

RULES

2015 ABU CHILDREN'S DRAMA SERIES

| GENERAL INFORMATION | |
|--|---|
| Common Theme for the 2015 ABU Children's Drama Series | "MENTAL GROWTH" |
| Duration of each episode to be delivered | 14 minutes and 45 seconds (including the 10-second animated blue Opening sequence, the titles, the end credits and the ABU still logo) |
| Executive Producer 11th Series | Yoshinori Komiyama |
| Executive Producer 12th Series | TBC |
| ABU Supervisor | Hanizah Hamzah |

| Production Schedule of New Series | |
|--|--|
| 13-15 April 2015 | : 1 st Meeting : Tokyo, Japan |
| 1-3 July 2015 | : 2 nd Meeting : Kuala Lumpur, Malaysia |
| End of February 2016 | : Completion of 2015 Series Production |
| April 2016 | : Episodes Exchange |

Episode Material Exchange Requirements

Aspect Ratio

16: 9 and 4:3

Visual and Sound tracks of Clean Copy (for broadcast-MXF file)

No title, no subtitle, no ending credit

Channel 1: Full mix (mono)

Channel 2: M/E (music and sound effect)

Channel 3: Narration in original language

Channel 4: Natural sound, voice of actors/actresses

Visual and Sound Tracks of Final Version (for screening-MPEG4 file)

Title of the episode in English with original language

Subtitles in English for synchronous dialogues

Ending credit in English or original language

Channel 1: Full mix (mono)

Channel 2-4: None

Material Format

External hard disk

Broadcast Materials

1. Promotional still photos (JPEG file)
2. Music cue sheet
3. Final time-coded script in English
4. Credit list

2015 ABU CHILDREN'S DRAMA SERIES CONFIRMATION FOR PARTICIPATION

This form should be completed and returned, signed by a duly authorized representative,
to **Mrs Hanizah and Saras of the ABU Programming Department**
by e-mail hanizah@abu.org.my and
saras@abu.org.my by the
Application Deadline at the latest.

| | |
|-----------------------|-----------------------|
| I (name and function) | |
| of (organisation) | |
| e-mail..... | Telephone number..... |

hereby confirm on behalf of my organisation that my organisation wishes to take part as a Participating Broadcaster in the 2015 ABU Children's Drama Series and that it shall

- i. abide by the Rules of the 2015 ABU Children's Drama Series;
- ii. produce and deliver at least one Episode to be included in the 2015 ABU Children's Drama Series in compliance with the Rules issued therefor;
- iii. clear all rights in relation to the Episode(s) so that all Participating Members and the ABU shall be able to exploit each Episode delivered as described under the Rules;

Signature:.....

Date:.....

TABLE OF CONTENTS FOR THE RULES OF THE ABU CHILDREN'S DRAMA SERIES

Theme: Children's Mental Growth

The theme can be interpreted in various ways. It could be any experience that children go through in their daily life.

Most importantly, the story has to be unique with a universal message.

Target Audience: Aged 7-9 years

The age of child actors (hereinafter, "kids") should not be over 10 years old.

Duration of the content: 15 minutes sharp (From opening title to ending credit)

Production Guidelines

- 1) In principle, synchronous dialogues should be absent or kept to a minimum. However they could be permitted if they have a special meaning for the storyline.
- 2) The meaning of any synchronous dialogue should be visualised through the actions of the kids or with minimum narration, if necessary.
- 3) In principle no narration is permitted.
- 4) No synchronous dialogues can be used during on-screen close-ups of the kids.

Key Points for Success

- 1) Kids should be active and charming, drawing the attention of the TV audience.
- 2) Kids should be exposed to a situation/problem that could be significant and interesting to the TV audience.
- 3) The situation/problem is not easy to resolve for the kids.
- 4) The process of resolving the situation/problem should be vividly described with actions that can be understood by the TV audience of any country.
- 5) The most important factor in making quality dramas is that the producer should have the enthusiasm to convey the message of the kids toward TV audience.

Responsibilities of the Producer

- 1) To produce one programme at its own cost.
- 2) To be responsible, at its own cost, for obtaining/clearing all the rights in connection with its production for international use.
- 3) To start the shooting after close consultations with the Executive Producer.
- 4) To submit one clean copy and one final version in file format on external hard disk to the ABU.

Responsibilities of the Executive Producer

- 1) To supervise and ensure the high quality and consistency of all the episodes of the series.
- 2) To provide the producer from time to time with suggestions and advice until the end of the production.
- 3) To visit the producer at his/her organisation of origin, if necessary, to provide suggestions directly

Rights of the ABU

The ABU shall be entitled to the following rights of the series for a period of 10 years:

- 1) To sublicense broadcasting rights for those TV broadcasters inside and outside the ABU members' territories.
- 2) To use freely the footages of the series (up to three minutes) for promotional purposes.
- 3) To use the income incurred by the programme sales of the series for future productions.

Rights of the Producer

"Make one, take all" is the principle of this co-production. All the participating producers are entitled to receive all the episodes of others to broadcast them through the producer's organisation. In case editing is necessary, it is permitted after consulting with the ABU.

Copyright

The copyright of the series shall belong to the ABU. The copyright of each episode shall belong to the producing organisation.