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Secy-Treas.: Erwin J. Pattist
Managers, 1958-59: Hugh Jamieson, Jr.
Philip Wygant
Gordon Yoder

Hollywood Section

Chairman: John W. Du Vall
Secy-Treas.: Robert G. Hufford
Managers, 1958-59: Theodore B. Grenier
James L. Pettus
Petro Vlahos

New York Section

Chairman: Burton F. Perry
Secy-Treas.: Robert M. Fraser
Managers, 1958-59: James W. Kaylor
John L. Koussouris
Edward M. Warnecke

Rochester Section

Chairman: T. Gentry Veal
Secy-Treas.: Richard E. Putman
Managers, 1958-59: George K. Czarnikow
Wilbur G. Hill
Daan Zwick
Managers, 1958: John A. Rodgers
John G. Streiffert

San Francisco Section

Chairman: Werner H. Ruhl
Secy-Treas.: Roger Woodruff
Managers, 1958-59: Ernest C. Barkofsky
Howard C. Borden, Jr.
J. B. Steiger

Washington, D.C., Section

Chairman: James A. Barker
Secy-Treas.: Henry M. Fisher
Managers, 1958-59: Joseph E. Aiken
A. Prose Walker
William E. Youngs
Manager, 1958: George F. Johnston

Education, Industry News

Subscription-TV in the Far East

Subscription-TV was inaugurated in the United States September 3, 1957, when subscribers in Bartlesville, Okla., turned on their sets to view a full-length feature. On that date subscription-TV had been in operation in the Far East for three months.

On May 30, 1957, Rediffusion, a form of wire television operated by Rediffusion, Ltd., P.O. Box 121, Hong Kong, was introduced with considerable ceremony. Subscription-TV in the Far East is not, of course, comparable to that in the United States. Rediffusion is the first and only television in Hong Kong, and its primary purpose is to transmit regular broadcasts, not special entertainment for which the public might ordinarily be expected to pay.

According to a statement by Roy G. Dunlop, Controller of Programs for Rediffusion, because of the topography of Hong Kong and the many hills in and around Victoria Island and Kowloon, direct wire



service between the studio and the receiver is the only practical method of supplying television in that area. More than 3,000,000 ft of cable and some 200 amplifiers had to be installed on the Island of Victoria and the mainland area of Kowloon. Linking the two parts of the Colony is an underwater cable more than a mile long. An emergency microwave link has been set up to transmit across the water in case of cable breakage; this is also used on occasion to relay remote pickup programming back to the studio.

A special set is supplied to subscribers or a conventional set can be adapted. Cost to the subscriber is \$55.00 a month (Hong Kong — about \$10 U.S.). This sum includes hire and maintenance of a terminal unit. If a subscriber supplies his own adapted set the monthly charge is \$35.00 (about \$6). The initial connection charge in either case is \$25.00 (about \$4.50).

Programs are shown in both Chinese and English. A survey of the first 1000 subscribers showed that 583 spoke Chinese (Cantonese, 538; Mandarin, 39; Swatow, 6) and 346 spoke English. Seventy-one sets were installed in public places.

The language problem is one that presents unusual technical difficulties. In discussing this problem the Managing Director, Alan Whiting, said, "English feature programs will appear with Chinese subtitles or captions and . . . Chinese programs will be captioned in English. To accomplish this effect . . . white subtitles must be superimposed, not on the film itself but only on the outgoing picture which reaches the TV screen. The process involves previewing each film several times and writing about one subtitle per minute to coincide with the action of the show. The titles must then be edited and painted on cards, later to be photographed and processed and then run through another projector simultaneously with the showing of the program, and so exactly timed and rehearsed that the titles appear on the screen at the right time, in the right sequence. . . ."

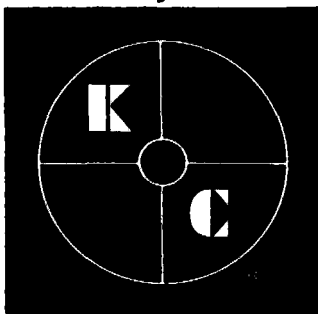
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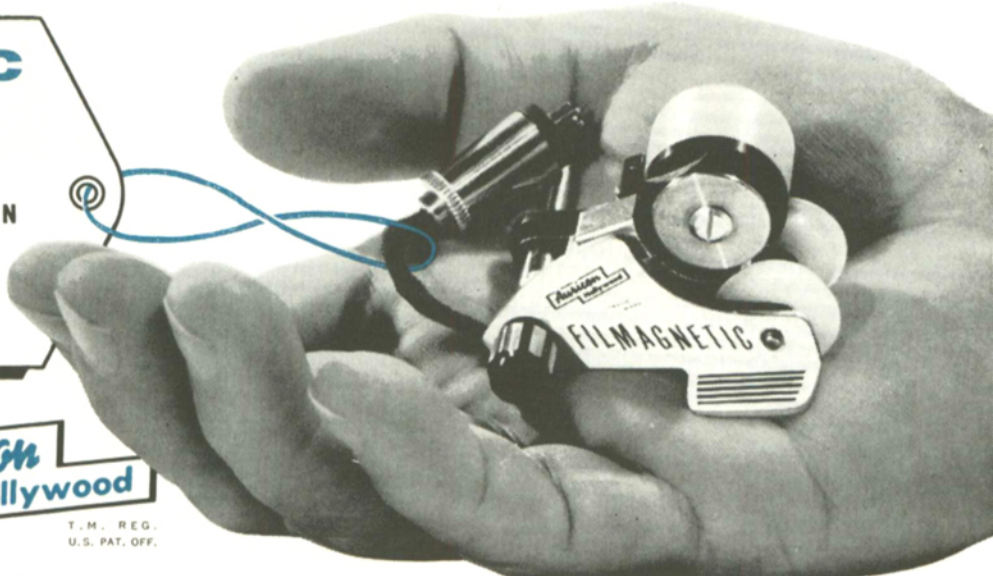
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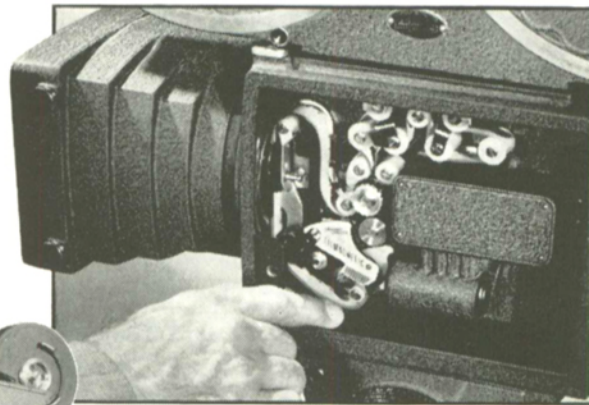
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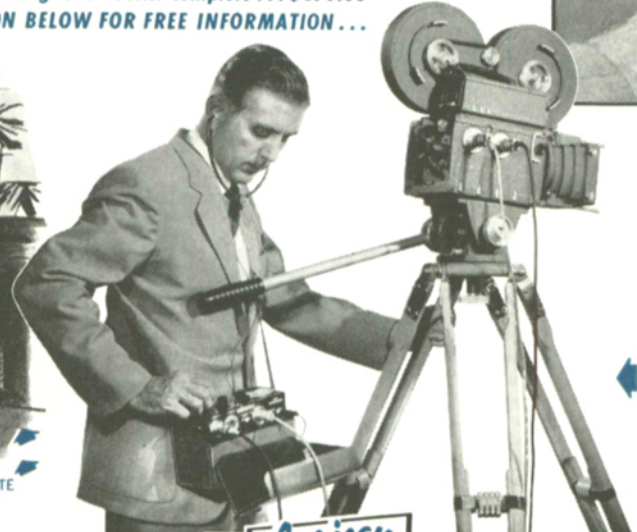
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Hong Kong was about \$2 million (Hong Kong — about \$350,000 U.S.), Mr. Dunlop said.

Telemovies

There seems to be some disparity of opinion on the prospects of Telemovies. "Off to a slow start" said one columnist, commenting on the Bartlesville test. "Out-run our expectations," said Henry S. Griffing, President of Video Independent Theaters, Inc.

Mr. Griffing made his optimistic statement at a Telemovie Fall Festival held in Bartlesville October 21 to celebrate the

birth of Telemovies. Mr. Griffing said that his company is "more than pleased" with the initial response.

While making no direct reference to a number of gloomy predictions about the financial future of Telemovies which have appeared in news stories and columns, he indicated that some consideration was being given to the possibility of charges based on individual pictures selected by the subscriber. Two main criticisms have been repeatedly voiced in evaluations of the test: first, that the monthly rate is too high to be easily accepted by middle income groups; and second, that the subscribers will de-

mand more leeway in picture selection than they now have.

Sydney Roslow, Director of the research organization, Pulse, Inc., while admitting that pay-TV may become "a logical service," said that in his opinion "more people will go broke trying to get it off the ground than will ever make a mint out of it."

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