

Attachment I

(Unclassified when detached)

EUROVISION

In Europe, the one-way pioneering efforts of broadcasts from France to the United Kingdom or from the United Kingdom (Coronation) to the Continent have grown into a reciprocal network covering eight countries. This network has been constituted under the auspices of the European Broadcasting Union (EBU). Although still with the aid of temporary relays, the countries participating first exchanged programs during the period June 6 - July 4, 1954. This first exchange centered around the World Football Cup Championship in Switzerland, but also included at least one feature contribution from each country. It evoked great public response, expressed not only in applause but also in the accelerated sale of receivers. Broadcasters were thus encouraged to proceed with their international cooperation.

There have been important developments recently in the general structure of Eurovision by the European television networks. It is now possible to provide for the transmission of television programs over the territory of most of the countries participating in the European program exchanges, independently of the needs of the national domestic programs. This development has, of course, been reflected in a marked relaxation of the restrictions hitherto imposed relative to the program items that could be relayed internationally. Now, disregarding the juridical and financial aspects of the problem, it is technically possible for any of the eight (8) national television services participating in Eurovision operations to be the sole recipient of a program item produced for its benefit by another service and routed to it over one or more other countries. For example RAI (Italy) could be, if desired, the only organization to broadcast a TV program coming from the BBC (UK) and transmitted for its sole benefit over the networks of France, Belgium, Germany and Switzerland, without in any way interfering with the national TV programs of these intermediate countries.

It can be reported that the gradual increase of the technical facilities available is bringing about a flexibility that is indispensable to a solution of the problems associated with Eurovision. In June 1954 there were 44 TV stations radiating the exchanged programs, whereas today it is possible for 66 stations to radiate an international item. They are:

<u>Country:</u>	<u>July, 1954</u>	<u>November, 1955</u>
Belgium	2	4
Denmark	1	-
France	4	8
German Fed. Rep.	15	25
Italy	9	10
Netherlands	2	2
Switzerland	2	4
United Kingdom	9	13

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New radio links have made it possible to establish an international circuit which is essential for the exploitation of Eurovision. Four links have been completed and are now in operation.

COLOGNE-HORNISGRINDE. This is a reversible circuit along the route COLOGNE, OLBERG, GROSSER FELDBERG, STUTTGART, RAICHBERG, HORNISGRINDE which virtually parallels the circuit, Cologne, Schonesberg, Grosser Feldberg, Weinbert, Hornisgrinde. Cologne and Hornisgrinde are important as being practically the points of contact of the Western German network with the Belgium, Holland and Switzerland network respectively.

BRUSSELS-LIEGE. This uni-directional network is used to carry the national program to Liege and makes it possible to transmit an international program in transit in the East-going direction, independently of the national program. International programs in the West-going direction can be provided for by the use of a uni-directional circuit Liege-Brussels, except when the national program originates at Liege.

Interconnection to the Western German network takes place at the German station Simmerath, over a reversible link provided and operated jointly by the INR and the Federal Post Office.

SCHIMMERT-SIMMERATH. A direct interconnection between Holland and the German Federal Republic is now in service using new permanent equipment.

LONDON-LILLE. A direct interconnection with simultaneous two-way service is now available. The London to Dover section belongs to the GPO and consists of coaxial cables. The Dover-Lille section consists of two radio links both of which are reversible, with an intermediate station at Cassel.

The Austrian TV network has been linked temporarily to the European network. At the Dusseldorf exhibition during August the German Federal Post Office set up a link between Munich and Salzburg. Austrian viewers were able to have an international relay within a month of the opening of their national service.

The availability of the new radio links which duplicate existing circuits used for national programs now makes possible a rate of 7 Eurovision transmissions a month and a daily exchange between Belgium and France and frequently between Belgium and Holland and Germany and Switzerland. The growing experience of the technicians and the reliability of the equipment justifies an optimistic outlook for the future.