



# CHALLENGES

## EUROVISION CHILDREN'S DOCUMENTARY SERIES 2010

### RULES

#### 1. THEME/CONCEPT OF THE DOCUMENTARY SERIES

The production of the Children's Documentary Series is based on an exchange of Documentary Programmes produced by EBU Members. The common theme of the Documentary Series shall be "Challenges" and each Documentary Programme should tell a short story for children aged from ten to twelve years old.

#### 2. PARTICIPATION

All EBU Members interested in participating in the Eurovision Children's Documentary Series 2010 must complete the confirmation of participation form (Appendix 1 hereto) and return it by **1 February 2010** by e-mail to [vasova@ebu.ch](mailto:vasova@ebu.ch) or by fax to +41 22 747 4823.

Until **30 April 2010** any EBU Member having applied to participate may withdraw without incurring any financial penalty.

After **30 April 2010** all EBU Members having applied will be regarded as Participating Organizations and their participation will be considered definitive and binding. Consequently, if after that date a Participating Organization withdraws or is required to withdraw for non-compliance with these Rules it shall remain liable for paying 100% of its final financial contribution.

By applying to participate in the Series, each Participating Organization hereby agrees:

- ✓ to produce and deliver at least one Documentary Programme in compliance with the present Rules and to bear all the costs related thereto;
- ✓ that all Participating Organizations and the EBU shall be entitled to exploit the Documentary Programme in question as per the provisions hereunder;
- ✓ to adhere to the timetable fixed, remain in contact with the Executive Producer and inform the latter of its production schedule so that the Executive Producer can make arrangements accordingly;
- ✓ to pay its final financial contribution to the EBU as agreed.

#### 3. EXECUTIVE PRODUCER'S ROLE

An Executive Producer, a top professional with experience in the field of Documentary for children, shall be appointed to:

- ✓ supervise the overall production of the Documentary Series,
- ✓ ensure that each Documentary Programme is suitable for broadcasting by all the Participating Organizations, i.e. that it has been produced in conformity with the present basic Rules and is of the required standard.

The Executive Producer shall work in conjunction with the producer/director designated by each Participating Organization, with the support of the Head of Children's Programmes in each Participating Organization. The Executive Producer has the authority to approve or reject a treatment, to take the necessary editorial decisions and to propose the exclusion of an Organization from the Series if it does not abide by the treatment initially approved or the basic Rules or if it is unable or unwilling to accept the Executive Producer's decision. The decision to exclude a Participating Organization shall be approved by the Presidency of the Eurovision Children and Youth Experts Group.

#### **4. FINANCIAL CONTRIBUTION OF THE PARTICIPATING BROADCASTERS**

The Executive Producer shall be paid by the Participating Organizations and shall receive a single lump sum to cover all costs (salary, telephone, travel and accommodation costs for maximum one visit to each Participating Organization/ participation in group edit sessions etc.).

Another lump sum shall be charged by the Permanent Services to cover their co-ordination costs for the series (under the user pays system).

These lump sums shall be divided equally among all the Participating Organizations, which shall be invoiced by the EBU Permanent Services once the Documentary Series has been completed. If necessary, the Executive Producer can apply for an advance payment from the EBU Permanent Services.

The financial contribution to be paid by each Participating Organization shall be in addition to its production costs for the Documentary Programme it undertakes to produce and deliver hereunder.

#### **5. PRE-PRODUCTION OF THE SERIES**

Participating Organizations should submit at least two story proposals on the agreed theme to the Executive Producer for appraisal, as well as to the EBU by **10 March 2010** at the latest. If both stories submitted by a given Participating Organization are unsuitable, or if there is a duplication of story lines within the overall Documentary Series, the Participating Organization in question shall deliver additional stories upon request by the Executive Producer.

The producers/directors and/or heads of children's programmes from the Participating Organizations shall meet with the Executive Producer to discuss all the stories to be included in the Documentary Series and to agree on the overall conception thereof.

Participating Organizations should submit a first draft treatment to the Executive Producer by no later than **31 May 2010**. Further drafts of the treatment may be required before the Executive Producer gives approval to the final shooting treatment.

Filming shall not begin without the Executive Producer's approval of the final shooting treatment.

If necessary, the Participating Organization shall arrange a meeting between the Executive Producer and the producer and/or director of the Documentary Programme to agree on how the treatment should be filmed. The heads of children's programmes of each Participating Organization should support the Executive Producer throughout the production process, being involved from the start of the process and following its evolution.

#### **6. PRODUCTION**

Each Participating Organization undertakes to deliver to the other Participating Organizations and to the EBU at least one Documentary Programme designed and produced by professionals especially commissioned and working under the supervision of the Head of Children's Programmes of the Participating Organization concerned or an equivalent person.

The Documentary Programmes to be produced and delivered hereunder are expected to comply with the following conditions:

- ✓ Each programme shall have a precise duration of 14 minutes 45 seconds (including a maximum of 15 seconds of credits, to be shown at the end of programme).
- ✓ The common theme of the Documentary series will be "Challenges".
- ✓ The series is aimed at 10 to 12 year olds and will focus on the child and the age of the main actor of the documentary shall not exceed 12 years.
- ✓ The story has to have a strong appeal for children. The programmes are child-centred. The child him/herself tells the story in his/her own words.
- ✓ Each documentary should contain lip-synch but no more than 25%. Most information should be conveyed through the action of the story and through strong visuals supplemented by voice-over narration by the main character(s).
- ✓ The voice-over narration and the lip-synch shall not cover more than the two thirds of the total programme's duration.
- ✓ The music should be an original composition.
- ✓ The Programme should be produced in 16:9 format, in stereo and delivered on a Digital Betacam. Participating Organizations unable to produce and deliver in 16:9 format shall produce the programme in the 4:3 format.

## **7. POST-PRODUCTION**

At the end of shooting, and before final editing, the Executive Producer shall meet, if necessary, with each Participating Organization to view the rough-cut programme, either individually or in groups, agree on editing and finalize arrangements.

To limit travel costs, the dates of these meetings shall be decided in advance, in agreement with the Executive Producer and each Participating Organization. Participating Organizations undertake to respect these dates. If a Participating Organization cannot meet the agreed deadline and schedule, it shall have to pay for the travel expenses of the Executive Producer to visit the country.

The head of children's programmes of each Participating Organization, or a deputy, shall attend the viewing session of rough-cuts with the producers/directors of the Documentary Programme and the Executive Producer in the editing room.

## **8. TAPES AND CREDITS**

For **broadcast master tapes** applies:

Each programme shall be delivered with the title and the closing credits (maximum of 15 seconds) in English and with a 20 seconds long trailer.

The opening sequence shall feature the Eurovision 8 seconds logo on <http://www.ebu.ch/en/about/index.php> and the closing credits must include the name of the Executive Producer, the Eurovision logo (on slide) and the EBU name.

The title shot and the credit shot should be inserted without title and credits on the same tape after the programme and followed by the trailer. Any participant who wants the title and credits in their national language can use these inserted shots to do so.

The programme starts at time code 10.00.00.00 and ends at 10.14.45.00, the title shot without title is inserted at time code 10.15.00.00 and the credit shot without credits is inserted at 10.15.30.00. The trailer is inserted at 10.16.00.00.

The duration of each programme must be precisely 14 minutes 45 seconds (including 15 seconds of credits and the Eurovision logo).

For the **screening tapes in English** applies:

Each programme shall be translated in English and delivered with the Eurovision logo before the film and after the closing credits.

## **9. DELIVERABLES**

Each Participating Organization shall deliver to the Participating Organizations and to the EBU in Geneva:

- ✓ One master broadcast tape in the 16:9 on a Digital Betacam. Participating Organizations will need to specify if they wish to receive the Documentary Programmes on Betacam SP from the other Participating Organizations
- ✓ The programmes shall be delivered with the international version on separate soundtracks (tracks 1 and 2 = original mixed audio, complete national version; tracks 3 and 4 = international audio, i.e. music & effects mixed with the synchronous voices).

Each Participating Organization shall deliver to the EBU in Geneva:

- ✓ its Documentary Programme(s) in an English version (screening tape) on Betacam and on DVD
- ✓ its Documentary Programme(s) broadcast master tape
- ✓ a full time-coded script - including the closing credits - in English
- ✓ a full time-coded script in original language
- ✓ detailed information on the music (name of composer, title of musical work and exact duration) to enable the recipient to settle copyright questions with the relevant collecting society;
- ✓ promotional material for the media, including between three and five still pictures (photographs) from its Programme, if possible in electronic .jpg format.

All materials except tapes will be sent by e-mail and gathered on the EBU FTP server or website to serve all coproducers

## **10. SCREENING AND EXCHANGE**

All the Documentary Programmes shall be presented at the annual Eurovision Children and Youth Experts' Documentary screening meeting, during which the Participating Organizations shall select the Documentary Programmes they wish to transmit. It is recommended that the producers/directors of each Documentary Programme attend this presentation.

**All Documentary Programmes have to be in English version for this presentation (voice-over or subtitles).**

Documentary Programmes are then exchanged. No copy costs shall be charged to the Participating Organizations or to the EBU. All tapes shall be sent to those Participating Organizations interested, at

the sender's expense, by **31 May 2011**.

## **11.1 ACQUISITION OF RIGHTS**

**11.1.1** Each Participating Organization shall contract with all the Contributors and rights-holders related to its Documentary Programme(s) so that the Participating Organization shall have the exclusive and transferable right to exploit the Documentary Programme(s), in all or in part, in any language, on a worldwide basis, for at least ten years as from **31 May 2011** via:

(i) the "**Linear (Standard) Television Rights**", i.e. the transmission of the Documentary Programme(s), with or without accompanying sound, for simultaneous reception by the public, in private or public places, by any technical means (such as terrestrial transmitters, satellite, cable, fibre, telephone lines, mobile telecommunications technology, broadband (DSL), the Internet, or any combination thereof, in whatever technical standard (such as analogue, digital or high definition), for reception and display on any type of device (including but not limited to television sets, giant screen, computer screen, hand-helds, and mobile telephones), in traditional, interactive television or closed circuit mode, irrespective of the mode of financing of the service (such as free of charge or against payment);

(ii) the "**Non Linear (On-demand) Rights**", i.e. the transmission of the Documentary Programme(s) as mentioned above under (i) except that instead of a linear transmission there is a set-up whereby individual users may choose the time and the place of reception through access to the signal of their choice made available for that purpose on an electronic database, including downloading by members of the public free of charge or against payment;

(iii) the "**Video Rights**", i.e. the production and the distribution of any pre-recorded video device and/or interactive products such as computer programmes, including DVDs, laser discs, CD-ROMs and any other form of video and/or interactive carrier, whether now known or hereafter invented, intended for private home use, but excluding any television service;

(iv) the "**Non-Commercial Video Rights**", i.e. the exploitation of the Documentary Programme(s) for lease or sale to schools and/or other educational institutions for educational purpose only - to the exclusion of any transfer by such schools and/or educational institutions to any third party, including any pre-recorded video device, including DVDs, laser discs, CD-ROMs and any other form of video carrier, whether now known or hereafter invented, but excluding any television service;

(v) the "**Public Performance Rights**", i.e. the exhibition of the Documentary Programme(s) in public, whether in open or closed venues and whether or not the audience makes a specific payment to see and/or hear the Documentary Programme(s);

(hereafter collectively referred to as the "**Rights**").

**11.1.2** Each Participating Organization shall contract with all the Contributors on terms whereby the Participating Organization shall have all such rights and consents as are necessary to edit, cut (including changing the duration of the Documentary Programme(s), alter, adapt, translate, close caption, dub and/or subtitle in any language the Documentary Programme(s).

In no case shall the Participating Organization exercise such rights in a manner which shall prejudice the integrity of the Documentary Programme(s) and/or which shall be or would be detrimental to the image and/or reputation of the children portrayed in the Documentary Programme(s) or place them in a situation with which they cannot cope.

**11.1.3** In no case shall a Participating Organization include material or performances in the Documentary Programme(s) for which any or all of the rights, consents and waivers of moral rights mentioned under Clauses 11.1.1 and 11.1.2 above have not been obtained by the Participating Organization.

**11.1.4** Each Participating Organization shall also obtain from the Contributors the right to make, issue and exploit and authorize to make, issue and exploit publicity and promotional material in relation to their contributions, including the right to use their names, likenesses, photographs and biographical material and recordings of their voices.

**11.1.5** Each Participating Organization shall indemnify all other organizations concerned and the EBU against any claims whatsoever arising from authors, composers, artists, publishers, producers or any other persons or entities in respect of any of the broadcasts or other uses of the Documentary Programmes pursuant to the foregoing rule.

## **11.2 GRANT OF RIGHTS TO THE PARTICIPATING ORGANIZATIONS**

Between the Participating Organizations and the EBU and between the Participating Organizations individually it is hereby agreed as follows:

**11.2.1** Each Participating Organization shall be granted for its national Territory, on an exclusive and transferable basis, in its national language(s) and for a period of ten years as from **31 May 2011**, (i) the Linear (Standard) Television Rights, (ii) Non-Linear (On-demand) Television Rights, (iii) Public Performance Rights, (iv) Non-Commercial Video Rights and (v) Video Rights in the Series (collectively referred to as the "**Participating Organizations' Rights**"), as well as the right to cut (including changing the duration of the Documentary Programmes), edit, alter, add to or delete anything from the Documentary Series for the purposes of exploiting the Participating Organizations' Rights. Each Participating Organization shall be authorized to retain for itself any and all income which it may generate from the exploitation of these Rights in its Territory;

**11.2.2** Each Participating Organization shall be responsible for its national version of the Documentary Programmes and is entitled at its own cost to dub and/or subtitle the Documentary Programmes in its national language, provided that in so doing each Participating Organization shall contract with all contributors to such national language version(s) on the same terms as the Participating Organizations are required to contract with contributors under Clause 11.1 above.

**11.2.3** Any decision which may be necessary in the future on any matters once the Documentary Series has been completed and Delivery has been effected and accepted shall be taken by a simple majority of the Participating Organizations;

**11.2.4** A Participating Organization shall not be in breach of this Agreement if a broadcast made in or uplinked from the Territory of such a Participating Organization in accordance with the terms of these rules overflows onto the Territory of another Participating Organization and/or into another country, inasmuch as such overflow is unintentional and cannot reasonably be avoided. Similarly, it is hereby agreed that a Participating Organization shall not be a breach of this Agreement if DVDs or other similar carriers produced under this Agreement and put on sale on any part of the EBU Territory are then exported and sold in other parts of the EBU Territory. When exploiting the Non Linear (On-demand) Rights, the Participating Organizations shall ensure that the service through which these Rights are exercised is protected in such a way that the Documentary Programmes can be accessed only by users on the Participating Organization's Territory.

## **11.3. COMMERCIAL EXPLOITATION AND SHARING OF INCOME**

**11.3.1** The Participating Organizations hereby entrust the EBU with the commercialization of the Documentary Series throughout the world.

To that end, the EBU shall be granted in all languages, on a worldwide and exclusive basis and for a period of ten years as from **31 May 2011** all rights to exhibit, transmit, distribute or otherwise howsoever exploit the Documentary Series, including, without limitation, the (i) Linear (Standard) Television Rights, (ii) Non-Linear (On-demand) Rights, (iv) Video Rights, (v) Non-Commercial Video Rights, (vi) Public Performance Rights, in and to the Documentary Series (in all or in part) in all languages (collectively referred to as the "**Rights**"). The granting of Rights shall include without limitation the following:

- (i) The right to cut, edit, alter, dub, subtitle, close caption (in any and all languages), change the Documentary Series title, add to or delete anything from the Documentary Series for timing purposes, censorship requirements, and/or to render the Documentary Series suitable for particular markets;
- (ii) the right to use excerpts and clips from the Documentary Series;

- (iii) the right to publicize and advertise the Documentary Series individually and/or in conjunction with any other programme and/or to give away copies of the Documentary Series for the purpose of review, advertising and/or promotion;
- (iv) the right to use the names, biographies, likenesses and voices of any and all Contributors; always in an ethical way and in conformity with all regulations applicable regarding the respect of the protection of minors;
- (v) the right to prepare synopses of the Documentary Series;
- (vi) the right to take all such action as is reasonably incidental to or necessary for the full exploitation of the rights granted hereunder to the EBU and to undertake the commercialisation of the Series;
- (vii) By means of a specific request made to the EBU Permanent Services, the right to make the Documentary Series or certain Documentary Programmes available to certain EBU Members from countries in crisis free of charge or on favourable terms to be determined, or to RTK Kosovo in accordance with the Services Agreement signed between EBU and RTK.

The EBU shall exploit the Rights throughout the world but outside the Participating Organizations' Territories. The EBU shall be entitled to undertake the commercialization of the Documentary Series itself or to appoint one or more distributors and/or agents, and enter into, amend or cancel any agreement in relation to that commercialization of the Documentary Series throughout the world, but outside the Participating Organizations' Territories, at its own discretion.

**11.3.2** Any net income from the commercial exploitation of a Documentary Programme shall revert to the Participating Organization which produced it. The EBU shall be entitled to retain for itself 10% of any income received pursuant to the commercialization of the Documentary Programmes, to cover its administrative and coordination costs. All monies payable under this Agreement are exclusive of any Value Added Tax, sales tax and/or any other charges, and any Value Added Tax, sales taxes and/or other charges shall be payable, if applicable, subject to the issue of a valid invoice therefor.

## **12. TIMETABLE**

<b>26 February 2010</b>	Participating Organizations confirm their participation in the 2010 Documentary Series.
<b>10 March 2010</b>	Deadline for dispatch of at least two story proposals to the Executive Producer and to the EBU.
<b>10 March 2010</b>	Select the director/ producer of the episode and send their names, CV's and contact details to EBU Geneva and to the Executive Producer.
<b>22 - 23 April 2010</b>	Production meeting at the Eurovision TV Summit (Lucerne), attended by producers/directors of all Participating Organizations and the Executive Producer to discuss the content of the Documentary Series and the individual Documentary proposals.
<b>30 April 2010</b>	Final and binding commitment by Participating Organizations.
<b>31 May 2010</b>	First draft treatments to be delivered to the Executive Producer.
	All final treatments have to be submitted at the latest four weeks before the planned first day of filming.
<b>However - 30 June 2010</b>	is the last deadline for submission of all final treatments for documentaries with a summer shoot

**And -**

**31 August 2010.** is the last deadline for submission of all final treatments for documentaries with an autumn shoot

**June to November 2010** Production and post-production

**31 August 2010** Deadline for agreeing edit dates with Executive producer.

**November 2010 to February 2011**

Group Rough Cut Viewing sessions with the Executive producer. Before the meeting Participating Organization will provide the Executive Producer with the rough cuts on DVD, with the related time-coded script in English.

**31 March 2011** All productions are ready, DVDs with final version are delivered to the Executive Producer, and tapes, DVDs and broadcast materials are sent to the EBU

**April 2011** Screening and selection of the complete Documentary Series at the EBU TV Summit in Lucerne by the Decisions Makers from the coproducing countries. It is recommended that the producers and/or directors of all Documentary Programmes attend this presentation.

**31 May 2011** Final delivery of selected Documentary Programmes and of all outstanding materials for 2010 Series to the Participating Organizations and to the EBU.

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1 Appendix



## CHALLENGES EUROVISION CHILDREN'S DOCUMENTARY SERIES 2010

This form should be completed and returned, signed by a duly authorized  
representative,

to Ms Anna Vasova at the Eurovision TV Department

by e-mail [vasova@ebu.ch](mailto:vasova@ebu.ch) or by fax: +41 22 747 4823

by **26 February 2010** at the latest.

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I (name and function).....

of (organization).....

Function .....

Phone.....e-mail.....

- ✓ hereby confirm that my organization wishes to take part as a Participating Broadcaster in the EUROVISION CHILDREN'S DOCUMENTARY SERIES 2010
- ✓ hereby certify that my organization agrees to abide by the Rules of the EUROVISION CHILDREN'S DOCUMENTARY SERIES 2010
- ✓ hereby confirm that my organization shall be liable to pay its final financial contribution if it has not withdrawn by **30 April 2010**.

Signature:.....Date:.....