The Inaugural ABU Asia-Pacific Celebration of Popular Music

The ABU TV SONG FESTIVAL

Sunday, 14 October 2012
Seoul, Korea

Organiser: ABU (Asia-Pacific Broadcasting Union)

Host Organisation: KBS (Korean Broadcasting System)

ABU TV Song Festival Preamble

The inaugural ABU TV Song Festival, (hereinafter referred to as "Festival") is envisioned as a sensational international gala event in Seoul, Korea to take place during the 49th ABU General Assembly, 10-18 October, 2012.

The Festival will take the form of a televised, non-competitive celebration of popular music representing the geographical and cultural expanse of the Asia-Pacific region. At the heart of the Festival will be a two-hour concert ("Festival Concert") to be held on the evening of 14 October, with a producer's meeting and rehearsals scheduled for 12-13 October.

With the robust cooperation of ABU member organizations, the Festival will showcase top solo or group talents hailing from an array of national music scenes. All ABU broadcaster member organizations will have the opportunity to take part and to broadcast the Festival.

Festival Guidelines

1. **Festival Format**

    a. Non-competitive concert featuring only top-class solo artists or musical groups ("ATSF Musical Act")

    b. Each ATSF Musical Act will represent one Participating ABU Member Organisation and their home country

        i. Only one ATSF Musical Act per Participating ABU Member Organisation
        ii. Only one ATSF Musical Act per country
        iii. The number of ATSF Musical Acts to perform will be limited to 12
        iv. Selection of ATSF Musical Acts must reflect geographical balance and the cultural diversity of the Asia-Pacific region (see section 2)

    c. Festival will be hosted during the 49th ABU General Assembly in Seoul, Korea, 10-18 October.

        i. Important Festival Dates:

      a) 12 October: Producer's Meeting
      b) 13 October: Dry Rehearsals
      c) Morning, 14 October: Dress Rehearsals
      d) 19:00-21:00, 14 October: Festival Concert

    ii. Festival Venue: KBS Hall

  d. Festival Concert will be conducted in English and language of the Host Organisation (Korean)

  e. Songs will be sung in respective languages (original languages)

2. Participating ABU Member Organisations

  a. All ABU TV Broadcaster Member Organisations are eligible for participation

  b. The ABU Secretariat will release a Call for Entries in late March. (Date TBA)

  c. ABU Member Organisations who wish to participate must submit a Participation Form by the Application Deadline (TBA)

    i. Application Deadline will be set approximately one month after Call for Entries

    ii. Prior to submitting the Participation Form, ABU Member Organizations must appoint an ABU TV Song Festival Representative Producer (hereinafter referred to as "ATSF PD") (see section 4)

    iii. The Participation Form will require the following information:

      a) Name and position of appointed ATSF PD
      b) Contact details of ATSF PD and/or other relevant contact person
      c) A statement of commitment signed by an executive level representative of the ABU Member Organisation

    iv. No registration fee is required to submit the Participation Form. A registration fee will be required only after the list of Participating ABU Member Organizations is finalized (see section 3)

  d. The number of participating ABU Member Organisations will be limited to 12. In the case that more than 12 Member Organisations submit Participation Forms before the Application Deadline, the host organizer in consultation with the ABU, will determine the Participating ABU Member Organisation in close consideration of geographical balance and cultural diversity

3. Participating ABU Member Organisation Responsibilities

a. After list of 12 is finalized, Participating Member Organisations will be required to pay a one-time registration fee of $1000USD, payable to the ABU

b. Appoint ATSF PD and provide any support required

4. ATSF PD (ABU TV Song Festival Representative Producer) Definition and Responsibilities

a. The ATSF PD refers to a producer or programme director employed by ABU Member Organisation who shall:

   i. Promote and coordinate broadcast of the ABU TV Song Festival in their country
   ii. Select ATSF Musical Act to perform at the Festival
   iii. Prior to Festival, submit ATSF Musical Act registration materials, i.e. profile, promotion video, etc.
   iv. Arrange for travel, accommodation and logistical aspects of getting the performers to Seoul for the Song Festival

b. ATSF PD will accompany the ASF Musical Act in Seoul, Korea throughout the Festival period. Musical Act will be required to participate in the rehearsal and Festival on 13, 14 October..

5. Host Organisation (KBS) Responsibilities

a. Responsible for the execution of all production aspects of the Festival Concert, covering all costs associated with providing the venue, broadcast equipment and staff, etc.

b. Provide transportation for ATSF Musical Acts and ATSF PD between venue and accommodation.

c. Provide 3-4 nights paid accommodation for one ATSF PD from each Participating ABU Member Organisation.

6. Broadcast Rights

a. Participating ABU Member Organisations must coordinate with their respective ATSF Musical Acts to clear copyrights for the Festival Concert to air across the World.

b. The Festival Concert programme will be two hours in duration, produced in English and the language of the Host Organisation (Korean)

   i. Participating ABU Member Organisations will have the opportunity to broadcast the Festival Concert programme with free of licence fee for terrestrial broadcast only

ii. Participating ABU Member Organisations will have the right to edit, alter, reproduce, dub or sub-title the programme in whole or in part to suit the needs of their domestic audiences. However, they shall not edit or alter the programme in such a way as to impair the Festival's meaning or integrity

iii. Non-participating Members may also broadcast the Festival Concert programme for an appropriate fee, however, participating member in the same country (if any) has a priority to broadcast the Festival earlier.

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