



Erfurt Exchange 2012

RULES

An exchange of magazines items for pre-school audience (from four to nine years of age) takes place every year between the EBU members and broadcasters from other continents involved in the world item exchange. A screening and selection session will be organised, at the kind invitation of KI.KA in Erfurt, during the spring of each year. It will last three days and, whenever possible, will be held in May.

1) Screening and selection session 2012

In 2012 the session it will be held from 29 to 31 May.

2) Active participants and observers

a) Active participants

Member organisations wishing to delegate active participants to the session must submit at least five items for selection as specified under point 3) a).

All active participants present at the viewing session must be empowered to select items on behalf of their organisations.

b) Observers

Any organization wishing to join the exchange must first attend one session as an observer and present one of its complete magazines for children under nine. On this first occasion the organisation will not be entitled to participate in the selection of items.

c) Guests

Another Broadcasting Union / group / alliance of broadcasters with experience of (or wish to start) the same kind of exchange can send a delegation to Erfurt. If it fulfils the conditions of the exchange, it will, as of its second year of participation, be considered as an active participant guest and will be able to take part in the exchange on the conditions agreed amongst the parties involved. It will also be able to present its programmes during the Infoshow.

3) Specifications for items submitted for viewing and offered for exchange

- a) Every broadcaster is to supply at least five items of up to seven minutes each, to a minimum total duration of 5 minutes and maximum total duration of 35 minutes.
- b) Items for viewing and selection will fit one of the four following categories:
 - 1) How things are made
 - 2) Nature and Animals
 - 3) Children's stories (& puppets, animation & still pictures stories)
 - 4) The World around us (innovative /experimental items)
- c) Each item will have a distinct beginning and ending, even if it is part of a series.
- d) Items should not contain synchronized dialogue (lip synchronization). However, such dialogue will be accepted if it is used as a background effect only.
- e) No graphics / titles in the national (or any) language should be used in any of the items.

4) Screening material (material to be viewed and discussed in the Erfurt viewing session)

- a) Standard Item Entry Form will be completed for each item submitted to the exchange or to the Infoshow and emailed to the EBU prior to the Erfurt meeting (deadline to be provided with the call for participation).
- b) All items for the viewing session should either be self-explanatory without any need of text or submitted in a version understandable in English i.e. there are three options for screening session:
 - The story is clearly conveyed visually and through action without any use/need of narration (synchronised dialogue is not allowed anyway - see 3/d) and therefore not requiring any translation
 - With narration in the original language and with English subtitles, or
 - With narration in English
- c) Items to be screened at the Erfurt session shall be submitted on compiled DVD with high quality picture and sound for impeccable screening on a large screen. The DVD shall allow navigation through a clear menu distinguishing the categories, titles and duration of individual items
- d) As a backup the items for screening shall also be submitted on a DigiBeta tape.

Items on the tape should be organized by category and introduced with a slate/shot that gives:

- category
- title
- producer
- duration
- year

Example: Beatles, NRK

CAT:	3 / Children's stories
ITEM:	Beatles
Produced by:	NRK/Norway
Duration:	3'39
Year:	2005

There should be at least 15 seconds between items on a single tape.

4) Broadcast material = material for exchange and further versioning into participants national languages

a) Prior to the viewing session the master tapes (DigiBeta, BETA SP PAL) with the broadcast version of all submitted items will also be delivered. These will contain premium broadcast quality image without subtitles any graphics, masks or similar effects, / i.e. clear feed) and sound - whenever at all possible in stereo - as follows:

For items in stereo, the four audio tracks should include:

- Track 1: Music 1
- Track 2: Music 2
- Track 3: International Sound 1
- Track 4: International Sound 2

For non-stereo, the two tracks should contain:

- Track 1: Music
- Track 2; International Sound

b) All submitted items will be accompanied by the following broadcast material

- script with time code in English **and original language** where applicable
- synopsis containing any relevant facts, details and references allowing each broadcaster to put the item in the right context. These are obligatory for all factual items.
- music cue sheet (if music is used)
- maximum 3 photos in jpg. format
- any other useful info

All the broadcast material will be submitted to the Eurovision TV, EBU electronically and prior to the Erfurt meeting.

4) Rights

All rights of the items offered have to be cleared (at least) for all forms of television broadcast and internet streaming, worldwide and in perpetuity and so that the items can be translated, dubbed, subtitled, edited or otherwise modified by the other participants.

Each participant will provide written information on any limitation of rights for the use of the items offered.

Each participant using any music in the items will provide completed music cue sheet (including the name of the composer, the title and the exact duration of the musical work), so that all receiving organisations can make the usual declaration to the appropriate national collecting society ("small musical rights").

Each participant shall be exclusively liable if a copyright infringement is directly or indirectly caused by any incorrect or incomplete information on a programme.

5) Selection

In the Erfurt session each active participant will select the items he/wishes to receive for broadcast.

6) Infoshow

The Infoshow takes place after the viewing sessions so that participants can:

- a) Present innovative and/or experimental items for children from four to nine years old which don't fulfil conditions of the exchange.
- b) Show how they have used items from previous exchanges.
- c) Discuss and exchange information on how broadcasters use pre-school material (policy on pre-school programming, scheduling, formats used and perspectives for the future, etc...)

The observers have to present at least one complete programme at the Infoshow.

7) The exchange

- d) The exchange of master tapes among the EBU members is to be done right after the Erfurt meeting and **by 30 June of the same year at the latest.**
- e) All participants EBU members send their master tapes (DigiBeta, BETA SP PAL) by postal mail directly to those participants who have chosen their items and that were communicated by the Eurovision TV, EBU
- f) No shipping and copy costs are charged.

8) Cooperation with other pre-school programmes' exchanges

The representative of the Erfurt Exchange will attend the other exchange's meeting to present the EBU members' items, participate in discussions on behalf of EBU members and select items for next Erfurt Exchange.

9) Practical details

The Eurovision TV /EBU will manage - together with the host broadcaster - the organisation and logistics of the viewing session. Furthermore The Eurovision TV /EBU will inform all participants of the selection results and will co-ordinate and facilitate the exchanges.
