

## ABU RADIO SONG FESTIVAL: FRAMEWORK

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### AIM

The ABU Radio Song Festival aims to showcase and recognize the diverse, unknown and upcoming musical talents of nations within the Asian and Pacific regions.

### OBJECTIVES

To encourage ABU radio members to participate by sending some of the best music and songs of talented fresh young singers, which will contribute to, and influence, a “Bank of Songs” under the banner of the ABU. The program will showcase some of the best of the best unsigned local talent to an International audience. The ABU Radio Song Festival will:

1. Discover, encourage, introduce and promote new song compositions by unknown and upcoming artistes among ABU member countries
2. Provide an international gateway for the winning composers and artistes to have their music heard through a pan-Asia/Pacific Song Festival
3. Promote greater collaboration and team work among radio broadcasters in the ABU

### PURPOSE

To foster understanding, awareness and appreciation of some aspects of the cultural diversity that exists across Asia and the Pacific by conducting a Radio Song Festival that discovers, uncovers and gives radio and multiplatform media coverage to original compositions and performances from within member organization countries.

### OUTCOMES/ CRITERIA

1. Reflect contemporary society
2. Celebrate music across borders and artistic diversity
3. Be suitable for broadcast

## TIMEFRAME, ACTIONS AND REQUIREMENTS

1. Submission of entries does not mean the entry has been ratified and accepted for participating in the Song Festival in Seoul
2. It is recommended that individuals from the 'Working Group' listed in the table below are tasked with project managing / leading some of the tasks indicated
3. The ABU responsibilities listed in the table below can be carried out simultaneously to Working Group responsibilities

| TIMEFRAME  | ACTIVITY                                                                                | ACTION                                                                                                                         |
|------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| DEC 2011   | <a href="#">SONG FESTIVAL</a>                                                           | KBS-KOREA WILL HOST THE SONG FESTIVAL AT THE TIME OF THE GA                                                                    |
|            |                                                                                         |                                                                                                                                |
| FEB 2012   | ESTABLISH PARTICIPATING WORKING GROUP                                                   | EXISTING SONG FESTIVAL WORKING GROUP PLUS A REPRESENTATIVE FROM PARTICIPATING MEMBER ORGANISATIONS                             |
| FEB 2012   | COMMENCEMENT OF MEMBER ACTION                                                           | MEMBERS START ACTION ON THEIR SONGS                                                                                            |
| MARCH 2012 | <a href="#">ESTABLISH JUDGING PANEL / PRIZES</a>                                        | ESTABLISH JUDGING PANEL TO SELECT BEST 15 SONGS ON WEBSITE FOR ENTRY TO SONG FESTIVAL. DETERMINE FIRST, SECOND AND THIRD PRIZE |
| APRIL 2012 | <a href="#">SUBMISSION OF ENTRIES</a>                                                   | PARTICIPATING ORGANIZATIONS TO SUBMIT ENTRIES TO WORKING GROUP                                                                 |
| MAY 2012   | <a href="#">ACCEPTANCE OF ENTRIES</a>                                                   | REVIEW SUBMITTED ENTRIES AND APPROVE FOR WEB SUBMISSION                                                                        |
| JUNE 2012  | <a href="#">SONG FESTIVAL ENTRY SELECTION</a>                                           | JUDGING PANEL TO SELECT BEST 15 ENTRIES TO PLAY AT THE EVENT                                                                   |
| OCT 2012   | <a href="#">THE EVENT</a>                                                               | MANAGE THE ABU RADIO SONG FESTIVAL AT THE ABU GA IN KOREA                                                                      |
| OCT 2012   | <a href="#">BROADCASTING THE EVENT, ON-LINE BROADCASTING AND VOD THROUGH SMART APPS</a> | LIVE BROADCAST OF THE EVENT / SAME-DAY DELAYED BROADCASTING BY THE HOST ORGANISATION                                           |
| NOV 2012   | <a href="#">BROADCASTING THE EVENT</a>                                                  | BROADCASTING BY PARTICIPATING MEMBERS (DELAYED BROADCASTING)                                                                   |

## **ABU SONG FESTIVAL: TERMS & CONDITIONS**

These terms and conditions have been put together based on a series of conference calls and meetings between some participating ABU member organizations.

These terms and condition can be cross referenced with the TIMEFRAMES, ACTIONS AND REQUIREMENTS table.

### ABU SONG FESTIVAL

1. The ABU Radio Song Festival is a festival that showcases musical entries submitted from each participating ABU member (via their respective song competition or via alternative legitimate means of selecting an unsigned original unpublished artist)
2. Accepted entries from participating ABU Radio Song Festival members will be required to attend the designated ABU Radio Song Festival and perform live
3. The performances at the ABU Radio Song Festival will be broadcast live and also on-line
4. The ABU Radio Song Festival is open to all ABU members
5. Each participating ABU member organization will bear the cost of sending its winning entry to the ABU Song Festival
6. Participating ABU member song competitions can be operated and structured at the discretion of the respective member organization
7. The operation of participating ABU member song competitions is not the responsibility of the ABU
8. The ABU Radio Song Festival will be held biennially (inaugural year 2012)

### SUBMISSION OF ENTRIES

9. Each participating ABU member organization is able to submit up to 2 entries for consideration to the ABU Radio Song Festival
10. It is the responsibility of each participating member organization to incur any costs associated with putting forth entries to the ABU Radio Song Festival
11. Each participating ABU member organization that has a song entry participating at the ABU Radio Song Festival will fund in full the costs associated with sending their selected entry to perform at the Gala event in Korea. This cost will include al transport, accommodation and per diem
12. Each entry must be put forth to the ABU Radio Song Festival working group for consideration into the ABU Radio Song Festival (submission of an entry does not mean it is automatically accepted to the ABU Radio Song Festival)
13. Each participating ABU member organization must submit their winning entry 6 months prior to the scheduled ABU Radio Song Festival

14. If a submitted entry does not fulfill the required ABU Radio Song Festival requirements, the participating ABU member organization is entitled to re-submit an entry for consideration by the ABU Radio Song Festival Working Group provided it is done within 7 working days

#### COPYRIGHT RELEASE FORM

15. All members of submitted entries must sign an ABU copyright release form. This is the responsibility of the participating member organization that is submitting the entry to the ABU Radio Song Festival
16. The ABU copyright release form must ensure all participating members have copyright ability to showcase and play ABU Radio Song Festival participating entries

#### ABU RADIO SONG FESTIVAL RECORDINGS

17. Any ABU Radio Song Festival recordings (audio / video) will be available for broadcast by participating ABU Radio Song Festival members at any time as they deem suitable
18. Participating ABU Radio Song Festival members will have the right to offer repeat air play (video and audio) with correct attribution provided to the song artists and composers and correct identification to the ABU Radio Song Festival as the provider of the content
19. Participating ABU Radio Song Festival members will be able to broadcast the ABU Radio Song Festival content online (video and audio) with correct attribution provided to the song artists and composers and correct identification to the ABU Radio Song Festival as the provider of the content

#### ACCEPTANCE OF ENTRIES

20. The ABU Radio Song Festival Working Group will ratify and accept entries from participating ABU organizations into the ABU Radio Song Festival according to the following conditions:
  - i) Be original compositions (musical score and lyrics)
  - ii) Be composed of any musical genre and 'type' of music provided it is within the requirements of clause iv) below)
  - iii) Be played on any instrument, composed and sung in any language

- iv) Be an unsigned, unpublished, amateur musician (we define amateur as those that are currently not or have not at any point had a professional recording contract for the sale of their musical works; if an artist has recorded their music and has published their music on their own (via YouTube, or distributed it through to radio stations by themselves they are not defined as professional musicians hence entry is accepted)
21. All ABU participating member organizations are required to provide information on how they selected their song entries into the ABU Radio Song Festival Working Group in English

#### THE EVENT ('Gala Event')

22. The ABU Radio Song Festival Gala event in Korea will be a maximum of 2 hours
23. The number of final participants at the Gala event will be 10-15 (depending on the judging panel and process)
24. The ABU Radio Song Festival Gala event will be hosted with a Co-Host in both English and Korean
25. A single winner will be chosen based on outstanding performance with a second and third prize also awarded by the judging panel
26. KBS will record the show for Radio and make it available to all ABU members. Participating rights should be given to participating organizations to broadcast this event live
27. Live video streaming will be arranged of the ABU Radio Song Festival Gala

#### JUDGING & PRIZES

28. The ABU Radio Song Festival Working Group will establish and confirm a judging panel for the ABU Radio Song Festival 6 months prior to the ABU Radio Song Festival
29. Performances at the ABU Radio Song Festival will be judged at the event and prizes will be provided for First, Second and Third
30. The ABU Radio Song Festival Working Group will determine and agree to suitable prizes 3 months prior to the ABU Radio Song Festival

#### ABU RADIO SONG FESTIVAL ENTRY SELECTION

31. The judging panel will select the best 15 entries from those that have been submitted and accepted for upload to the ABU Radio Song Festival website to perform at the ABU Radio Song Festival Gala event in Seoul

32. This selection process will occur 4 months prior to the event

#### WEBSITE DEVELOPMENT

33. Establishment of an ABU branded website (including Facebook page) that outlines the ABU Radio Song Festival mission and objectives and the participating member organizations is to be completed 4 months before the Song Festival
34. ABU Radio Song Festival entries that have been ratified and agreed for submission will be uploaded 3-4 months prior to the ABU Song Festival
35. Once the ABU Radio Song Festival site goes 'live' with accepted entries, the festival will also become a live branded activity that all participating ABU Radio Song Festival members can begin to promote where applicable and relevant to their respective audiences
36. The ABU will establish a website that will host all festival entries and link to each member radio station's website, to allow all entries to be accessible to the public via the internet

#### MARKETING AND PROMOTIONS

37. ABU Radio Song Festival Working Group to determine and put forth a Marketing Plan taking into account the required printed and merchandising collateral to support the festival 4 months prior to the Festival
38. The event should be thoroughly and innovatively promoted, including to potential sponsors. The invited audience should include prominent broadcasters, recording companies, other high profile players in the music industry, local dignitaries and broad sections of citizens and music lovers.
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