

11 March 2003



Soon the European Union will have 25 member states. People both in the "old" and the "new" countries need to know more about their neighbours in the enlarged EU.

Our viewers are anxious to know more about what changes the Enlargement will bring about for them. How is the Enlargement progressing ?

The Enlargement

The Last Straight Line



a Circom Regional co-production project
with the collaboration of the European Union

Executive Producer: Peter Sauer
on behalf of Bayerisches Fernsehen

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Distributed via EbS: first transmission on Wednesday 9 April at 21:00 CET
one week before the Signature of the Accession Treaty in Athens

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



**Enlargement
the Last Straight Line**

Executive Producer: Bayerisches Fernsehen

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Circom Regional co-production project

Enlargement *the Last Straight Line*

Executive Producer: Bayerisches Fernsehen

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 in excess of 100 individual items/reports of between 2 and 4 minutes each. These reports will be combined into a weekly compilation of reports with 2 to 4 items per programme. The magazine will be broadcast via EbS. All Circom Regional members will have the right to record, re-edit and use the reports within their own programmes.

On 16 April 2003, representatives from the ten future EU member states will sign the Accession Treaty with the European Union. This will also signal the start for this co-production.

On 1 May 2004, the European Union will effectively welcome the new member states. This will mark the highpoint and end of the co-production.

We are inviting Circom Regional member TV stations from all current and future EU member states to contribute to this co-production. 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, Heike Stiegler (Fax: +49 911 6550 373).

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

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



Circom Regional co-production project

Enlargement *the Last Straight Line*

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1 Content

1.1 Synopsis

Soon the European Union will have 25 member states. People both in the “old” and the “new” countries need to know more about their neighbours in the enlarged EU. How are the countries preparing for the new EU ? How are people, companies preparing ? What will change for us all ? How is the Enlargement progressing ?

1.2 Premise

On the straight line towards the enlarged European Union.

1.3 The Reports

We want to report on the current member countries, how they imagine the new EU, what they expect from the enlargement and how they prepare for it. Furthermore we want to watch the 10 new countries how they are preparing for their EU membership. What are their hopes and expectations, where are problems or even aversions to the EU accession. The described processes have a profound influence on the political discussion as well as on the economical and cultural development.



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2 The Required Format

We invite contributions from all current and future EU member states.

2.1 The Reports

- newly produced or very recent
- can contain archive material
- preferably without on-screen presentation
- subjects of interest to a general audience
- 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 11.



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Executive Producer: Bayerisches Fernsehen

3 Co-production Procedures

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, maybe including a number of serials (this is linking various reports that deal with similar topics or that are presented by the same youngsters ...)
- a balance between reports from the various current and future member states
- a constant high technical and editorial quality
- to deliver weekly magazines

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 following information available on the website

- production planning including synopsis of all reports
- broadcast schedule on EbS including the scripts in original language and English



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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 Bayerisches Fernsehen (please see also the technical specifications regarding tapes).

*Project Manager : Heike Stiegler
Bayerisches Fernsehen - Aktuelles/Multimedia
Wallensteinstr. 117
D 90 431 Nürnberg
Germany*

Tel.: +49 911 6550 314

Fax: +49 911 6550 373

Email : Heike.Stiegler@brnet.de

- Each item must be delivered with a manuscript *in english* 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 : [Email : Heike.Stiegler@brnet.de](mailto:Heike.Stiegler@brnet.de)*
 - o the original script
 - o the translation into English of both, text and statements
 - 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 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.



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3.3 Financial Support

Contributing TV stations can obtain financial support from Circom Regional

- maximum 400 € per minute
- after submitting an appropriate report to Circom Regional (details will be provided upon request)
- all payments will be made by CIRCOM Regional

3.4 The Editorial Committee

The members of the Editorial Committee are Barbara Lewandowska, Peter Sauer and Pierre Couchard.

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

The committee will meet twice during the project and whenever necessary.



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Executive Producer: Bayerisches Fernsehen

4 Distribution via EbS

The Executive Producer will package all reports into a weekly magazine

- in total 40 programmes
- duration is 9 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
- the reports

Graphics

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

4.2 Transmission Schedule

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

- First broadcast 9 April 2003 (week 15) ahead of the signature event in Athens
- Last broadcast 1 May 2004 (week 18)

Pause in the following weeks :

- o Week 26 – 35 (incl.) 2003
- o Week 49 – 52 (incl.) 2003
- o 1 and 2 2004



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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

5.2 Recording the EbS Transmissions

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

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

5.3 Broadcasting

Circom Regional Member TV stations are free to use all reports and to re-edit them according to their own needs. Due mention of the producing TV stations must always be made.

The broadcasting of all reports will be preceded by or start with the following phrase:

“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)



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6 Technical specifications for delivery

Format

- preferred format: BetaSP analogue
- alternative formats: DVCpro
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.



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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



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Executive Producer: Bayerisches Fernsehen

Annexes

The Co-production Agreement

Check List for Mailing Reports

Check List for Broadcasting



**Enlargement
*the Last Straight Line***

Executive Producer: Bayerisches Fernsehen

Please send to Project Manager Heike Stiegler, Fax: +49 911 6550 373

Co-production Agreement

We hereby agree to participate in the Circom Regional co-production project "the Last Straight Line". We also agree to adhere to the pertinent guidelines given in the Circom Regional document dated 11th March 2003 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 Members and Associates; 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 in this co-production project must sign this co-production agreement.

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 Circom Regional of all broadcasts that result from this co-production project.

Company:

Name:

Date and signature :



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Check List for Mailing Reports

title of the report :

the tape

- is in one of the accepted formats (DVCpro, BetaSP analogue, 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, text and statements
- crew names including reporter, engineer
- music sheet

a copy of all written information has been emailed

- to Heike.Stiegler@brnet.de

tapes and written information are being sent by courier

- to Heike Stiegler
Bayerisches Fernsehen - Aktuelles/Multimedia
Wallensteinstr. 117, D 90 431 Nürnberg, Germany
Tel.: +49 911 6550 314, Fax: +49 911 6550 373
Email : Heike.Stiegler@brnet.de

- courier information
the courier service:
- airwaybill nr. or ref.

Company:

Name:

Date and signature :



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Check List for Broadcasting

title of the report :

produced by :

We have broadcast

- the complete report (check one box)
- parts of the report duration :

within our programme called

broadcast dates	time	audience rating (share + nr. of viewers)

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

- before the report
- at the beginning of the programme
- other :

Company:

Name:

Date and signature :