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## ASIA-PACIFIC BROADCASTING

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### WORLD IN BRIEF

**No 4K for Rio Olympics**  
**LAUSANNE** – The International Olympic Committee (IOC) has no plans to cover the 2016 Rio Olympics in 4K UHD, according to CEO of Olympic Broadcast Services Yiannis Exarchos. The IOC takes its cue from its major broadcasting clients, most of whom are public broadcasters, with few having any specific plans to transmit 4K UHD signals for the Summer Games in Brazil.

**A BBC for the digital age**  
**LONDON** – The UK's Minister for the Digital Economy, Ed Vaizey, has suggested that any future government conducting the BBC Charter review should strive for a BBC "that is fit for the digital age". The rise of Google, Apple, Facebook, Amazon and Netflix has transformed the experience of consumers, bringing about not only "huge opportunities", but also challenges to traditional media businesses, said Vaizey.

**Monetise customers**  
**BRUSSELS** – Content owners need to be convinced to change their business models, and to monetise customers rather than devices, cautioned CEO of Vodafone Philipp Humm. Speaking at last month's Cable Congress 2015 in Belgium, he said the correct business model to adopt should be one that is customer-centric.

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# IP-based systems the way to go: BBC

BY KAMARUL ARIFIN

**KUALA LUMPUR** – Can broadcast systems running entirely on IP networks truly be a reality in the near future — and how will such systems stand the test throughout

a live production? These are questions that BBC Research & Development (R&D) has been attempting to answer since 2012, and which came to the fore at last July's Commonwealth Games in Glasgow, Scotland.



In what was proclaimed as the "world's first" live 4K Ultra HD (UHD) production and transmission based on an entirely IP-based broadcast system, BBC R&D captured live 4K UHD video from cameras in several competition venues, and delivered the feeds into a software-defined production system. Ancillary production facilities such as talkback and camera tally indicators were also implemented using the same IP network.

The Glasgow trial was an unqualified success, declared Dr Zheng Yuan-Xing, head of broadcast service architecture at BBC-UK, although it was not without its challenges, as she explained to APB

At last July's Commonwealth Games in Glasgow, Scotland, the BBC trialled what it called the "world's first" live 4K Ultra HD (UHD) production and transmission based on an entirely IP-based broadcast system.



CJ E&M has partnered with K-Tigers Taekwondo Entertainment to create Taekwondo-themed cultural content.

## CJ E&M kicks off K-Tigers in Me

**SEOUL** – Asian content and media company CJ E&M has partnered with K-Tigers Taekwondo Entertainment to support the creation of Taekwondo-themed cultural content.

Through the partnership, CJ E&M will support K-Tigers to work with professionals who have extensive experience in broadcasting and performing arts, in order to produce "trendy and innovative" video content that shows "amazing Taekwondo performances".

Formed in 1990 by Taekwondo grandmaster Ahn Hak Seon, K-Tigers has showcased acrobatic and K-Pop-infused Taekwondo performances throughout the world. Last April, CJ E&M and K-Tigers signed another partnership agreement, aimed at enhancing online viral expansion for Taekwondo.

In line with the agreement, CJ E&M launched a mobile application to promote Taekwondo K-Tigers in Me, and provided an online music library of more than 3,000 songs at no charge.

## ABU calls for action ahead of WRC-15

**KUALA LUMPUR** – With the International Telecommunications Union's (ITU) WRC-15 conference looming just months ahead, and after numerous dialogue and discussion efforts, now is the time for action, urged Dr Amal Punchihewa, director of technology at Asia-Pacific Broadcasting Union (ABU).

One of the key issues at the WRC-15 is agenda item 1.1, which calls for the consideration of additional spectrum allocations to the mobile service on a pri-

mary basis and identification of additional frequency bands for International Mobile Telecommunications (IMT) and related regulatory provisions to facilitate the development of terrestrial mobile broadband applications.

Speaking at last month's ABU Digital Broadcasting Symposium in Kuala Lumpur, Dr Amal said: "Broadcasters

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