



**ABU KIDS 2018**  
**GUIDELINES & AGREEMENT**  
**FOR CHILDREN'S TV PROGRAMME ITEM EXCHANGE**

**NOTE:**

- 1) Broadcasters have the discretion on how the exchanged programmes will be used as long as it is within the specification of the Agreement.
- 2) All materials that need to be exchanged need to be sent online through various suitable platforms such as WeTransfer.com, Google Drive, Dropbox, FTP link, etc, to Ms Nisa Ahmad at [nisa@abu.org.my](mailto:nisa@abu.org.my) by **Wednesday, 18<sup>th</sup> July**. Programmes that don't have complete set of broadcast materials will not be screened and exchanged.

**1. PARTICIPATION**

ABU members organization may send one or more producers of children's TV programmes to the item exchange session.

Each organisation should ensure that their representative/s are active producer/s of children's TV programmes and **are proficient in English**.

**2. NUMBER OF ITEMS OFFERED FOR EXCHANGE AND ELIGIBILITY**

Each organization's representative(s)/producer(s) must bring to the session **at least four items** under the categories below. All four items can be from one same category or from different categories

**3. CATEGORIES**

Specifications for items offered for viewing and exchange should fit any one of the following categories:

CATEGORY	DESCRIPTION
<b>How Things Are Made</b>	The subject could be tools/equipment in the house, musical instruments, food, fruits or anything that children see/use/play in their daily lives. Process should be clearly shown. Natural sound is preferable. It is encouraged that a story is created around the process shown.
<b>Nature &amp; Animals</b>	Illustrative presentation of nature and animals would certainly attract and entertain small children. Issues such as the environment and conservation of nature could be instructive and informative to children as well and could also come under this category.
<b>Children's Stories</b>	Stories for the exchange must be easily translatable into other languages. <b><i>There must be no lip synchronisation</i></b> . Stories can include (including stories in puppetry, animation & still pictures)
<b>The World Around Us</b>	Items that are innovative and refreshing in their approach and that do not fit into the above categories. However, we don't accept items <b><u>that only have</u></b> quiz/game shows, song, dance or sports.

#### 4. SUITABILITY OF ITEMS FOR EXCHANGE

Items offered for exchange should be fit with these criteria:

CRITERIA	REQUIREMENT
Age	<ul style="list-style-type: none"> <li>- Under six years old (pre-school age group)</li> <li>- Six to twelve years old (elementary school age group)</li> </ul>
Duration	<ul style="list-style-type: none"> <li>- INDIVIDUAL items offered for exchange should be longer than 30 seconds and must not exceed 5 minute.</li> <li>- The total running time of ALL items offered should not exceed 25 minutes per organisation.</li> </ul>
Dialogue	As little dialogue as possible to cater children from various ages that have varying levels of ability to read subtitle, and to hold the children audience’s attention longer.
Content	- Items that are suitable to be slotted in a children’s magazine programme and for an international mix of children audiences.
Miscellaneous	<ul style="list-style-type: none"> <li>- Each item should be logical with a distinct beginning and ending, even if it is only part of a segment of your programme.</li> <li>- AVOID presenters or a child/children talking to the camera, conversations between children, interview with children, actors/actresses playing dramas, etc.</li> <li>- If relevant, we encourage the characters in the items to act as naturally as possible as if the camera doesn’t exist.</li> </ul>
Copyright	<p>The participating organisations must clear the international copyright for the items offered for exchange as well as all music rights contained therein. The participating organisations may also edit the items as they wish. Excerpts of the items may be uploaded on the ABU website for the purpose of promoting the item exchange.</p> <p>Any use of the items for anything other than children’s programmes will require the written permission of the owner of the items. Permission must also be obtained before items can be included in programmes for distribution for educational purposes.</p>

5. **BROADCAST MATERIALS FOR SCREENING & EXCHANGE**

**Screeener**

- English subtitles or dubbed in English
- MP4 format
- Put this slate such as the one below with necessary details before the programme starts:

**ABU Children’s Item Exchange 2018**

**Category :**

**Title :**

**Organisation :**

**Duration :**

**Year :**

**Exchange**

**1) Video:**

- MXF format with the codec of 16:9 - HD – 4:2:2 – CBR 50.
- Clean copy with no superimpose graphics (Station IDs) or subtitles . This to enable other participating broadcasters to insert the subtitles or any graphics in their own language.

**2) Audio tracks:**

- Audio tracks must be kept separated. Participants have the choice either to provide broadcast materials based on requirement of ABU or EBU. Below are the requirements for the audio track and other relevant technical specification:

ABU ‘s technical specification	EBU’s technical specification
<ul style="list-style-type: none"> <li>• Tracks 1&amp;2: Full mix (stereo)</li> <li>• Tracks 3&amp;4: International audio, i.e. Music &amp; Effects (no dialogue)</li> </ul>	<ul style="list-style-type: none"> <li>• Tracks 1 and 2 = original mixed audio, complete national version;</li> <li>• Tracks 3 and 4 = music</li> <li>• Tracks 5 and 6 = effects/room sound</li> </ul>

**NOTE:** If participant could only provide 4 or even 2 tracks audio channel, please ensure that the tracks for effect and music are **separated** from the characters’ voices track. This to enable other participating broadcasting to dub the characters’ voices in their own language if they wish to.

**3) Script with time coded in English and original language (if applicable). Sample below:**

Script:

No	Time	Contents
1	00:00:01.00 – 00:00:24.00	A group of artists prepare for the show, look for the right products in the store and arrange them to form a free space.
2	00:00:24.00 – 00:00:33.00	Designer: You are watching "102 Creative". This is a creativity-provoking show that provides plenty to watch & learn from handicraft, painting, dexterity to recycling. Using my tips and your unceasing creativity, you will be able to make your own unique products. Let's check out our show today!
3	00:00:33.00 – 00:00:45.00	The designer is looking for material to make products. He goes to the toilet and finds toilet paper rolls. They are the material for today.

**4) Music cue sheet (if music used) – Please include name of composer, title of musical work and exact duration. Sample below:**

**MUSIC CUE SHEET**

Program Title : **Chair Dance ~Wheelchair basketball~** (Japan Broadcasting Corporation/NHK)

	Music Title	Composed by:	Arranged by:	Lyric by	Record No.	Duration
1	ISU DANSU KURUMAISU BASUKE HEN	EGG			JASRAC 222-1155-1	00'50"

NOTE : Music copyright fee : JAPAN Society for Rights of Authors, Composers and Publishers (**JASRAC**)  
 ADDRESS : JAPAN SOCIETY FOR RIGHTS OF AUTHORS, COMPOSERS AND PUBLISHERS (**JASRAC**)  
 3-6-12 Uehara, Shibuya-ku, Tokyo 151-8540 JAPAN

5) Credit list

<u>Programme: 102 Creative</u>	
Executive Producer :	Nhat Hoa
Line Producer:	Hoang Diep
Producer:	Ninh Quang Truong
Co - Producer:	Tran Anh Phuong
Production Manager:	Kieu Phuong
Director:	Ha Trinh
Director of Picture:	Huynh Cuong
Editor:	Trinh Anh Quan

6) 1 promo photo

## 6. EXCHANGE PROCESS

All participants must bring one external hard disk which contains all the screener and broadcast materials as back-up, as well as **have sufficient space** for other materials to be copied.

**Despite having the materials as back up in the hard disk, it is COMPULSORY to send the materials online beforehand.**

! Please ensure that your hard disk is safe and does not contain any virus.

## 7. EBU'S ITEMS FOR ABU PARTICIPANTS

Delegates from the EBU will bring to the ABU meeting items pre-selected by ABU delegates to the EBU meeting.

At the forthcoming ABU meeting, EBU delegates will select the items offered for exchange for their participants at next year's Erfurt Exchange.