

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

Issue #29, 11 December 2006 [www.dagbs.tv](http://www.dagbs.tv)

## BROADCASTER BRIEFING RECAP - 11 DECEMBER

The main points addressed in today's Broadcaster Briefing were:

- It is expected that today's Wushu event will overrun its scheduled 19:00 end time. The event is now likely to end around 21:00.
- There has been a change to one of tomorrow's Football semi-finals. Match 54, IRQ vs. KOR, will now be played at Al-Gharraf Stadium instead of Al-Sadd Football Stadium. The match takes place at 16:00.
- The Booking deadline for the 4th day of the Diving event is tonight at 18:00.
- A press conference about the Closing Ceremony will be held at 12:00 on Wednesday 13 December in the MMC.
- The Dress Rehearsal for the Closing Ceremony will take place at 21:00 on Thursday 14 December. Details on access and accreditation to the Dress Rehearsal will be available shortly.

## RIGHTS HOLDER PROFILE - DDI

At any given time E. S. Isaac, Director of Sports for DDI (Doordarshan India), knows that he can be expected to be catering to an audience of over 400 million viewers. "We have 48 members of staff here in Doha taking the multilateral feed," he begins. "We're looking to transmit around 14 to 16 hours live for DD Sports, our 24 hour free-to-air satellite channel, with the rest of the day taken up with deferred, recorded transmissions." DDI also run a studio within the IBC for interviewing athletes and federation officials, with the hope that the focus will be on medal winners.



E. S. Isaac - all ears

"With DD National, our terrestrial channel, we are putting together two daily one-hour shows," Isaac continues. "One in the morning, one in the evening. These are primarily news and features packages. Alongside these we have hourly bulletins on our news channel, DDNews. We hope to use these for live broadcasts, and can hot-switch from live to recorded or medal-focused programming."

Coming from a rural background and having been taught at home by his parents, Isaac describes one of the most important lessons he ever learned as being taught how to listen and to observe – a lesson that has stood him in good stead throughout his more than twenty years in broadcasting. "If you can listen well, you can speak well," he sums up. With this in mind DDI are also producing two daily 30-minute magazine shows entitled "India at Doha". "One show sees us on location at the stadiums, again interviewing the athletes – with a slant towards the female entrants," he explains, telling how DDI see the female athletes as a very positive aspect of the Games. "The other programme focuses on Indians in Doha, how people from India are contributing to the State of Qatar – we hope that along with showing this it will also give viewers back home a chance to see their family members on television."

DDI are hoping that India comes away from these Games with not only a good medal haul, but also the foundation for the next level of broadcasting expertise, in preparation for future events that they are in line for and hope to be hosting. "These Games are far more efficient and far better organized than other events I've been to – hopefully we will walk away from them having listened well and therefore being able to speak well at future events."

## DAGBS PROFILE - CHENG ZHIMING

DAGBS Chief Senior Coordinator Cheng Zhiming oversees the video production at six events (Badminton, Basketball, Fencing, Table Tennis, Volleyball and Wushu). Ensuring that his team, one of DAGBS' biggest production units, meets the exacting production standards of the Host Broadcast coverage is a challenge that the 27-year veteran is prepared to meet. "Getting everyone to follow one standard," says Cheng, "can be an exacting directive, but we are deeply committed to understanding the DAGBS philosophy of production coverage." This is easily observed by the heavily annotated copy of the Production Manuals that he carries with him.

"I have a team of experts who are all hard working professionals with positive attitudes and incredible humility," says Cheng. "I have faith that they will produce a fair and balanced production." The directors on Cheng's 151 person production team are Jin Yanwen (Basketball), Guo Zhang (Volleyball), Sun Wei (Badminton), Xue Zhaohui (Table Tennis), Sun Heping (Fencing), and Wang Feng (Wushu); the team will also take part in the coverage of the 2008 Beijing Olympics.



Cheng Zhiming - part of a powerful machine

In preparation for the 15th Asian Games Doha 2006 Cheng's team had several meetings allowing members who worked the 2004 Athens Olympics to instruct the others on the philosophies of producing multilateral coverage. "We studied the working manuals and organized orientation meetings before every briefing to ensure we learned the general principals," says Cheng. "When you are working for someone, you must pay attention. This is very important."

"For the viewers in China, these Games are very important. The Chinese people love sports," says Cheng, adding with a smile that "we also like to win medals" and jokingly taking the opportunity to apologise on behalf of China for winning so many medals in these Games.

A university athlete, Cheng enjoyed playing volleyball, basketball and table tennis, although he doesn't have much time to dedicate to these sports anymore since "my time is focused on production." Cheng still enjoys watching his favorite NBA players on television when his schedule allows for it. "I like Shaquille O'Neal," he says, "and Michael Jordan when he was active. The Bulls team during the Jordan years was amazing. The whole team operated like a powerful machine. This is the aim for our production team, to operate like a powerful machine."

## 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)

