

2003/110

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29 AUG 2003

OVERSEAS TRAVEL PROPOSAL

To: Managing Director
CC: Travel Officer
From: Drew Lean
Date: 22 August 2003
Subject: Overseas Travel Proposal – Andrew Lean

Your approval is sought for the following overseas travel:

Destination(s): Amsterdam, London
Travel Dates: 9 September 2003 – 23 September 2003

Purpose of Travel:

Attending International Broadcasting Convention 2003 in Amsterdam. The conference runs from 11 September through to 16 September.

Following the conference Drew Lean will travel to London to visit the BBC News Centre to hold discussions on ongoing relations with ABC.

Benefits to the ABC:

International Broadcasting Conference - September 2003

IBC is an integral forum within our industry for new, current and updated television technologies. The growth of digital and broadband technology is a major topic throughout the conference and it imperative that the ABC is well informed of developments with this technology.

Further IBC is the most relevant international industry forum to the Australian and International Electronic Media Industries. It is unique in that it is the most production and process orientated of the electronic media forums and as such, forms an integral part of maintaining industry knowledge and keeping up to date with industry direction and future trends in content creation, management and delivery.

The conference attracts over 40,000 attendees from over 120 countries worldwide and unlike other technology conferences has a very strong focus on seminar, however also includes over 1000 exhibitors in technology and production services across all three electronic media and the rapidly increasing number of delivery platforms.

IBC also provides a unique networking opportunity for senior management, not only international but also at high levels within the Australian media and production community with attendees from



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the majority of electronic media bodies within Australia. The strong conference program has always been a feature of IBC, however, its greater focus on the conference rather than a pure technology exhibition sets it apart from other international options.

This Year's Focus

The conference this year is focusing on the following broad areas with key seminars outlined below

- *Delivering the Goods:* Technology applications and business models including New Delivery Methods; Digital Terrestrial Television; New Implications of Broadband Wireless Delivery; Migration to New Digital Technologies; Digital TV making it pay
- *Digital Lifestyles:* Media and technology coverage including Convergent Platforms; Digital Lifestyles; Content Management and User Navigation; Business, Production and Legal Issues
- *Production:* Planning, workflow and implementation including Technology Supporting Production; Smart Production for Multiple Platforms; Industry Revolution comes to Television; Integrated Desktop Production; Do Low Budgets Mean Cheap Television?
- *Breaking with Tradition:* Radio Interactions including Digital Radio: The future Starts Now; Digital Production: Stretching program Horizons
- *Business Sessions:* Including Making Production Budgets go Further; Digital Rights Management: Challenges; Surround Sound; Training - I'm Hungry, What's on the Menu?
- *Technical Sessions:* Including Interactivity; Workflow Innovation; Cutting edge: latest from the Labs; Compression: more for less; Making the most of Programmable Sound
- *Masterclasses:* Including Comparing Cuts; Defining Production Values of Digital Intermediate Processes
- *Other Seminars:* Iraq: Getting the Pictures Back; The DV Revolution; Camera's lenses: Mikes; Has Europe Missed the HD Boat.

IBC represents the most effective opportunity to understand not only the current industry but also where the industry is going and its impact on the ABC and Australian media. It provides a unique opportunity to Network with industry colleagues and discuss common issues and develop mutually



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beneficial solutions and direction. It has been this reason that I have attended IBC for the past 15 years and why I strongly support the ABC's attendance at this event for ABC Operational and Technology Management.

IBC is the home of DVB - it is the forum that DVB, the Australian adopted Digital Television Standard is dealt at, unlike the NAB, only IBC concentrates on issues that directly impact Australia opposed to the US standards. It is IBC's focus on content creation - production techniques, content delivery and business solutions that sets it apart from the other more technology exhibition focused conferences.

Why is IBC Relevant to the ABC & Production Resources?

The ABC is on the digital ledge being at the forefront of digital rollout in Australia. The ABC has rolled out digital in a less than effective manner, being more focused on past process and addressing ABC internal paradigms than developing new directions that would deliver higher efficiency and greater reliability. This is particularly evident in our Content Distribution Systems. Production Resources has identified these shortcomings and is proactively addressing the issues through its CI initiative. The ABC has a unique opportunity to develop true media neutral solutions and these solutions depend greatly on understanding the issues, the technically achievable solutions and most importantly, the experiences and pitfalls of others who have travelled this path a short time before.

Australia has always lagged technology change by many years benefiting from the experiences of others internationally. In the new world of DTV and convergent media, this time span is no longer many years, rather a maximum of one or two years down to a few months - Australia now faces the challenges alongside it's international peers. This means the ABC must understand and network with many issues with its DVB, DAB and DIB colleagues if we are to use our limited resources most effectively. This makes events such as IBC not only far more relevant, but down right essential.

The cost pressures on the ABC continue to mount. More than ever the Corporation is looking for technological and process solutions to further reduce content creation and distribution costs whilst protecting output levels and quality as much as possible. These pressures, often assumed to be the legacy of Public Broadcasting, have become even greater on the non-public broadcasting sector. Cost impacts of digitalisation, content and in particular distribution (aided by a rapidly fragmenting distribution channels) have seen non-public funded broadcasting being more impacted over recent years. The ABC has few opportunities to interact with the non-public operators in an editorially neutral environment. The challenges in more effective content creation, management and delivery are now common. The ABC must work with the other media entities and benefit from their experience. The international networking opportunities with all peer media entities at IBC is unique. More than ever Production Resources must interact through these forums so it can determine the best strategies and actions for the future.

The High Definition issue is currently sitting right on Production Resources's doorstep. The divergent and in some cases ill informed attitudes of the output divisions has been a serious



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impediment to T&D successfully rolling out a coherent and supported HD strategy. HD is a mandated obligation for the Australian Television Industry and the ABC must quickly conclude its direction. The HD subset of the DVB Transmission Standard is essentially unique to Australia, which puts Australia at the world forefront. Production Resources has been requested to develop strategic options including consideration of the ABC Multi-channel aspirations and HD production options. To achieve this, 2003 IBC should provide some excellent data - all Australian Networks have now embraced HD Production and soon transmission. Europe has embraced HD Production as lower cost film alternative, but is now seriously toying with HD as a transmission option. Given the dynamic nature of the DVB Transmission System, the HD alternative is not a high cost decision for the EBU - rather a consumer cost versus consumer demand.

Despite no current HD transmission in Europe, HD production has ramped significantly - posing the very real question 'Has Europe missed the HD Train?' What is clear is that 1080i HD production is in its infancy and technology is clearly immature - the ABC has no lead to follow, it and its Australian media peers are at the forefront of DVB HD - so it is more important than ever a deep and thorough understanding of the HD technology is achieved. As the US HD uses an entirely different technology, HD research and networking at IBC this year is crucial to the ABC making the right strategic HD decisions in the next 6 months. It has been the DVB Forums almost 'disinterested' in HD over the past 4 years that has created much of the technological dilemma - the wakening to HD transmission options by the other DVB Consortium members should see some very interesting outcomes at IBC. The now approaching maturity in HD production technology will also be an area of interest for the ABC, the ABC must move from film as its acquisition format drama and natural history as soon as possible - the cost pressures of film are something other networks have now resolved, ABC internally produced dramas must do the same.

This is a unique opportunity to develop connections and foster existing relationships with key manufacturers of technology utilised by the ABC. These high end relationships with persons such as the Managing Director's of Sony, Thompson, GVG, EVS etc are often essential for quick resolution of issues once back in Australia.

IBC 2003 is a crucial event for the ABC, I am recommending three attendees:

- David Cruttenden and Mark Nealon for the purposes of researching our CDC options in reconfiguring our media agnostic content distribution chain. These two will concentrate on the technology exhibition and meetings with key suppliers of content control systems and technology. David Cruttenden, in addition, is responsible for Production Resources Capital Strategy and need (see separate request from David Cruttenden and Mark Nealon).
- Myself, to concentrate on the forums and in particular convergent media, Radio and High Definition. I consider it essential to the successful undertaking of my role to maintain my high level of technological expertise and understanding of industry trends in content creation management and delivery. This conference provides the most effective mechanism to



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achieve this - thus my attendance for the last 15 years. With the challenges facing the ABC this could not be more relevant.

Side Trip to London

I have planned, at small additional cost, to take advantage of the proximity to London. I plan to meet with various industry contacts in London, specifically:

- BBC Resources - Managing Director.
- BBC Resources - Financial Controller.
- BBC Production - Executive Producer Special Projects inc. Parkinson.
- TWI - Senior Vice President - Business Affairs.
- Other ITV & Independent Producers.

I am also planning to interview a potential replacement for David Radoczy who has come to light BBC London. There also may be an option I am exploring for a Hong Kong applicant that I may interview at Lantau Airport during my stop there.

Andrew J. Lean
Director, Production Resources

Rec Leave to be taken? Yes / No (Please circle)
If yes, from what dates:

If 'Yes', half of the business travel is allowed to be taken as Rec leave (For eg: 8 Business = 4 Rec leave) in order to comply with ABC, ATO and Audit guidelines. Please note the Managing Director is the only ABC employee who has delegation to approve leave whilst travelling overseas.



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The proposed itinerary and approximate costs are attached. There is adequate provision in the budget.

AIRFARES:

Finance Classification: 48050 / 141000 SA 7,868 (incl taxes)

ACCOMMODATION:

Finance Classification: 48060 / 141000 SA 5,303.00 ✓

Amsterdam: 6 nights x SEU 388.50 (incl taxes) 4,108.92

London: 5 nights x E96 1,195.00

CONFERENCE FEES:

Finance Classification: 44900 / 141000 SA 1,900 (incl taxes)

TRAVELLING ALLOWANCE:

Finance Classification: 48060 / 141000 SA 2,312.00 ✓

Amsterdam: 6 days x \$164 per day \$984.00

London: 5 days x \$230 per day \$1,150.00

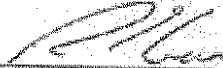
Hong Kong: 1 day x \$178 per day \$178.00

CONTINGENCY:

Finance Classification: 48070 / 141000 SA 500.00 ✓

Total: SA17,884.00

Recommended:

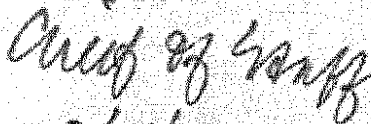

Drew Lean

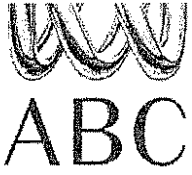
Endorsed:


Director, Production Resources

Approved:


Managing Director


01/09/03



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Itinerary:

(A copy of Qantas flight itinerary is attached)