

15th ASIAN GAMES DOHA 2006 DAGBS NEWSLETTER

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BROADCASTER BRIEFING RECAP - 10 DECEMBER

- Rights Holders are advised that bad weather could still have an impact on competition over the next few days.
- Details of the order of matches for the Men's Football semifinals are on INFO2006 and should be considered official. To recap: both matches will take place on 12 December although the order has been amended slightly following yesterday's results. Match 54, IRQ v KOR, will take place at 16:00 and match 53, QAT v IRI, will take place at 19:00. Both matches will take place at the Al-Sadd Football Stadium.
- DAGBS apologises for any inconvenience caused due to the server freezing during yesterday's 20:00 highlights play-out. The play-out was completed and then replayed without interruption.
- Today at 18:00 is the deadline for the Women's Football Finals, for the third day of Diving and for the last day of Athletics.
- DAGBS will continue to adhere to Rights Holder requests regarding the filming of referees and judges during competition.
- DAGBS advises that the Closing Ceremony transmission will begin at 20:00 on 15 December and the show itself at 20:05. The duration of the show is still to be determined - the show is expected to last approx. two hours.

DAGBS PROFILE - TRAINEE PROGRAMME

Supporting the broadcast of the 15th Asian Games are the group of trainees, assembled and trained by DAGBS. Mostly local university students or recent graduates, the 89 trainees employed by DAGBS are working as camera and audio assistants, commentary, information and venue assistants and loggers. "For many of these young people, the traineeship is a tool that allows them to actively participate in this rare occurrence, the production of an international multi-sporting event, happening in their own backyard," says Tania Pellegrini, Training Manager.

"We saw many adverts about the Asian Games before it happened, it made me excited and want to take part," says Samiya Al Wahaibi, Information Assistant and one of the trainees. "I saw the traineeship as an opportunity for me to serve my country," adds her sister and fellow Information Assistant, Nadia Al Wahaibi. "I am excited to participate in the Asian Games and to learn about the different cultures and people in the world. I am happy it is here in Doha."

Both women agree that the opportunity to work as a trainee has improved their ability to communicate in English, giving them a better understanding of other people and cultures. The Trainee Programme aims to leave a legacy for local students, who can use the experience and skills gained working for DAGBS in their future careers. Many of the trainees are engineering students in and were attracted to the programme because they enjoyed learning about technology. In addition to learning about host broadcasting, sports and television production, and event management, many of the trainees learned, through various workshops, how to operate and perform tasks on the technical equipment used in producing the audio and video transmissions.

Tania, who is responsible for recruiting, training and placing the trainees, said that she was very proud of their accomplishments. "One of the biggest challenges facing these trainees is that they had to grow up very quickly and show that they are professional workers." For many this was their first working experience and first time operating as part of an international team. "I have learned so much from these trainees," says Tania, citing as examples their adept ability at multitasking and ability to communicate with a variety of cultures. "We are currently living in a world where so many things are happening at the same time, the trainees having grown up in this world adapt to these needs very easily. Also, I think that growing up in Doha, an international environment; enables them to easily learn about and share the beauty of different cultures. They really know how to live with one another and make great things happen."



A student taking part in one of the DAGBS Training Programme Workshops

RIGHTS HOLDER PROFILE - RTM (MALAYSIA)

Zainal Abidin Asri, Head of Sports TV for Radio Televisyen Malaysia, brings over two decades of broadcasting experience to the 15th Asian Games - included as part of an impressive cv is his previous coverage of multi-sporting events such as the 1996 Summer Olympic Games, 1994 Asian Games and 1993 South-East Asian Games.

Zainal's team of 30, including two commentators, prepared for over three months to bring Doha 2006 to the Malaysian television audience. "We will focus our broadcast on the sports where the Malaysians are strong; like Badminton, Bowling and Women's Squash," says Zainal. "Many people are excited to see Nicole Ann David, the current Women's Squash World Open Champion. We will also heavily broadcast the popular sports of Football and Hockey."

Zainal says, "The Asian Games are important to the Malaysians. We have not yet had an Olympic gold medal winner; winning in the Asian Games brings pride to our people." He quickly adds, "And money for the athletes." Monetary incentives are awarded by the Malaysian government to athletes who win medals at the Asian Games. An individual gold medal is worth RM80,000; a silver RM40,000; and a bronze RM20,000. "This adds to the excitement for the fans watching on television," says Zainal. "Everyone has a favorite athlete who they want to see win the prize."

Building a competent broadcast group that works as a team is one of Zainal's focal points. In addition to the countless hours of broadcasting, he says his unit's biggest challenge was getting their production kits, 149 boxes in total, to arrive on time from the UK, US, and Singapore. Eventually everything did, permitting the eager viewers back home to see the Opening Ceremony and watch their countrymen promptly take the gold in Bowling and Badminton. "The essential quality of broadcasting sports," says Zainal, "is to ensure that everyone on your team understands sports. You have to get everyone on the same line of thinking."



RTM - understanding sport is the key to their coverage

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

