



## **ABU CHILDREN'S DRAMA CO-PRODUCTION, 22<sup>nd</sup> SERIES GUIDELINES**

### **Theme: Mental Growth**

The theme can be interpreted in various ways. It could be any experience that children go through in their daily life.

Although the common theme of the series is “**Mental Growth**”, it is not necessary to be restricted to this theme. From human stories to comedy, please come up with your free ideas. Most importantly, the story has to be unique with a universal message.

### **Target Audience: Aged 7-9 years**

The age of child actors (hereinafter, “kids”) should not be over 10 years old.

**Duration of the content: 15 minutes sharp** (From opening title given by ABU, to ending credit)

### **Eligibility**

1. Producers should have at least 3–5 years of reporting/program production experience or have produced 3–5 programs. Drama production experience is not mandatory.
2. Producers are strongly recommended to attend the first meeting in person. Last-minute substitutions or replacements are not acceptable, except for unavoidable reasons.
3. Must fill the Participation Information Form detailing:
  - o Production experience
  - o Supervisor’s name and contact information
  - o Participation objectives and desired achievement

### **Production Guidelines**

- 1) Dialogues should be absent or kept to a minimum. However, they are permitted if they have a special meaning for the storyline.
- 2) The meaning of any synchronous dialogue should be visualized through the actions of the kids or with minimum narration, if necessary.
- 3) In principle no narration is permitted.
- 4) No synchronous dialogues can be used during on-screen close-ups of the kids.

### **Key Points for Success**

- 1) Kids should be active and charming, drawing the attention of the viewers.
- 2) Kids should be exposed to a situation/problem that could be significant and interesting to the viewers.
- 3) The situation/problem is not easy for the kids to resolve.
- 4) The process of resolving the situation/problem should be vividly described with actions that can be understood by the viewers of any country.

- 5) The most important factor in making quality dramas is that the producer should have the enthusiasm to convey the message of the kids toward viewers.

### **Responsibilities of the Producer**

- 1) To produce one programme at its own cost.
- 2) To be responsible, at its own cost, for obtaining/clearing all the rights in connection with its production for international use.
- 3) To start the shooting after close consultations with the Executive Producer.
- 4) To submit one clean copy, one English subtitled version and other deliverables in file format to the ABU.

### **Responsibilities of the Executive Producer**

- 1) To supervise and ensure the high quality and consistency of all the episodes of the series.
- 2) To provide the producer from time to time with suggestions and advice until the end of the production.
- 3) To visit the producer at his/her organization of origin, if necessary, to provide suggestions directly.

### **Rights of the ABU**

The ABU shall be entitled to the following rights in perpetuity after the expiry of the exclusive 5-year period

1. To sublicense broadcasting rights for those TV broadcasters inside and outside the ABU members' territories.
2. To use freely the footages of the series (up to three minutes) for promotional purposes.
3. To use the income incurred by the programme sales of the series for future productions.
4. For any other purposes as the ABU deems fit till the time the purpose does not conflict with the mandate and purpose of ABU.

### **Rights of the Producer**

"Make one, take all" is the principle of this co-production. All the participating producers are entitled to receive all the episodes of others to broadcast them exclusively for a period of 5 years through the producer's organization. In case editing is necessary, it is permitted after consulting with the ABU.

### **Copyright**

The copyright of the series shall belong to the ABU. The copyright of each episode shall belong to the producing organization.

### **Materials Submission**

Producers must provide all necessary materials as per updated ABU specifications. Consultation with EP may be required to confirm technical requirements.