



The European Union has now 25 member states, and regions have to fight to make people aware of their existence

It is getting harder to preserve the nationality but at the same time people are more anxious to remember and to show others where they belong

The Baltic States have much more than just the Baltic Sea in common. They have trade, culture and not least the honour of being part of a region with a great history close connected

## The Baltic Life

**A TVP3 and TVSYD co-production project  
with the collaboration of the European Union**



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**Distributed via EbS: first transmission Wednesday xxxxx at 21:00 CET**

**Full details: <http://www.circom-regional.org> (or at our own website)**

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*This document gives full details of the prospective co-production*

- *the rules for participation in the co-production (content, format, technical specifications, available financial assistance)*
- *distribution via EbS*
- *the flow of information*

*The aim is to produce and distribute two monthly programmes in one year. Each programme will contain 4-5 items with various lengths. The magazine will be offered free of charge for all participants (TV-stations from the Baltic Sea) and will also be broadcasted via EbS and by that give all Circom Regional members the right to record, re-edit and use the reports within their own programmes*

*Production will start no later than two months after financing has been established*

*The aim is to produce these programmes for 1 year. After that we will consider to continue the production depending on the success of the first year*

*We are inviting all Circom Regional member TV stations from the countries at the Baltic Sea to contribute to this co-production. As well as we offer the programmes free of charge for all other members of CIRCOM Regional and EBU. All TV stations that intend to contribute and/or broadcast all or part of this co-production must adhere to the commonly adhered co-production agreement. Please sign the attached co-production agreement and return it to the **Project Manager, Lene Krüger (fax : + 45 76 30 31 86)***

*Regularly updated information on the co-production including the broadcast schedule on EbS and the complete scripts will be made available on*

[www.circom-regional.org](http://www.circom-regional.org)



# 1 Content

## 1.1 Synopsis

The European Union has now 25 member states and others will join in the future. Regions will have to fight more and more to make people aware of their existence. It is getting harder to preserve ones nationality but at the same time people are getting more anxious to remember

## 1.2 Premise

The daily life of citizens at the Baltic Sea

## 1.3 Idea

We will make programmes about culture, politics, economics, social subjects and so on from the Baltic Sea countries. In some programmes we will have only one theme in others different themes. We will also produce a website where people will be able to download the items and read about news in the Baltic Sea region



#### 1.4 The programmes

25 minutes twice a month with intro, graphics and an anchor to connect the items. Sometimes one or more interesting guests will be in the studio. There will be different regular elements such as:

- "Meet your colleague"

Crew from one country visiting another country together with an expert. This expert (a teacher, a politicians, a nurse....) will then experience how things run in his or hers neighbour country and will be able to learn new things and methods

- "What's going on?"

Short stories about interesting events in the near future. If the event is very interesting, we will produce a longer item about it

- "Meet my country"

What could be important to know about the different countries at the Baltic Sea before going there? Subjects could be of social, cultural or political issues

## 2 The Required Format

We invite contributions from all countries at the Baltic Sea

### 2.1 The Reports

- newly produced
- can partially contain archive material
- can be produced with on-screen presentation of the reporter
- subjects of interest to adults
- duration: maximum 4 minutes

### 2.2 Quality

- produced to professional technical standards
- with professional equipment
- with professional technicians
- edited in such a way so as to facilitate re-editing

For technical requirements, see below, page 13



### 3 Co-production Procedures

TVP3, Szczecin and TVSYD will have the roles as executive producers 6 months each

The Executive Producer will co-ordinate all aspects of the co-production

So as to guarantee a constant quality, the contributing TV stations will observe the rules laid down in this document

#### 3.1 The role of the Executive Producer

The Executive Producer will assure

- editorial coherence
- a balance between reports from the participating countries
- a constant high technical and editorial quality
- to deliver magazines twice a month
- produce items from Baltic countries not participating in the co-production

The Executive Producer may suggest topics to the contributing TV stations but, normally, suggestions for topics will come from the contributing TV stations. The following sequence is foreseen

1. contributing TV stations submit topics to the Executive Producer
2. the Executive Producer selects topics and informs the contributors thereof
3. topics are included into the overall planning
4. contributors send their finalised reports to the Executive Producer
5. the Executive Producer assesses the suitability and quality of each report (if deemed appropriate, the Executive Producer may ask to make some changes to a report or refuse the report)

The Executive Producer will make the update of the website



### 3.2 Tasks of the Contributors

The contributing TV stations will produce individual reports according to the agreement with the Executive Producer

- Items will be sent by courier – at the producer’s own expense – to TVSYD (or TVP3) (please see also the technical specifications regarding tapes).

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- Each item must be delivered with a manuscript provided with names of the participants, names of the production team and with detailed statement of the place of shooting
- If any music is being used that is not free of rights, a listing of all used music (properly detailed) and the duration of each excerpt must be provided
- Scripts will be provided in the original language and in English. Each contributing TV station will take care of the translation into English itself
- The following information will also be provided by email (in MS-Word format) to [Email : lekr@sydproduktion.dk](mailto:lekr@sydproduktion.dk)
  - o the original script
  - o the translation into English
  - o the listing of musical excerpts used (to be cleared by the broadcasters)

Apart from the music, ALL reports must be provided FREE of RIGHTS

- all Circom and EBU Members will obtain the right to broadcast the reports
- other partners in this co-production may obtain the right to broadcast



- the European Commission will obtain non-commercial non-broadcast rights for its own archiving, educational and promotional purposes

### 3.3 Financial Support

Following tasks have to be financed by one or more contributors:

- the practical work of the executive producer:
  - start research
  - planning programmes
  - collecting items
  - managing and arranging items
  - studio and anchor
  - editing programmes
  - distributing programmes
  - reporting to contributors
- website
- studio equipments
- partly production of items??

### 3.4 The Editorial Committee

The members of the Editorial Committee are Tim Johnson, Piotr Borys and **Pierre Couchard**

The Editorial Committee will decide upon any disputes arising from this co-production

The committee will meet whenever necessary during the project

## 4 Distribution

The Executive Producer will by courier send all programmes to participating countries

- in total 24 programmes
- duration is app. 25 minutes

### 4.1 Magazine Content

Running order

- opening sequence including mentioning the European Commission support with the following phrase:

*“with the collaboration of the European Union”*

- preceding each report : a graphic sequence that shows in which country and exactly where in the country, the item is made (perhaps in a corner of the screen)
- the reports

Graphics

- coherent graphical identity
- appropriate for use in an international environment

### 4.2 Transmission schedule on EBS

Weekly on Wednesday at 21.00 pm, on Thursday at 5:30 am, on Saturday at 12:00 am.

- First broadcast                    ?? (not later than 3 months after financing)
- Last broadcast                    1 year after first transmission

## 5 Broadcasting Regionally

### 5.1 Planning and Information

In order to facilitate planning and scheduling by producers and broadcasters the following information will be made available on the website

<http://www.circom-regional.org/enlargement/>

- production planning for all reports including synopsis of all reports
- broadcast schedule on EbS including the scripts in original language and English  
(or should we make the translations??)

### 5.2 Recording the EbS Transmissions

- **Satellite** : EUTELSAT HOT BIRD
- **Orbit** : 13° East
- **Receive frequency** : 12,47550 GHz
- **Polarisation** : horizontal
- **Footprint** : Wide beam
- **Symbol rate** : 27,500 Mbauds
- **FEC** : 3/4

Internet: <http://europa.eu.int/comm/ebs/schedule.cfm>



### 5.3 Broadcasting

Member TV stations of CIRCUM REGIONAL and EBU as well as the participating countries are free to use all programmes and to re-edit them according to their own needs

The following phrase must always be mentioned in connection with the programmes:

*"With the collaboration of the European Union"*

After broadcasting, the broadcaster will inform the Executive Producer of the broadcast date and time and the audience reached (for as far as possible). This information will be used to compile a final report on the co-production (see the attached Check List)

## 6 Technical specifications for delivery

### Format

- preferred formats: 1. DVCpro 25Mbit  
2. BetaSP analogue
- alternative formats: DVCpro 50Mbit  
IMX  
DVcam

### Reference signal

- the tape starts with a 50 second colorbar (100% white and 75% chroma) and tone of 1kHz @ 0dBu (775mV) on all tracks
- on analogue media 0VU = 0dBu
- on digital media 0dBu = -18dBFS

### Start signal

- 10 seconds of black and audio silence

### Programme start

- the programme must always start on a minute (2:00:00)

### Video

- all programmes must be delivered in 4:3 625 lines 50Hz field-rate (component), meeting relevant EBU standards including those for PAL transmission

## Audio

- *Mono:*
  - Track 1: Programme
  - Track 2: IT (International track without VO)
- *Stereo:*
  - Track 1: Left Programme
  - Track 2: Right Programme
  - Track 3: Left IT
  - Track 4: Right IT
- if the tape format only provides for stereophonic audio (only two audio tracks) programmes should be delivered in two versions: the first version contains left and right programme, and the second version left and right IT
- stereophonic sound must be mono compatible
- audio is limited at +6dBu

## Time code

- the tape is provided with continuous time code according to EBU-recommendations

## Information to be included

The tape is provided with the following information:

- the completed Check List for Mailing Reports  
as well as
- timecode start, timecode end, information about audio track contents
- title and script in original language + translation into English
- crew names including reporter, engineer
- music sheet



## **Annexes**

The Co-production Agreement

Check List for Mailing Reports

Check List for Broadcasting



*Please send to TVP3 or TVSYD (who's in charge?) on fax : xxxxx*

## Co-production Agreement

We hereby agree to participate in the co-production project "xxxxxxxxxxxxxxxxxxxxx". We also agree to adhere to the pertinent guidelines given in this document dated xxxxxx that outlines the co-production project

We hereby confirm that we are aware of the fact that the reports that we may contribute to the co-production, will be distributed by EbS to Circom Regional and EBU Members as well as to other participating countries; and that these will have the right to use the reports, edit them and broadcast them. Also, the European Commission will obtain the non-commercial non-broadcast rights. We will clear all rights for the reports accordingly

We acknowledge that all participants delivering items for this co-production will also broadcast parts of programmes or total programmes on own TV-station

We undertake to broadcast reports produced within the framework of this co-production project only including the mention

*With the collaboration of the European Union*

We agree to inform the executive producer of all broadcasts that result from this co-production project

Company: .....

Name: .....

Date and signature : .....



*Please send to TVP3 or TVSYD on fax: xxxxxxxx*

## Check List for Mailing Reports

title of the report : .....

the tape

- is in one of the accepted formats (DVCpro, BetaSP analogue, IMX, Dvcam)
- contains original sound and international sound

the following information is included

- timecode start, timecode end, information about audio track contents
- title and script in original language
- translation into English
- crew names including reporter, engineer
- music sheet

a copy of all written information has been emailed

- to [lekr@sydproduktion.dk](mailto:lekr@sydproduktion.dk)

tapes and written information are being sent by courier

- to **Lene Krüger**

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 Email : [lekr@sydproduktion.dk](mailto:lekr@sydproduktion.dk)

Company: .....

Name: .....

Date and signature : .....



*Please send to **TVP3** or **TVSYD** on fax: xxxxxxxx*

## Check List for Broadcasting

number of programme : .....

reports : .....

We have on the .....(date) broadcasted

- the complete programme (check one box)
- the following reports
- parts of the following reports total duration : .....

within our programme called .....

Name of report	audience rating (share + nr. of viewers)

We included the mention " *With the collaboration of the European Union*"

Company: .....

Name: .....

Date and signature : .....