 – 17:45

Finance Committee Meeting

**DAY 2 – SUNDAY, OCTOBER 25, 2015**

09:00 – 09:20

**OPENING SESSION**

Mr. Jiang Heping, Chairperson, ABU Sports Group

Dr. Javad Mottaghi, Secretary General, ABU

Mr. Nasuhi Gungor, Head of News & Sports, TRT Turkey

**MORNING SESSION**

09:20 – 09:30

Presentation of ABU Sports Activities, Director, ABU Sports

09:30 – 10:45

**IP in a connected Global Sports Media Environment**

Technological advances in communication technologies have revolutionized coverage of sports broadcasting and enabled billions around the world to take part in excitement of major sporting events. The copyright and related rights provide guidelines for broadcasters in negotiating and exploiting the broadcast rights along with protection against unauthorized use. Understanding how copyrights and IP rights work in sports will enable broadcasters in not just saving investments but in also monetizing from avenues by curbing privacy. This session will explore practical solutions for the benefit of the industry.

**Question & Answer session**

**Chairperson:**



**Ms. Joy Olby-Tan, VP, Acquisitions, MediaCorp, Singapore**

Joy Olby-Tan is the Head of MediaCorp Singapore's Content Acquisitions team. She oversees the right acquisitions of international programming for MediaCorp's FTA channels 5, 8, U and Okto as well as for OTT service Toggle. Genres of note include Movies, Drama, Reality, Comedy, Lifestyle, Variety, Kids, Arts, Factual and Sports. Joy has to date 20 years of television experience spanning programme acquisitions, programming, and marketing.

**Co-Chair:**



**Ms. Premila Manvi, Manager-Regulatory, Legal & IP Services of ABU**

Ms. Premila Manvi is the Manager-Regulatory, Legal & IP Services at the ABU. She has previous work experience in media research, documentary film making, media production, and sports event management. She is currently pursuing her degree in IP and Copyrights from the National Law University in India and has a Masters in Communication from the US.

**Panellists:**



**Mr. Yan Bo- Chairperson, ABU Copyright Committee**

Mr. Bo is the Deputy Director of Copyright Department of CCTV, China. In general he is responsible for the management of media rights negotiation, contract, royalty payment and copyright issues for CCTV programme, purchasing, publishing and exploitation of related businesses. Specifically he is responsible for the rights negotiation and agreement of major sports and cultural events. Mr. Bo also serves as the Chairperson of the ABU Copyright Committee. He has recently been awarded his PhD in IP.



**Mr. Liu Chi-Lawyer**

Mr. Liu Chi comes with specialisation in Entertainment and Media Law. He is the member of the Adjudicatory Chamber of the Ethics Committee of FIFA, a member of the Appeals Panel of International Basketball Federation the vice chairman of Arbitral Tribunal of International Volleyball Federation. Mr. Liu advise Chinese and foreign film companies in negotiating Sino-foreign film coproduction projects and other film related matters. Mr. Liu is licensed to practice law in both China and New York State, and currently serves as Beijing Chapter Chair for the New York State Bar Association. He is also a member of Beverly Hills Bar Association and American Bar Association. Mr. Liu Chi graduated with LL.B from Peking University School of Law. He received his LL.M from Temple University School of Law and the University of California (UCLA) School of Law.

**10:45 – 11:15**

**COFFEE BREAK**

**11:15 – 12:30**

**PRESENTATION UP-COMING EVENTS**

**11:15 – 11:30**



**Paralympic & IPC Events : International Paralympic Committee**

The Paralympic movement is at its all-time high. From the humble beginnings, Paralympic Games today exists together side by side with the Olympics with neither Games considered more or less important than the other.

The International Paralympic Committee is here with us today to share and celebrate the excitement and passion from IPC sports. Mr. Alexis Schäfer, the Director of Commercial and Marketing is looking forward to working closely with ABU to build a strong partnership, and to develop the Paralympic Movement in Asia and the Pacific even

further.

**11:30 – 11:45**



**Unique Technology Tailored for Broadcast Market : NovelSat**

There is a growing demand to increase capacity while reducing costs for broadcast applications. Mr. Ronen Sadan, the Associate Vice President, Marketing at NovelSat will tell us - what motivates NovelSat to design more advanced and cost effective satellite transmission solutions. His presentation will cover broadcast applications, including contribution/DSNG, Direct-to-Home and distribution. Mr. Sadan will also tell us some of the unique solutions tailored for broadcasters by NovelSat to save money on your satellite communication.

**11:45 – 12:00**



**SEA Games Singapore & SEA Para Games 2015 : Sports Singapore**

The presentation will provide post-Games update of the Singapore 2015 SEA Games held in June 2015, in particular about the Host Broadcasting work and the involvement of ABU members. Mr. Harry Ong as the Head of Broadcast of 28th SEA Games Singapore 2015 managed the planning, development and execution of the Host Broadcasting services of the Games. Mr. Harry will also present an update on the broadcast plans for the Singapore 2015 ASEAN Para Games, scheduled to be held this December in Singapore.

12:00 – 12:15



**The Future of Video Monetisation : InPlayer**

The next presentation is entitled "InPlayer - The future of Video Monetisation". Mr. Nenad Cubrinovski, the head the live streaming and logistics operations at InPlayer, will take us through how and why online sports subscription models have huge potential. InPlayer and product portfolio which is focused on in-video monetisation, splash page monetisation solutions, syndication platform for easy and fast sharing. You will also hear and see a few sports specific case studies and the outcome. Mr.

Cubrinovski also oversees InPlayer's strong engineering team of 12 members.

12:15 – 12:30



**Jakarta 2018 Asian Games : TVRI**

The Indonesian Public Broadcasting Television, the LPP TVRI, is heading the planning and preparation for the Asian Games, Jakarta in 2018. The Coordinator, International Relations Department of the TVRI, Ahmad Zakaria, popularly known as Zak, will now make a presentation on the status of planning and preparations towards the multi-sporting event. Zak is also an experienced broadcast professional having worked as Producer to being the Editor in Chief of news at the TVRI. He joined the TVRI in 1992.

12:30 – 14:00

**LUNCH BREAK**

14:00 – 15:30

**AFTERNOON SESSION**

**Re-Strategising Broadcasting Unions for Better Sports Coverage**

Sports broadcasting environment continues to evolve. New media has created opportunities as well as challenges. Different players including agents are now playing a major role. They often, not only control rights but production as well. Broadcasters, especially the public service channels say, the move undermines their role as broadcaster. For the federations, sustenance of the sports and the athletes is important. Successful and large broadcasters are carved out, if not by federations, by the Agents. Smaller broadcasters in Asia do not have the necessary resources and legal instruments to keep pace with the changes. A panel of Sports Directors from the Unions will explore the role and the relevance of the Broadcasting Unions in the changing media environment. The Panel will also discuss whether, there is a need for the unions to re-assess and re-strategise its role to ensure maximum coverage and exposure and yet, fulfil the need of all the players.

**Question & Answer session**

Chairperson:



**Mr. Jiang Heping : Chairperson ABU Sports**

With Master's degree in Journalism from the University of Wales, UK, Mr Jiang Heping is the current Chairperson of the ABU Sports Group. A career journalist, Mr Jiang started his work at China's national broadcaster in 1987. Since then he has served in different capacities and responsibilities at the CCTV operations for the domestic news, world news, overseas service, and as senior manager. In 2005, Mr Jiang Heping took over the charge of CCTV Sports Centre as its Director, and subsequently became the Controller, Sports Channel in 2006.

Panellists:



**Mr. Stefan Kuerten : Director, Sports & Business EBU/EUROVISION**

Mr. Stefan Kuerten is the Director of Sports & Business at EBU/EUROVISION's business strategy and the commercial exploitation of the EBU network and acquisition and sales of EBU sports rights. Over the years, Stefan and his team developed and positioned the EUROVISION brand as a global provider of broadcast services for all international top events in news and sports. Under him EBU managed to secure major sports rights for its members including Olympics, Football World Cup, and European Championships.

Mr. Stefan took over the EBU in 2001 as Director of Eurovision Operations. Mr.Stefan Kuerten an international lawyer started his broadcast career at the ZDF in 1989.



**Mr. Yanjiang Cai : Director, Sports, ABU**

Mr. Yanjiang Cai became the Director of ABU Sports in January 2014. Since then, ABU Sports has, not only increased acquiring the rights to major events like Olympics but expanded and strengthened ABU production capacity in collaboration with its members. ABU Sports is also in the process of establishing a Production and Transmission Services among others. Mr. Yanjiang came from CCTV where he was Senior Producer at the CCTV sports channel. He graduated from the China Central Academy of Drama with a Masters degree in Film and Television theory. Mr. Yanjiang

initially joined the ABU in July 2012



**Mr. George Lomotey : Sport Coordinator, AUB**

Mr. George Lomotey is the Sports Coordinator of the Africa Union of Broadcasting (AUB). He also the Channel Manager of Ghana Broadcasting Corporation's sports channel, the GTV Sports+.

Mr. Lomotey came to AUB in 2009 when he was nominated to coordinate the broadcast of the FIFA World cup, South Africa 2010, and then FIFA World Cup 2014 in Brazil. George Lomotey has exceptional skills in not just the logistics areas but specifically the genuine challenges so wildly facing the diverse continent Africa.



**Mr. Abdelrahim Suleiman: Director General, ASBU**

Mr. Abdelrahim Suleiman is the Director General of ASBU. Until he took over the position early this year, Mr. Suleiman as the Technical Director supervised all technical matters related to ASBU TV and Radio Exchange Systems. He is involved in the development and introduction of new technologies in the Arab Region. His latest project was the launch of New Radio TV exchange system "MENOS" the IBC2009 among others. He is also an active participant of the ITU matters related to broadcasting issues, as well as the WBU and Arab League matters. Graduated from

Khartoum University in 1978 Mr Suleiman started his career as a Radio and TV transmission Engineer.

15:30 – 16:00

**COFFEE BREAK**

16:00 – 17:15

**PRESENTATION UP-COMING EVENTS**

16:00 – 16:15



**Automatic TV: Media Pro**

In recent years there have been major changes in the way video productions are distributed and broadcast. IP technologies, along with a significant improvement on bandwidth have created new distribution and broadcasting channels. Consumer models have also evolved by consuming video through mobile and networked devices. Yet the acquisition/capturing models have not changed much and still require expensive equipment and large teams of specialized professionals.

Automated production is described as technological revolution in production of sport events. Mr. Mauro Margenat will now take us through the Automatic TV from Media Pro.

16:15 – 16:30



**Max MuayThai : ABTV**

The next presentation will take us through – Max Muay Thai or what is popularly known as Thai Boxing. Mr. Nat Rongsawat, the Deputy Managing Director, Asia Broadcasting Television Ltd will tell us about the origin, the history and various tricks, traits and moves involved as well as the rules of the game.

Max Muay Thai, a really entertaining sports fighting, is today seen to be gaining popularity not just among the Thais but even in the West.

16:30 – 16:45



**On Air Sports Graphics, In Studio solutions : Ventuz Technology AG**

The next presentation will feature Ventuz Technology AG's expertise in real time 3D Graphics and future of real time graphics in the Sport Broadcasting. Mr. Joachim Sturmes is the CEO of Vorstand Ventuz Technology AG. He will be sharing some of the examples of the use Ventuz software. The Opening ceremony of the Nanjiang Youth Olympics is one among others. Interactive Asia- Ventuz has offices across the globe and one of its biggest clients is Fox Sport in the US.

16:45 – 17:00



**Leading Digital Sports Content & Media Group : Perform Group**

Through market insights, clients' case studies and experience in sports industry, the next presentation, PERFORM Group demonstrates how broadcasters can continue to create value and revenue through relevant content, platform and technology in an increasingly competitive environment. Mr. David Collet, the Senior Vice President of Perform Group will show you, how ABU members can leverage the potential of sports as a key business vertical in the rapidly evolving market.

17:00 – 17:15



**2016 Sports Group Conference : SLRC**

The 2016 mid-year Sports group Conference and related meetings will be held in Colombo, Sri Lanka. The event will be hosted by Sri Lanka Rupavahini Corporation, the SLRC.

The Acting Director of SLRC Sports Mr. Palitha Yapa will now make presentation on the planning towards and welcoming you the delegates to the Sports Group Conference in May next year.

17:15 – 17:30

Day 1 Closing Remarks and House Keeping Announcements

**DAY 3 – MONDAY, OCTOBER 26, 2015 - RESTRICTED TO FULL & ADDITIONAL FULL MEMBERS:**

09:00 – 09:05

Opening Remarks  
Chairperson, ABU Sports Group  
Secretary General ABU

09:05 – 10:00

**PRESENTATION OF REPORTS**

Report by the Chairperson, Broadcast Rights Committee  
Report by the Chairperson, Finance Committee  
Report by the Director, ABU Sports

09:45 – 10:15

**COFFEE BREAK**

10:15 – 12:30

One to One Discussion with Members

**Closing Remarks & Announcement of the Next Meeting**