

# 15<sup>th</sup> ASIAN GAMES DOHA 2006 DAGBS NEWSLETTER

Issue #27, 9 December 2006 [www.dagbs.tv](http://www.dagbs.tv)

## BROADCASTER BRIEFING RECAP - 9 DECEMBER

The main points addressed in today's Briefing were:

- INFO2006 has full details on the schedule changes to Aquatics - Water Polo and Athletics - Track & Field.
- The Boxing schedule on 12 & 13 December has been adapted following DAGBS and Rights Holder requests. However, DAGOC is unable to provide fixed start times for the medal bouts. INFO2006 has full details on the Boxing schedule.
- The booking deadline for the fourth day of Athletics and the second day of Diving is tonight at 18:00.
- DAGBS and Rights Holders take the opportunity to wish DAGOC Director of Broadcasting and Media Services Patrick Furlong a happy birthday.

### DAGBS DIRECTOR PROFILE - SUMNEANG NOIPASRI



Sumneang Noipasri (right) and Chan Suwannarat - helping many viewers discover Sepaktakraw

Sumneang Noipasri, DAGBS Director of Sepaktakraw, is a man lucky enough to combine a passion with his job. Having worked for more than 30 years for the Thailand Army Television Chanel Five, across a rich collection of sports (Football, Gymnastics and Swimming) and general news, Sumneang is currently in Doha working on his favourite sport of all.

Speaking via a translator - Major Chan Suwannarat, OB Supervisor for Sepaktakraw - Sumneang, who works in a team of 21 people at the Al-Sadd Indoor Hall venue, sums up the mood of the Games. "The atmosphere is nice," he says. "I am enjoying the events and I'm pleased with the level of competition," adding, "I love Sepaktakraw when the competition is fierce."

Thailand, known as the 'land of smiles' can also be called the land of Sepaktakraw. The country has the most successful national team in the history of the sport and already at Doha 2006, the men's team has won a gold medal and the women's team collected a silver.

"I played the game [Sepaktakraw] growing up, not professionally, just for fun," says Sumneang. "So, for me, directing the event is easy. If you know the rules of Sepaktakraw you can appreciate what the audience like to see." Asked to elaborate on exactly what people enjoy about the sport Sumneang added, "When the athletes jump and kick the ball in a rapid motion. It is fantastic, and like watching a Kung Fu movie or the Wushu events." "Sepaktakraw," he continues, "is a beautiful game which more and more people are discovering thanks to the Asian Games."

### RIGHTS HOLDER PROFILE - HKCTV (HONG KONG)

With more than 250 athletes competing - their highest entry delegation at an Asian Games - the people of Hong Kong, China are extremely interested in what unfolds at Doha 2006. Four crews (two news and two sports) and approximately 40 people will be servicing at least one 24-hour station for HKCTV (Hong Kong Cable Television) throughout the Games, producing a continuous show from the multilateral feeds and their own crews in a live event and highlights format. All the while bringing focus to that large delegation of athletes.



24 hour people - Kwok Luen Lam (left) and Isabelle Tsang

"The live hours are longer at weekends, but the format remains pretty much the same," explains Isabelle Tsang, Assistant Controller for Program and Production. "If events that we feel are of interest to the viewers in Hong Kong are overlapping, then we will open a second channel, offering and allowing simultaneous broadcasts."

"We have live coverage commentary," comes in Kwok Luen Lam, Head of Technical Operations, "and we're running a loop of the real data text as it comes to keep us informed and up to date. The stories are produced here in Doha and then sent back to Hong Kong." With the offices manned for nearly the same 24 hours a day that they're broadcasting, the IBC has become very much a second home for them both. "It's great to see other stations working, and to work alongside them," says Isabelle, "The atmosphere has been very good, which helps when you are working!"

Of the innovations that HKCTV are implementing at these Games their use of instant record and playback has been of most interest to Lam. "We're able to use multi-viewer display units to help channel the multilateral feeds," he begins "which helps make quick decisions on behalf of our viewers - then with the instant playback we have that little bit more control over the content, further shaping it to our needs."

For Hong Kong, China's athletes and viewers, both HKCTV staffers agree that the Asian Games are the biggest multisport event. "There's a bigger scope for participation and therefore more interest for the audience," Isabelle tells us, "For example, Football, and the English Premiership in particular, are huge draws back home, but the viewing figures we had when Hong Kong won gold in the men's road race Cycling event, beat the Manchester United match played on that day."

### FAQ

**Q: When is the Press Conference for the Closing Ceremony?**

**A:** The Closing Ceremony Press Conference will be held next Wednesday (13 December) at 12:00 at the MMC Main Conference Room. The DAGOC Closing Ceremony Media Guides will be released afterwards.

### DAGBS WEBSITE AND CONTACT INFO (WWW.DAGBS.TV)

The DAGBS website complements existing DAGBS printed material and features information on Venues, Production, Telecom, Broadcast and other general and technical data. The website is updated frequently with the latest DAGBS news and information.

For further general information and additional queries, please feel free to contact us at [info@dagbs.tv](mailto:info@dagbs.tv)

