



# Erfurt Exchange 2010

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## **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.

### **1) Viewing and selection session**

A viewing 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.

### **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 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 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 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) In principle, 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 language should be used in any of the items.
- f) For the viewing session all items should be submitted in the original language with English subtitles, or dubbed in English.
- g) Items to be viewed at the Erfurt session should be submitted on DVD **and** on DigiBeta. A **separate cassette** should be used for each category.

Items on the cassette 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.

### Audio Tracks

For items in stereo, the audio tracks should include :

- 1) Music 1
- 2) Music 2
- 3) International Sound 1
- 4) International Sound 2

For non-stereo, the two tracks should contain :

- 1) Music
- 2) International Sound.

Standard item entry forms provided beforehand by the EBU will be completed for each item submitted to the exchange or to the Infoshow and returned to the EBU **by e-mail**, accompanied by all necessary broadcast material:

- script with time code in English **and original language**
- music cue sheet (if music is used)
- maximum 3 photos in jpg. format
- synopsis or other useful info

### Scripts

All information from the tape will be marked in the script, with a time code for audio cues and narration.

- h) The President of the Exchange, with the agreement of the EBU Geneva, is entitled to take the necessary measures to sanction organizations whose items do not respect the Guiding Principles or are not up to a sufficient quality standard.

## **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 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**

Each active participant will select the items he/she is interested in.

### **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...)

Observers present at least one complete programme at the Infoshow.

### **7) The exchange**

- a) The exchange of master tapes is to be done after the Erfurt meeting, **by June 30 at the latest.**
- b) All participants send master tapes (BetaSP PAL) by postal mail directly to participants who have chosen their items.
- c) No shipping and copy costs are charged.
- d) All items will be supplied free of any graphics.
- e) The programmes are provided with at least two separate soundtracks. (details in paragraph 3)
- f) The programmes are provided with:
  - a script in English and original language, with the time-code
  - the available promotional material (photographs - maximum 3 - in particular, in .jpg format)
  - music cue sheet (if music is used)

These items are to be submitted electronically prior to the Erfurt meeting to [hanson@ebu.ch](mailto:hanson@ebu.ch) .

### **8) Cooperation with other pre-school programmes' exchanges**

If a cooperation is decided with another pre-school programmes' exchange, the EBU members participating in Erfurt exchange will provide the EBU at the meeting with a DVD and a BetaSP (or DigiBeta) of all the items they have presented in the current Erfurt exchange.

The President or other representative of the Erfurt Exchange will attend the other exchange's meeting and present the EBU members' items.

### **9) Practical details**

The EBU Geneva will provide the secretariat for the viewing sessions, coordinate the exchanges and provide an interpreter, if necessary. They undertake, in consultation with the host organisation (KI.KA), to circulate details of the practical arrangements for each session and will also inform all concerned of the results.

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