India

Addendum to the Progress Committee Report

Ed. Note: This report (prepared by H. Krishnan) arrived at SMPTE Headquarters on 24 March – too late for publication in the May 1980 Journal. *We are pleased to present it here as an addendum to the Progress Committee Report.*

Motion Pictures

The Indian motion picture industry creates records as it goes along. The production of Indian films reached the highest level during the year 1979. A total of 714 films were produced as against 619 films during 1978 — over 15% increase.

The contribution to this growth has been mainly from regional feature films produced in South India — 140 features in Tamil, 131 in Malayalam, 133 in Telugu and 59 in Kannada. Hindi film production came down from 122 during 1978 to 114 during 1979 (Hindi films have country-wide release).

Out of the 714 features, 513 were in color as against 389 during the previous year, which is a remarkable 40% increase. Foreign film imports also went up by 17% over the previous year.

The year 1979 also saw the beginning of features shot on 16-mm color negative for blowup to 35 mm. The government is encouraging the construction of 16-mm theater outlets during the coming year so that young filmmakers can both produce and release 16-mm films.

On the technical side 1979 has been a landmark in that quite a few color laboratories brought sophisticated additive printing equipment into a trade that, hitherto, was predominantly subtractive. Vasanth Color Laboratories P. Ltd., Bangalore, brought in two HFC panel printers. Prasad Film Laboratories, Madras, added an HFC panel printer to their existing fleet of Bell & Howell Model C printers. Gemini Color Laboratories, Madras, brought in two Carter additive printers. Ramnord Research Laboratories P. Ltd., Bombay, brought in two Debrie additive printers. Most of these laboratories also brought in color analyzers.

The remaining laboratories are also gearing up for importing the latest printers. All this sophistication is to cope with the increase in color film productions. This will also provide superior quality to the users as a bonus.

Television

Setting up of six rural television transmitters to provide continued television services to some of the villages earlier exposed to television through the Satellite Instructional Television Experiment conducted in coordination with NASA was accomplished by June 1978. Television, as a medium of mass communication for conveying developmental messages to the underdeveloped and rural areas, has come to stay. In order to bring about a total involvement and a sense of participation of the people for whom these programs are meant, program originating centers are proposed to be added to these transmitting centers in the coming years.

Although the high costs involved in setting up of television centers and production of programs do act as a deterrent to large scale expansion of television services, an optimum mix of new centers at some of the state capitals (Trivandrum, Bangalore and Ahmedabad) and relay centers for extending coverage of some of the existing television stations has been planned for the next five year period. Incidentally, expansion of services by means of relay centers enables maximum advantage to be taken of existing program production facilities. Further, this also acts as an effective means of extending existing coverage to additional areas which are essentially rural in character. Accordingly three new full fledged television stations are proposed to be set up to extend the coverage of some of the existing stations. On completion of these schemes in the next five years, over 30% of the total population of the country or approximately 165 million people would be covered by television services.

An important element in the approach to television expansion is to provide community viewing facilities at some of the villages within the coverage of television transmissions, as possession of individual sets by a large section of population in the rural areas is not possible due to the relatively high cost of a television set.

Early in 1981, India will acquire a domestic satellite system capable of providing a direct satellite television service to special community receivers to be set up in a number of villages selected in distinct areas considered most suitable for direct service. Thus, remote, inaccessible and sparsely populated areas in different states can also be reached by television programs via satellite. The satellite will also enable interlinking of the various terrestrial transmitting stations for a common program of national importance. Ultimately, a disaster warning system will also be introduced in coordination with the Meteorological Department which will obtain the latest meteorological data through Special Data Collection Platforms set up in different parts of the country and linked to the satellite. The entire scheme will be implemented in phases.

Jordan — Television

Addendum to the Progress Committee Report

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In April 1979 Jordan Television Corporation (JTV) celebrated its eleventh year of operation and the sixth year of Pal B color television. Two National television programs are broadcast; one is in Arabic and the second in foreign languages including news in English, French and Hebrew.

JTV is a member of the European Broadcasting Union; consequently it has access to Eurovision Programs. Two news packages from Eurovision are being received daily via satellite. Format "C" 1-in videotape was adopted in 1979. Seven VPR2 and two VPR20 videotape recorders were purchased from Ampex. The existing 2-in machines will be phased out during the next eight years. U-matic ¾-in highband was introduced for ENG.

Link Electronic of the United Kingdom agreed to supply four Link Model 110 cameras and a complete system for the new 400 m^2 production studio. The studio floor will be covered by a ¾-in screen with latex covering. This type of flooring can provide an extremely smooth and level covering with the desired degree of light reflectance. The lighting system was designed and installed by Rank Audio Visual.

During 1979 a complete survey of Jordan was made for the introduction of a network of UHF transmitters. It is estimated that eight medium power transmitters and about 30 transponders will be needed for full coverage. Implementation of this plan will begin in 1980.