



26 June 2019

**Ref: 65<sup>th</sup> ABU Sports Group Conference & Associated Meetings, Tokyo, November 17 - 18, 2019**

Dear Sports Group Member,

We trust you all are in peace and joy!

The 64<sup>th</sup> ABU Sports Group Conference was successfully concluded in Nur-Sultan Kazakhstan one week ago. With the great support of our host Qazsport and the full member Khabar Agency, more than 70 participating members and invited ABU Sports' partners enjoyed three days' fruitful discussions, info sharing, debate and strategic planning, plus the very exciting election result to fill in new blood to the finance and media rights committees, and to have Mr. Kimoon Lee from KBS Sports to take the flag forward by being elected the new group chairman.

Public broadcasters are facing unprecedented challenges. We are supposed to take initiative to protect our audience and market share with hard efforts. To achieve these goals, we must endeavour the best to carry out the strategies we made and the coproduction plans we are heading for. At the same time, we must build up new services and content sources, and work with more partners in new fields. As you are aware, Tokyo is the host for the upcoming Summer Olympics Games, and it is a good opportunity for all broadcasters to get and sharing information on the event itself.

By this letter ABU Sports would like to invite all of you to register to the 65<sup>th</sup> ABU Sports Group Conference dated 17-18 November in Tokyo, affiliated to the ABU GA in 17-22 November 2019. We sure will exchange more about acquisition, production planning, content sharing, and more importantly, to stage some new initiative with new partners. We very much look forward the first E-Sport International Forum which we will co-organise during the conference with Asian E-Sports Federation, and more industry demonstrations, sharing, and even partnership signings with more partners.

We trust on our future and we will conquer the difficulties if all of us put on efforts altogether. In Tokyo let's meet and discuss, and set a new start for our brighter future.

We await you in Tokyo!

Sincerely,

A handwritten signature in black ink, appearing to read 'Cai Yanjiang'.

Cai Yanjiang  
Director,  
ABU Sports