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The Arab Satellite and the Television News and
Program Exchange between the Arab Countries

A Study on the role of the Arab Satellite
in improving the situation of the TV exchange
between the Arab countries, and the obstacles
preventing it from fulfilling this role.

by

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London

June 1989

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DECLARATION

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ABSTRACT

This thesis examines the role of the Arab satellite as a new means of technology, in the exchange of TV production in the Arab region.

The study points out the situation of the Arab TV production and examines its problems.

Arab TV production had been facing a lack of quantity and quality which led to a high average of importation in order to fulfill the needs of the national Arab TV programmings.

Importation is based on western programs mainly American including serials, detectives, long feature films, documentaries, cartoons, etc.

However, even with the importation, Arab countries face, on the international production market, many problems related to the type and the cost of the programs, imposed by the American and the big production companies.

The study includes a TV survey on the Algerian TV programming taken as an example of the TV programming structure in the region, and where the high average of importation is pointed out.

The study examines the TV exchange traffic in the region between the three regional areas: Maghreb, Mashrek and the Gulf, and within each one, before and after the launch of the Arab satellite.

The TV exchange which had been limited for years, was expected to flourish after the launch of the satellite with its big capacities in solving some of the major communication problems in the area like the lack of TV exchange.

However, political problems such as conflicts, different political view, systems etc, which are strong in the region, stand as obstacles for the satellite, preventing it from fulfilling its role properly.

The life time of the Arab satellite cannot be saved and its capacities cannot be fully used unless the Arab governments become really and deeply aware of the effects of the political problems and differences on the relations between them in general and on the situation of TV exchange in the region in particular.

INTRODUCTION

It was in 1985, when I was still studying for my first degree in Algiers University, that I started to be interested in the subject of the Arab Satellite, which was launched in February that same year. It was a great event for Algeria and the all Arab World.

The subject interested me because it was the first event of its kind in the region in the field of communications technology and, so very recent a subject that no academic work or study in Algeria had been carried out.

The satellite being very high technology, was said to solve, in the near future, many of the communication problems, facilitate and increase the exchange of information and TV programs in the Arab world. It was expected that through it, the Arab region could really enter the new technological era.

My first degree was in audiovisual information and communication, so I had to chose for my M.Phil degree a subject in this context. I decided then to treat the subject of the Arab Satellite with its relation with Television, having always been interested in the TV environment.

When the Arab Satellite was launched that year, the only area where ordinary people could think and understand it, was in its relation

with Television, such as: what changes could the satellite bring on TV? Would it increase the exchange of TV programs (including the news) and facilitate its traffic among the countries of the region for example? Months after the launch, I noticed that there was still no sign of using the satellite properly in TV exchange activities, and of course the first question which came to my mind then was why? What was blocking or preventing the satellite from fulfilling its activities and purposes in the exchange field?

And I came to the final decision about the chosen M.Phil subject. it was: The Arab Satellite and the Television news and programs exchange between the Arab countries, in other words, the role of the Arab Satellite in changing the Arab TV exchange situation to a better one.

Many questions were raised about the subject, the main ones were:

What are the objectives fo launching an Arab Satellite? Does the launch of such a satellite mean that the Arab world has really entered the technological modern era? What are the implications of such a launch on the national level such as the lack of local TV production and cultural dependency and on the international level such as the role of the International news Agencies?

Was the time of launching the Satellite suitable for the Arab region and was there a real need for it? What are the obstacles and

problems facing the Arab satellite in fulfilling its role regarding the TV exchange between the Arab countries?

What are the main factors determining the TV exchange operation and traffic in the Arab region?

To what extent are political factors and problems effecting the TV exchange operation and relations between the Arab countries?

To what extent will the Arab countries be able to fulfill their Satellite objectives?

What will be the effects of the transfer of this new technology into the Arab world?

This study tries to shed some light on some of these major issues and others.

It is an analysis, description and TV survey study, treating the role of the new technology which is the Arab Satellite, in exchanging TV news and programs between the Arab countries and the factors and problems which limit this role and prevent the satellite to reach its objectives in this context.

The study tries to analyse other complementary issues mainly the situation of the Arab TV production which is the basis of exchange, the characteristics and problems of the Arab programs production, the

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Arab news production, and its relation with the "Big Four", the free

flow of information (news and programs), the one way TV traffic and

their effects and consequences on the national and regional Arab

level, the high average TV imports in the Arab region and its

implications on the Arab information and communication policies.

The study is divided into 5 chapters.

The first chapter in its first part sheds some light on the world of

satellites to illustrate their historical background, their types,

activities, organizations .... etc. While it treats in its second

part the Arab communication policy through its regional institutions

and organizations, as an introduction to the Arab world.

The second chapter concerns the Arab TV production and importation

situation. It is necessary to discuss the production, being the

basis of the exchange. This chapter tries to analyse the situation

of the lack of TV production in the Arab world, its causes, problems

and consequences mainly a high importation averages for Western

programs on the one hand and a strong dependency on the International

news agencies on the other.

The third chapter is a two week TV survey on the Algerian TV

programming taken as an example for the Arab programming. The survey

gives concrete examples, on a comparative basis - from the Algerian

Case, of the local, regional and imported programs. It sheds some

light also on the Algerian news content through the 8.00 p.m. news
bulletin. It also compares the two weeks periods: a week in
February and a week in July in order to see the new changes in the
Algerian TV programming.

The fourth chapter concerns the TV exchange situation in the Arab
region in the period preceding the launch of the Arab Satellite, as
an introduction to the following period which succeeded the launch.
The chapter tries to analyse the situation of TV exchange inside the
three regional areas of the Arab world: The Maghreb, the Mashrek and
the Gulf on one side and between them on the other.

Finally, the fifth chapter which is the main one, discusses and
examines the space era in the Arab region and the launch of the first
Arab Satellites generation. It treats the exchange of TV news and
programs between the countries of the area since the launch of the
Satellite, trying to analyse the situation and the main problems and
obstacles which face the Arab countries in such an operation. It
tries also to analyse the main factors determining the situation of
exchange. These factors which can lead to or prevent a successful
Arab exchange level and lead to or prevent, also, a full and proper
use of the Arab satellite.

Methodology:

The methodology I used to get the information and data for my research was the following:

1. Writing to different Arab and international media organizations, institutions and centres and keeping in touch with them for a period of about two years in order to get the documentation and information on the Arab satellite on one hand, and on the TV exchange in the Arab world on the other, and these organizations were:

— the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Paris;

— the Arab States Broadcasting Union (ASBU) in Tunis;

— the Arab Organization for Education, Science and Culture (ALESCO) in Tunis;

— the Arab Satellite Communication Organization (ASCO) in Riyadh;

— the Arab Broadcasting Training Centre in Damascus;

— the Arab Centre for Audiovisual Audience Research in Baghdad.

2. Visits to the following centres:

— IIC: the International Institute of Communication in London, whose library I used to get some basic data;

— the Arab League office in London, from which I got most of the ASBU Review issues;

— the Arab Centre for Television News and Program Exchange in Algiers, where I had observed and followed the news exchange operation between the Arab television stations, through the technical department of the centre. Also, I was intending, once at the centre, to interview some people, especially those involved directly in the Arab Satellite Project and in the exchange operation, unfortunately I could not do so because people there were reserved to some extent, and were not ready or did not want to talk about the project openly for some reasons.

3. Also a part of my research data came from me watching the Algerian programs on television every day for two separate weeks in order to analyse the programming structure of the Algerian television taken as an example of the Arab TV programming structure.

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While preparing my thesis, I faced some major problems, the main ones were:

- The great lack of documentation and data on the subject, needed for my research, and this is due to the fact that the subject is a very recent one.

Although many articles were written on it, they treated more, its technical side than it social, informative or communicative one. On the other hand, there have not been studies or research with a deep analysis made on the subject especially in this period which succeeded the Satellite launch. The only study made, was Elham Khali's doctorate thesis, but this treated the Satellite launch and era in the Arab region as a forthcoming event, because it was written years before the launch of the Arab Satellite.

Even the national and regional Arab information and communication institutions and organizations, concerned with the Satellite and its aspects, have a lack of information about it including the Arab Centre for audience researches in Baghdad and ASBU.

- The problems of getting and receiving the data and documentation from the Arab media institutions, which took a long time (between 2 to 5 months) before getting them like in the case of documentation from the ASBU, or not getting them at all like in the case of the Arab centre for news and programs exchange in Algiers.

-   The language problem:

A. This is the first time I wrote and prepared an academic
    thesis in English which I started learning 3 years ago as
    my fourth language at the time. And so, I was working on
    my research and learning the English language, the
    vocabulary and culture, at the same time.

B. Most of the documents, books, reports and articles used in
    my work were in Arabic and French rather than in English.

CHAPTER 1

1.1 COMMUNICATION WORLD

1.1.1 Communications Revolution

The main difference between man and animal, is man's capacity for explaining his ideas, and since the first centuries of the human history, this capacity appeared when man invented vocal signals, in order to communicate with others. The first communication revolution started, when he became able to speak, and for the first time, it was possible for the humanity to collect its works and discoveries through speech.

The second communications revolution was connected with the invention of writing thirty centuries before J.C. But writing was not able to solve all communication problems at that time; books were very expensive to produce and therefore were bought by rich and aristocratic people only, who were the only ones able to read and write.

It was not possible to copy books in an expanded way, which means: in a short time, with low prices and a large number of copies, only about 4,500 years later, when printing was invented did it lead to the third communications revolution.

From the middle of the last century, the characteristics of the

fourth communications revolution began to be clear, when a new

revolution based on the electronics accompanied the industrial

revolution. Since then, communication has become even more complex

because of the world advance, which has known an accelerating

development of new resources, technical and technological devices in

communication, especially in the field of transmitting and receiving

signals and messages.

The discoveries were many, with an increasing speed. "Edison"

invented the phonograph in the beginning of the second part of last

century. "Sir Charles Wheatstone" and "Samuel Morse" invented

telegraphy around 1840. The first public telegraphic message was

transmitted in 1844 and in 1876 the first telephone message by wire

was sent by "Bell".

Around 1895, "Marconi" and "Popoff" succeeded in transmitting and

receiving wireless messages. And in 1906, the human voice was

transmitted by radio by "Fessender".

In 1839, "Daguerre" devised a practical method of photography and the

first film was screened in 1894. In 1904 the first photographs were

transmitted by phototelegraphic apparatus and the first picture was

televised in 1923.

The first radio broadcasting networks were installed in the 1920s,

while television broadcasting began in the 1930s, and the colour
television transmission began in 1954.

The first transatlantic telephone cable entered into service in 1956,
while intercontinental radio, telephone and telegraph systems were
already functioning regularly since 1920.

With the invention of radio, in the first decade of the twentieth
century and after it, television, a means of long distance
communication was produced.

Television like radio, tried to exceed the borders between countries,
and for this purpose, earth networks were used to transmit television
programs between countries, but they were not able to respond to all
the needs and demands. On the other hand, telex and telephone needs
and demands for these networks were growing, especially after the
second World War and the invention of satellites was an answer of the
technology needs and demands and when communication satellites were
launched into space, man entered the *fifth communication revolution.*

Today, by means of communication satellites, events are seen as soon
as they happen by millions of people around the world.

It is noticed then, that a huge change in technological facilities
for communication has occurred since the last century. "Early Bird",
the first commercial communication satellite was launched in 1962 and

two big international satellite systems, Intelsat and Intersputnik
started operating in 1965 and in 1971.

Owing to space technology and space vehicles, the moon landing was
possible in 1969 and more recently, on Venus and Mars, which opened
new possibilities for communication purposes.

The contemporary explosion in communications technologies, computers,
satellites, tape, disc .... etc. are really changing the nature of
human environment.

These new technologies led to a new era in communications. Distance
is not an obstacle between people any more and the world today is not
becoming a global village only, as "Marshall McLohan" said many
years ago, but it is becoming a very small one.

1.1.2 Space Era

Satellites invention and development were linked to the military

field, since the Second World War. How was this? Four scientists

took a leading role in developing research which led to the discovery

of outer space and they are:1 "Tsioilkovsky" (USSR), "Goddard"

(USA), "Esnault Pelterie" (France), and "Oberth" (Rumania), but also

"Ganswind" (Germany). All of them, were preoccupied by the

development of rockets which could reach very high altitudes very

quickly. This desire to develop rockets increased with the Second

World War where they were going to be used. Germany invented the

famous bombs known as VI and V2. She used them against Great Britain

in 1942.

After the war, USSR and USA developed rockets with long distance to

reach a high level in space. However, many people believe that

rockets which are launched into the outer space, were invented by the

great German scientists who were working, during the war in the

establishment of rockets V2 in "Peenemunde" base on the Baltic Sea

and would eventually help the USA to develop their space progams.

With the limited wars and the Cold War between the two powers, the

need for the invention of new weapons increased. On the other hand,

technology did reach new dimensions in other areas such as micro-

electronics, computers, etc. which led to the development of space

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1.   Kandil, 1985.

technology. Because of this fact, satellites are seen as the Cold War result. Space technology then, was developed because of the weaponry run between the two powers but also, the development of space technology led to the development of military force of each power (USSR, USA), and to the military rivalry between them.

Today, Soviet and American satellites, which are used in spying, communication and navigation, annex all the world. The two powers have got a very big influence on wars in using these Satellites.

At least 60 per cent of the satellites launched by the USSR and USA are used for military purposes only. In 1970, China followed them, when she became the third country in the world to launch a satellite for inspection.

Besides inspection satellites, there are navigation and meteo-observation satellites which do military jobs only. There are also satellites used to face the ordinary ones, and to destroy them.

But inspection Satellites are used also for peaceful purposes as to keep the disarmament agreements between the two powers. These Satellites (inspection), were used by the USA since 1959 and are called "Discoverer". At the same time, USSR began to use these Satellites and called them "Cosmos". And during the last decade, the two powers increased the number of their inspection satellites, which is seen especially during conflicts or limited wars. There are also

electronic inspection satellites which are used to determine the main

points of the space defence, and defensive satellites radars which

are near the enemy country borders.

Other military Satellites are those which make observations in order

to determine ships moves and military buildings on the sea.

Military Satellites are used also to warn earlier, of any sudden

launch of rockets by the enemy country. In this field, and by the

end of the 1950s, USA were using radar stations built in Alaska and

Greenland. They could know about any rocket, 15 minutes before its

landing. But the problem with radar was that it was limited by the

horizon and the earth circling. The solution came with satellites

which could warn about any rocket as soon as it had been launched.

At the present time, there is an expansion in the use of satellites

for military purposes, and because of it, the two powers are

inventing new weapons to face and to destroy them, using a rocket or

laser-ray. These anti-satellite weapons are actually very dangerous

because they can lead the world to a "Starwar" between the two

powers. In 1981 for example, USSR built for its space vehicle

"Salyut 6", a space station with weapons in order to destroy

satellites, and in 1983, the American congress gave its agreement

about the program of launching "A-Sats" (Anti-satellites), and

according to US administration in space field, military functions

come before the civil ones.

According to United Nations second report concerning the outer space
and its users for peace 2/3 of Satellite networks in the world are
used for military purposes. The American ones are "Marisat" and
"Fleet Satcom", the British ones "Skynet", while the Atlantic treaty
has got what is called "Nato Satellites".

And since the end of the Second World War, there were fifty of what
we used to call small or limited wars, and in 1982, the armament cost
reached 700 million Dollars,2 when it was better to use a part of the
military satellites cost in communications satellites for example.
The farmer in the countryside needs a telephone, more than he needs a
gun.

Satellite's Services

Just a few years after the first satellite being launched, there were
operational space systems for communication purposes, and for
meteorological observation. Today, we can communicate between two
far points on earth, as we can know how the weather will be tomorrow
and the temperature.

The space technology has known a huge development, since "Gagarin"
went to space, and "Armstrong" landed on the moon.

Today, there are more than 100 countries using the information from

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2.   Kandil, 1985.

remote-sensing satellites, and there are 40 country members of "INMARSAT", and more than 200 earth stations are receiving visual data, sent by satellites and used in meteorological observation. And while in 1957, only two satellites were launched, about 120 satellites are launched every year, at the present time.

The most famous and known satellites are the communications satellites which led to what many people call "the information revolution". satellites are not used to transmit phone communications, telex messages or television programs only, they are used also in many other areas such as to inform about natural disasters before they happen. In 1982, there were about 220 satellites for non-military purposes, among them communications satellites.

"Ploman" divides satellites into two major categories: observation satellites and communication satellites. Observation satellites are used for the collection and increasingly also for the processing of data and the transmission of information to earth.[3]

Earth observation

In the early years of satellites, traditional cameras were used to take pictures in the space, but their services were limited. With the development of satellites, automatic ones were invented.

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3.   Ploman, 1984.

In the last two decades, 30 satellites were launched for the observation of earth. Most of them were American and Soviet. The two powers who use them have information about each other and about other countries in a rivalry way, and because of this, they are called by some people spying satellites.

They became operational in 1972, when the USA launched their "Landsat -A" which did have an electro-optical scanner which could get very precise data and sent it immediately to people who received it through the earth stations connected to the satellites.

The Soviet Union launched "Soyuz", "Salyut" and meteorological satellites to get information.

But, in spite of the fact that there are about 80 countries today, which use data from these satellites, they are still officially experimental, because they are still unable to get all the required data, to illustrate their inability in getting sufficient information concerning lands covered by clouds. Also, their pictures are not sufficient, and it is often necessary to ask for the computer help which analyses them. A new satellite of high quality was invented by Canada recently, and it can get more precise information about these places covered by clouds and during the night also. It is called "Radarsat" and will be launched in 1990.4 But the biggest quantity of information is still brought by "Landsat" satellites which can

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4. Kandil, 1985.

take pictures of a place with an area of 185 kilometre x 185 kilometre. These pictures can be transmitted immediately to those countries which have got earth stations connected with the Satellite, and they are: the USA, Canada, Brazil, Italy, Sweden, Japan, India, Australia, Argentina, South Africa, Thailand, Bangladesh, France and China. China was the last country to build an earth station connected to "Landsat" satellites after the President Carter agreement in 1979. Regarding the Soviet Satellites "Soyuz" and "Salyut", any country who wants to get their pictures, needs an agreement with the Soviet Union, which has got at the present time, agreements in this field, with socialist and developing countries.

Remote-sensing satellites are used in other areas such as to draw maps and to discover metals.

Meteorology observation   .

Meteo-observation satellites give information about the situation of weather and then, are linked to people every day life.

This technique has been developed since 1959, when the first visual picture of clouds was transmitted from space. Today, satellites can inform about weather situations, the average rain quantity, they can inform also and precisely about cloud movements and the dangerous equatorial storms before they happen, and at the present time, the international organization of meteorology prepares an international

program in order to observe the equatorial disasters, using satellites.

It was only in 1978, that the first experience of meteorological research by satellites was made. Today, many countries, have this kind of satellite to illustrate the American "Geos", the Japanese satellites "GMS", and "Meteosat" of ESA. India also launched its satellite for meteorology, called "Rohini".

Water observation

The American satellite "Seasat", launched in 1978, was the first one dedicated to the oceans science, in order to makes experiments in observation of water.

It observes the seas surface temperature, above all big whirlings which may have their part in taking heat from the equator to the poles, and to transmit it among oceans.

In this situation, satellites help to understand the relation between weather and oceans.

They also give information about metals existing in the depth of seas.
These satellites were monopolized by the two powers (USA, USSR) only, but not any longer. India has got today "Bhaskara" satellite and

France the "Spot" satellite. Other satellites will be launched in
the near future by Japan, Brazil, China and Canada.

Navigation

By Satellites, it is possible today, to determine the places of
ships, planes and earth vehicles dealing with danger. The two
superpowers have got navigation satellite networks, the Soviet called
"Tsikada" and the American "NNSS". They give services to a lot of
countries. At the present time, the USA are building a new
navigation satellites network, more developed, called "Navstar" to
include 18 satellites.

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Communication Satellites

In ancient times, those who controlled the roads and caravan routes held the power, and three centuries ago, those who controlled the sea, also controlled the world. Today, the key is the outer space and communications satellites. This saying means a lot. It is very clear from it, to note the importance of communications satellites today. Outer space activities and communications are very closely linked. Without communications, space activities would be without meaning.

To define communications satellites, communication scientists said they are: any transmission, mission or reception of signs, signals, writing, images and sounds of any nature by wire, radio, optical or other electromagnetic system. They are used them for the transmission, distribution and dissemination of information from and to various locations on earth.5

But how was the beginning?

We have already seen that satellites were invented as a technological answer to the demands and needs of radio, television, telex and telephone, when earth networks could not respond to all of them, and by that event, man entered the fifth communication revolution.

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5. Ploman, 1984: 42.

But before it happened, this event was foretold a few months after

the Second World War, by "Arthur.C.Clarke" a British man, who has

experience with radio and is an author of scientific and popular

science works. His fame increased as the co-author of the film 2001.

He published an article in "Wireless World" magazine, where he

imagined the possibility of launching a satellite in a geo-stationary

orbit in space in proportion to earth and will be able to transmit

signals from and to any point on earth. It was many years later only

that space was used for communications purposes. Before satellites,

the moon was used as a reflector to radar and radio signals, but its

orbit was not good enough to transmit signals.

The Soviets were the first to launch a satellite into space on

4 October 1957, called "Sputnik". This event was one of the most

sensational news items of this century. But it was not for

communications purposes. This event, even, led to a shockwave in the

USA because of Soviet success.

The following year, the first American one was launched and called

"Explorer 1", and was not for communications purposes either.

The first communications satellite was launched by the USA in 1958

and called "Score". It was used only to carry a recorded film

concerning the American President's, at that time Eisenhower,

congratulations for Christmas celebrations, and transmitted it then

to the earth, during 13 days. The first satellite used to transmit

sound and fixed pictures signals from point to point on earth was the American "Echo 1" on 12 August 1960. It was a big balloon more than it was a satellite, covered with metal and launched by a rocket to a high orbit into space. It could only reflect received signals. This kind of satellite is called "Passive satellite". Later, other kinds of satellites were used in carrying wireless signals. They receive signals, change them into frequencies and then transmit them to the earth again. They are called "Active satellites".

The first of these, was the American "Courier" launched in October 1960.

With the launch of "Active satellites", began the real revolution of using space for communication purposes, when "Oscar 1" was launched in 1961, and was the first satellite devoted entirely to amateur radio. A year later, a successful event happened, when "Telsar" was launched by "NASA" (The American Space Agency) and brought a dream into reality: the first transatlantic relay of television programs. In the same year, 1962, "Comsat" (The Communications Satellite Corporation For The Commercial Use Of Satellites) was created. "Syncom 2" was launched on 26 July 1963, and provided the first successful relay of communications via a satellite in a geo- stationary orbit. It was experimental only.

The first operational one, for commercial use was the American "Early Bird", launched on 6 April 1965 and operated by Intelsat.

A few days later, the Soviet Union launched "Molnya 1", the first of a series of Satellites launched by the USSR for communications purposes. It relayed television, telephone and telegraph traffic within the country.

In 1967, "Intelsat II" was launched. Four Satellites of this generation were launched, the first was lost in space, the second placed over the Pacific, the third placed over the Atlantic and the fourth also over the Pacific.

In 1968 - 1970, Intelsat III was launched, including four (4) satellites over the Atlantic and one over the Pacific. The fourth generation of Intelsat began to be launched in 1971 including 7 satellites. In the same year (1971), Intersputnik, the Second International Communications Satellites System was created by the USSR and the socialist countries. It uses two "geo-stationary" satellites (called "Stasionar").

The USSR began to launch these satellites in 1974. 9 satellites were launched in 1979, one was for direct broadcasting. A new generation was launched between 1979 and 1981 including 5 satellites. Some of the non-European countries began to build earth stations,so that they could be linked with these satellites, such as Algeria, Syria and Iraq.

In 1981, the fifth generation of Intelsat satellites was launched,

including 9 satellites.

But the situation of space, which was lead only by the two superpowers for a long time began to change. Other countries like France, West Germany and Canada, began to build satellites for communications and other purposes. The monopoly of satellites launching operations has been broken since the launch of the "Ariane" in 1983 by the Western European countries. Some developing countries also, launched their own satellites such as India.

Space Networks

It is impossible to transmit telephone or television signals over a long distance by microwave. Relay stations then, were built, but as they were limited in distance, satellites were invented to transmit signals over long distances, between many countries or within the same country which is usually huge. They operate exactly like relay stations, doing traditional communications as telephone and telex communications, and pictures or television signals transmission.

There are three categories of space networks, and are at the same time their stages of development:

A.   Point to point communication: It is the transmission of signals from an earth station to another, through a satellite. Satellites in this kind of transmission are weak and need strong

earth stations to receive their weak signals.

B.   Distribution systems: Satellite capacity here is stronger,

which makes it possible to build many stations and distribute

them in many places within the country.

This kind of network, is useful in huge countries as the USSR

and Canada, in countries including many islands that do not have

a developed communications system, they are useful in

mountainous countries like Japan. Also, these networks are used

when the transmission is from one or a few central points to

many places which receive without transmitting.

C.   Direct Broadcast Satellites (BDS): Satellites here transmit

their signals at a much higher power, so that the signals are

received, directly at home by smaller receiving antennae

(aerials) connected to television sets.

Direct broadcast includes individual and community reception, the

individual one is on the individual's premises such as a house, while

the community one is for distribution by cable to premises on a

particular cable system.6

The USA was the first country to launch an experimental Satellite for

direct broadcast, called "ATS-6", in the beginning of the 1970s, and

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6.   Home Office Study, 1982.

it was used to transmit television programs in India and the USA.

In 1976, the USSR launched "Ekran" Satellite for direct broadcast to homes and small villages which are isolated in Siberia. Canada also launched its own, called "Hermes".

Japan is very developed in this field through its system "Yuri", and it launched its Satellite "BSE" in April 1978, but after many experiences, with the satellite, its broadcasting system stopped working completely.7

Europe now has got many developing systems for DBS. The beginning was that 9 European countries began to prepare a program called "H-Sat" which was going to do many functions among them DB, but the Germans, and later the French changed their minds, and in 1979, they accepted to make together 3.Satellites for DB, one for television, used by Germany, the second "T.D.F." by France and the third in reserve.

The seven other European countries did prepare for an "H-Sat" program, and it is probable that in the period 1986-1989, at least 4 D.B.S. will be launched by European nations, as it is shown in the following table:

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7.   Arab States Broadcasting Union, 1982.

The future of DBS in Europe[8]

1986-1989

France   TDF1

West Germany   TV Sat

ESA (European   Olympus
Space Agency)

Sweden   Telex

Satellites for direct broadcast had known many problems, for example
their need for strong rockets to launch them because they are very
heavy, but these technical problems were solved by technology.
However, many scientists today, see that the most difficult problems
regarding these Satellites, will be political, juridical and
financial when using them. These problems have been discussed for
many years by international organizations as the United Nations and
the International Telecommunications Union (ITV), but solutions are
far from found.

Communications Satellites Services and Users

Today, more and more satellites are used for communication purposes.
Their services are traditional as telephone and telex communications,

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8.   IFC research, report, 1985.

and radio and television broadcasting, and new as data transmission.

The main use of communications satellites is the communication between countries because their main characteristic is that they "reduce" distances. For example,the transmission of a phone communication between Oran and Algiers in Algeria for example, is exactly the same as the one between Oran in Algeria, and Stockholm, in Sweden.

Until 1979, there were less than 100 countries in the world communicating through satellites. Now, the situation is changing, as there is an increase in satellites' capacity.

It is expected that the international need for the use of communications satellites will increase five times between 1980 and 2000. The communication traffic is especially on telephone and telex, and its higher intensity is over the Atlantic, between the USA and Canada on the one hand, and Western Europe on the other.

Through satellites then, communications between countries became possible, especially between those countries which could not communicate because of geographical problems, as mountains. These natural obstacles could only be destroyed using satellites.

But ordinary people know more about communications satellites in their relation with television transmission. When they hear about

them, they think immediately of famous television events, and by
satellite, the watching of these events on television has become a
very ordinary thing.

Communications satellites are used in other areas such as to make
stronger radio transmission but also the transmission of the
newspaper contents by photographing the pages and transmitting them
to other places, to be published. The Algerian newspaper "Al
Moudjahid" for example is published at the same time in Algiers, Oran
and Constantine; this is within the same country, but it can be
outside the country as "Al Shark Al Awsat" newspaper which is
published in 5 cities in 5 different countries, at the same time.

Communications satellites are used also in diplomacy, using their
capability in transmitting sound and picture. The first such
occasion was an agreement made in 1971, between the USA and Japan in
order to return "Okinawa" islands to Japan, as satellites were used
to make tele-conferences like the one made between "Hosni Mobarek"
the Egyptian President and American businessmen in 1982, to avoid
travelling and loss of time. They discussed for two hours exactly as
if they were in the same room.

They are used in business, trade, and data transmission also, to link
between computers on the one hand, and data banks in many countries
on the other. Another use for communication satellites, and which
are still experimental, is the transmission of mail. The letter will

be in a post-office of a country, then transmitted by satellites to the receiver who will see it on his television screen at home.

Communications satellites, then, provide many services to the humanity, however, they are seen by many scientists and people as one of the twentieth century paradoxes. This paradox is a clear indication of the inequality and the imbalance, existing in the world today between developed and developing countries. 15 per cent of the world's countries which represents the nine countries with the highest standards of living, own 90 per cent of the world's telephones, the USA have got the highest number of sets with 191,595,000.

There are still places in the world which have not yet got telephones, even if we are in the space age, as there are people who are still dreaming of having telephones in their homes or even in their villages.

The communications infrastructure gap between developed and developing countries, as many see, is no longer simply large, it is enormous, if we know that on the one hand and through communications satellites, millions of people can watch the moon landing, while on the other, millions read by dim lanterns and look up to the grocer as a source of information. Communications problems will never be solved, then, by satellites only. The present situation has to be changed, as "Karl Marx" said:

"The philosophers have only interpreted the world in various ways.
the point however, is to change it".

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1.1.3 <u>Communications Satellites Systems</u>

1. <u>International Communications Satellites Systems</u>

A. <u>Intelsat</u> (International Telecommunications Satellite

Organization): In the beginning of the 1960s, and due to the

rivalry between the two superpowers, the USA decided to create

an international system for space communication through a

corporation.

This corporation was created and called "Comsat" which means

Communications Satellites Corporation. Concerning the creation

of the system, it was necessary then to persuade European and

other nations to enter into formal discussions. Some refused

because they feared that the USA represented by "Comsat" would

dominate the system. .

It was in the autumn of 1963 that negotiations began,

participating western countries, Australia, Canada and Japan.

The organizational structure was adopted in 1964. In 1969, the

agreement for the creation of the international communications

satellite consortium was made, and it was only a temporary

organization. The capital investment was divided between

participating countries regarding their part of the

international telecommunications traffic. The USA had 61%,

Western European countries, 30.5%, and the rest to Australia,

Canada and Japan.1 Comsat then held the dominant position. The

consortium was operated by the interim satellite communications

committee. Many other countries became members, but they were

against the American dominance over the consortium and they

wished the new organization would be more democratic. After

three international conferences, final agreements were made in

1971, and Intelsat took place.

Since, "Early Bird" launch, Intelsat Satellites capacity have

known a huge increase. While "Early Bird" capacity was only 240

telephone circuits or 1 television channel, the sixth generation

of Intelsat Satellites launched in 1986, has a capacity of

30,000 telephone circuits plus 3 television channels. There was

also an increasing extension in satellite life. While "Early

Bird" could live for 18 months, the last generation can live

until ten years old today. (See Table 1.1)

The Intelsat global satellite system is made up of two elements:

The Space segment which consists of satellites owned by

Intelsat, and the ground segments which consists of the earth

stations owned by nations which are sharing the use of the

system.

Intelsat system operates, today, over 2/3 of the international

communications, and it is expected, that it will grow by 15 per

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1.   Ploman, 1984.

Series	I	II	III	IV	IVA	V	V-A/B	VI
First Launch	1965	1966	1968	1971	1975	1980	1985	1986
Life Time (years)	1.5	3	5	7	7	7	7	10
Bandwidth MHZ	50	130	130	300	500	800	2,300	3,880
Voice circuits	240	240	1,500	4,000	6,000	12,000	15,000	30,000
TV Channels	-	-	-	2	2	2	2	3

Table 1.1: Important date of Intelsat Space Segments.2

2.   Agi, 1986: 281.

cent every year during the 1980s.

The number of countries using this system is increasing, the number of members are also increasing.   (See table 1.2)

Besides its role in international communications and television transmissions over borders, Intelsat uses its Satellites for national domestic services in many countries, especially in those countries where earth stations are not useful because of their large ares or their geographical problems. Algeria, for example, was the first country in the world using the Intelsat system for domestic communication in 1965. It decided to use Space in regional television transmission because of the huge area of the country which is more than 2,000,000 km2, and 4/5 of it, is Sahara, as it is consisted of a long series of mountains, and the population is dispersed in all this area.

Satellites then, were the best solution from a technical and economic points, as they were able to reduce time in transmitting. Algeria wanted to have its own satellite, but was obliged to abandon the idea because of the high cost, then it turned to Intelsat to use its services. Today, some 41 African states benefit from satellite communications provided by Intelsat, and more than 50 African earth stations[3] are operating with Intelsat Space segments over the Atlantic and the Indian Oceans and are providing international and

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3. Agi.1)36

Number of	1965	1970	1975	1980	1982
earth stations	8(4)	43	97	263	1
Members	49	77	91	105	108
Countries Using Intelsat Services	15	60	107	154	164
Countries using Intelsat for domestic communication	1	1	4	15	24
Hours of TV Tranmission during the year	80	2,428	7,887	28,392	52,100

Table 1.2:   Intelsat System Development. 5

4.   1966.

5.   Kandil, 1985.

inter-African communications. It is thought also that about 67

routes between African countries are operational through Intelsat

circuits.[6] However, some see, that important countries and which

represent about a third of the geographic area of the world and half

of its population, are absent from Intelsat, and they are: USSR,

China and the smaller communists nations. USSR did denounce Intelsat

as a tool of American imperialism and called the United Nations to

establish a satellite system where all nations would have an equal

voice. While its membership is open to any nation and its services

are available to any user who can pay the tariffs, Intelsat does not

answer the call of the UN resolution for a global satellites

communications system available to all on an equal basis.

But the problem which is facing the organization today, is the

regional satellites projects, which threaten to destroy the

international communications monopoly, which was the main

objective in the creation of Intelsat.

B.   Intersputnik (The International Space Communication System and

Organization): In 1967, some socialist countries had a meeting

in Moscow in order to cooperate in the exploration and use of

outer space, to provide services in the exchange of radio and

television programs, telephone and telegraph communications and

the transmission of information between them.

The final agreement was signed in Moscow in 1971, and

6.   Agi, 1986.

Intersputnik was set up by 9 original socialist countries. They
are: the USSR, Poland, Hungary, Bulgaria, Czechoslovakia, East
Germany, Mongolia, Rumania and Cuba. Vietnam acceded to the
agreement in 1979.

Intersputnik is an open international organization. Any
government who declares accession to the agreement may become
its member. This agreement gives the right to countries to
participate in other international space communication
organizations, or to launch their own satellites, as it gives
the opportunity to use the communication channels of the system
for non-member countries.

Cooperation is maintained on the basis of respect for the
sovereignty and independence of state and equality. The
organization is operated by a council where all country members
are represented.

Its network has got 2 Soviet Satellites which are: Stasionar 4
and 5, the first placed over the Atlantic and the second over
the Indian Ocean.

In 1981, there were 13 earth stations linked to the Intersputnik
system. 7 linked to the one over the Atlantic and are in
Bulgaria, Hungary, East Germany, Cuba, Poland, Czechoslovakia
and Algeria, while the rest linked to the one over the Indian

Ocean and are in:

Afghanistan, Laos, Mongolia, Vietnam and USSR.7

The number of members increased from 9 to 13 in 1982, and 40% of
the programs exchanged between the members were through the
Intersputnik network.

The System is used also in transmitting Intervision news,
organised by the International Radio and Television Organization
(OIRT), which consists of radio and television organization of
the socialist countries and others. 11 television stations
contribute in the daily exchange and are of: Algeria,
Afghanistan, Czechoslovakia, Cuba, Finland, East Germany,
Hungary, Japan, Poland, Romania and the USSR.

In 1982-1983 for example, there were 150 television news
transmissions with 5,500 minutes.8

It is noticed that the majority of countries which will use
Intersputnik services, will be from the developing world, while
there is no thought about the Western world acceding to the
organisation.

2.   <u>Regional Communications Satellites Systems</u>

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7.   USSR has 2 earth Stations.

8.   Kandil, 1985, : 104.

A.   European Communications Satellites (ECS): Since the 1960s,

Europe wanted to reach two main objectives in the space field,

the first: to build an independent European Space industry, the

second: to build communications network linking European

countries.

In 1975, ESA (the European Space Agency) was created by joining

two organizations : the European space research organization

(ESRO) and the European Organization for the development and

construction of space vehicle launchers (ELDO). ESA was created

in order to build satellites to be used in development

researches, and rockets and operational satellites, but also, in

order to create more balance between European countries, which

means between France and Germany on the one hand, and all the

others on the other hand.

It has 11 members and they are: Belgium, Denmark, France, West

Germany, Ireland, Italy, Holland, Spain, Sweden, Switzerland and

Britain.

In 1977, Eutelsat (The European Organization For Space

Communications) was set up by 17 European countries, and a year

later, it launched the first European Satellite called "OTS2"

(Orbital Test Satellite) (the first one did not succeed). It

was used for telephone communications and data transmission, and

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with an expansion for television programs transmission. Then,
ECS (European Commmunications Satellite) is a project of ESA and
Eutelsat. It will supplement terrestrial facilities for long
distance communications especially for telephone and data
traffic and television transmission.

ECS1 is the first European operational satellite for
communication over all Europe. It was built by British
Aerospace and it is operated by Eutelsat.

The biggest project of Eutelsat at the present time is the large
communications satellite project (L-Sat) for direct broadcast,
in order to cover all Europe from Portugal to Scandinavia and
from Italy to Iceland. The second generation of Eutelsat
satellites will operate in 1989 and will have a capacity of 16
television channels.9 .

B.   Nordsat: Nordic countries which are Denmark, Finland, Iceland,
      Norway and Sweden have many similarities, which led to their
      cooperation a long time ago.

      They cooperate in communication field especially in programs
      exchange, and for this purpose, an organization of television
      was created in 1959, called "Nordvision" for television exchange
      and co-production.

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9.   "AL Moudjahed Newspaper, 1986.

Since 1975, a Nordic Satellite system has been discussed between

them in order to facilitate the television programs broadcasting

of each country to the others.

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It will cost about 77 million dollars, to settle the system.

But until now, there is no agreement about it, due to many

difficulties, so it is still, only a project.

C. Palapa and the Asian System for Space Communications: The

Palapa System was established in 1976 to link the 13,700 islands

making up Indonesia. It is the first operational domestic

satellite system built up by a developing country. It provides

telecommunications services, and good communications services

for industry and business. The first generation of Palapa

system was built in two years and 40 earth stations were built

and distributed over 14 big cities and 26 regional cities.

The Asian countries: Indonesia, Malaysia, the Philippines,

Singapore and Thailand are discussing a regional satellite

service. The objectives is to build earth stations linked to

the Palapa System. They have an area of 18,000,000 Km2 with 230

million people. They are all members of the ABU (Azia-Pacific

Broadcasting Union) which made a project for television exchange

among them, waiting for the regional satellite system to be

created.

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10. Kandil, 1935.

D. The South American Satellite System

The South American countries have been studying for many years,
the possibility of having a satellite system for
telecommunication requirements of the region. There were many
projects as Serla project, Condor project and Carisat project.
The first one was recommended by UNESCO for education purposes,
but it died because of many problems. The second one was
launched by Colombia for domestic transmission and television
transmission purposes between the countries of the region, but
until now, there is no official agreement. The third one was
suggested by CBU (Caribbean broadcasting Union), for direct
broadcasting communications and television transmission, but
also, in order to group peoples of the Caribbean region by
education.   .

E. Afrosat: African countries are still studying the possibility
of establishing a African satellite system. But many obstacles
and problems are being faced. For example, there is no general
agreement yet, concerning the priority of the use of the
satellite. Will the priority be for education or communication
or something else? It is not known yet if the African Arab
countries are included in this project or not? Besides there
are financial problems, this project will cost a lot to the
African countries which are very poor, and still have problems

supplying food and where starvation is very well known.

But in spite of all these problems, the project is considered as one of the most important African projects at the present time.

F.   Arabsat: It was the only and that time the first regional communications satellites system to be established, after the Arab countries decision to launch it. The Arab space communications organization was created in 1976 and its network began operating in the 1980s when the first Arab satellite was launched in the beginning of 1985.[11]

Besides these communications satellites systems, there are other important telecommunications organisations,at their head the ITU (International Telecommunications union) and INMARSAT (International Maritime Satellite Organization).

ITU: It is a union of member states, settled in Geneva, and it is one of the oldest and most active international organisations with 159 member countries at the present time. Its main objectives are:

-     to maintain and extend international co-operation for the

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[11.]   Arabsat System will be discussed with further information in another chapter.

improvement and use of telecommunications.

-    to promote the development of technical facilities and
     their most efficient operation, in order to improve the
     efficiency of telecommunication services.

ITU is carrying out or participating in more than 100
telecommunication projects in 86 countries and 25 regional
telecommunication projects and programs in all continents, as it
is taking an essential part in the regional telecommunication
programs "Medarabtel" and "Panaftel", as it arises in many
programs, to illustrate "Arabsat", "Intelsat", "Inmarsat" and
"Eutelsat".

INMARSAT: The organisation became operational in July 1979, in
London where its headquarters were established. Its purpose
specified in its convention is: "To make provision for the
Space segment necessary for improving maritime communications,
thereby assisting in improving distress and safety of life at
sea communications, efficiency and management of ships, maritime
public correspondence services and radio-determination
capabilities".10

The first Inmarsat Satellite, "Marecs - A" was launched with an
Ariane rocket of ESA in May 1982, and the system knows a growing
number of coast and ship stations, as it is expected that the

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10. Agi, 1986: 282.

number of its users will exceed 10,000 by the mid-1990s.

The organization will launch its second generation of Satellites during the period 1988-1991.

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1.2 COMMUNICATION IN THE ARAB WORLD

1.2.1   A Background of the Arab World:

The Arab world occupies a vast area of about 13,738,000 square

kilometers or 10.8% of the earth surface. This territory is from the

Atlantic Ocean in the west to the Gulf of the Oman in the east, an

expanse of 7,000 k.m. (See map on the following page).

The population was estimated in 1980 at 172,558,000, with an average

density of 12.5 per persons per k.m.2, but there is a disparity

regarding this density, between the states of the Arab world on the

one hand, and within these States themselves on the other. It is

lower in the large areas of the Arab world, consisting of the Sahara

which occupies about 68% of its total area. Only a small percentage

of the territory is cultivated and inhabited and it is near the

Mediterranean coast and the banks of big rivers, as the Nile and the

Euphrates.

It is expected that the Arab population will reach 295,000,000 people

by the end of this century.1

The Arab world consists of 22 states (See Table 1.3). Five are

situated in its west and known as Maghreb Arab countries (Mauritania,

Morocco, Algeria, Tunisia and Libya), eight are situated in its east

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1.   Kandil, Bakr, Labib, UNESCO Paper, 1982: 9.
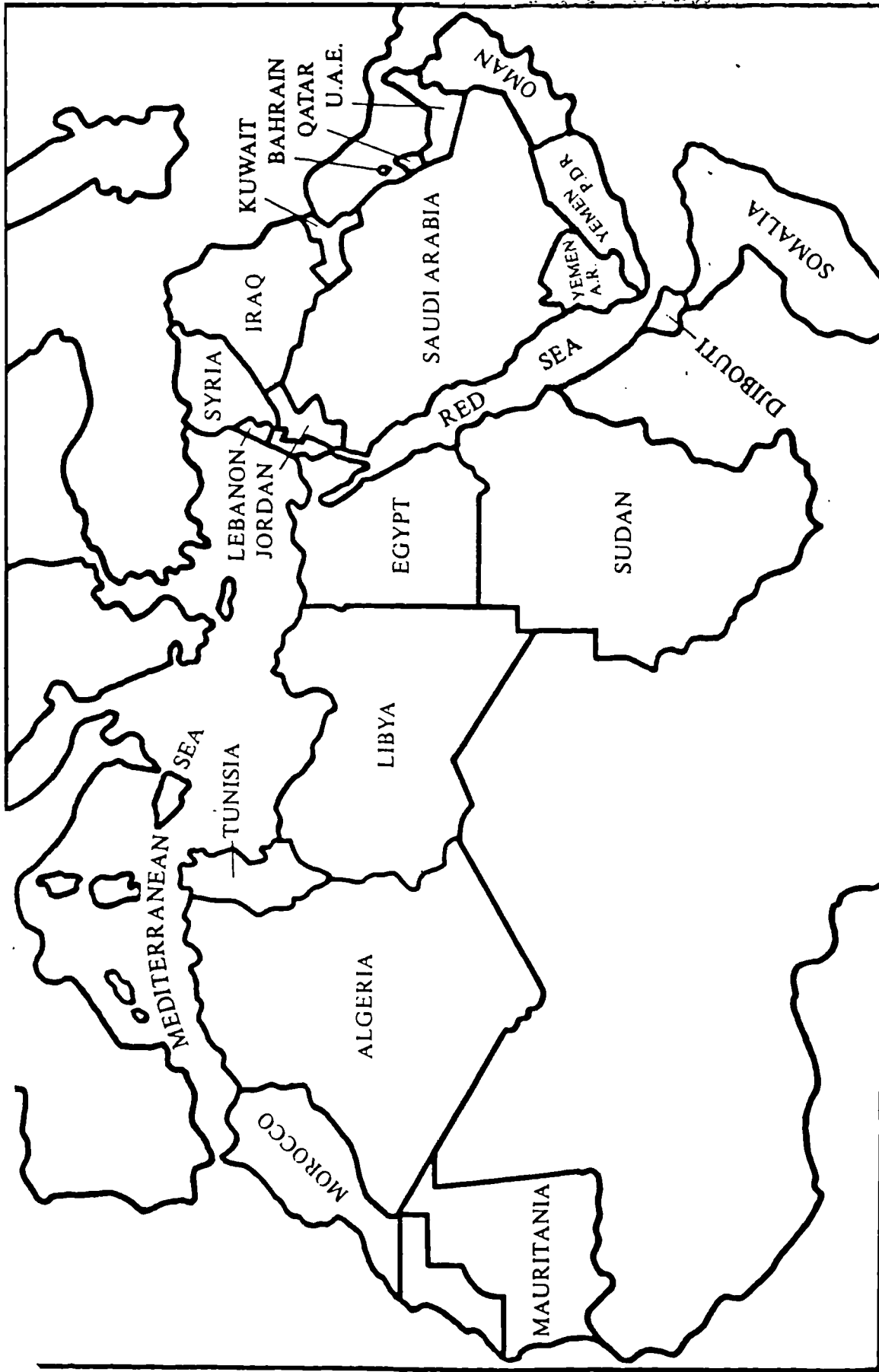
THE ARAB WORLD MAP

Country	Area Population (1000 Km2)	Capital (Mills)	City
Algeria	2,400	20.6	Algiers
Bahrain	0.6	0.4	Al Manamah
Djibouti	23	0.330	Dijibouti
Egypt	1,000	45.4	Cairo
Iraq	438	14.7	Baghdad
Jordan	98	3.2	Amman
Kuwait	18	1.7	Kuwayt
Lebanon	10	2.6	Beirut
Libya	1,800	3.2	Tripoli
Mauritania	1,000	1.6	Novakchott
Morocco	459	20.8	Rabat
Oman	212	1.1	Masqat
Palestine	27	3.5	Al Qods
Qatar	11	0.28	Doha
S. Arabia	2,200	10.4	Riyhad
Somalia	638	4.6	Mogadiscio
Sudan	2,500	20.8	Khartoum
Syria	185	9.8	Damascus
Tunisia	164	6.8	Tunis
UAE	84	1.2	Abu Dhabi
North Yemen	195	7.7	Sana'a
South Yemen	333	2.0	Aden

Table 1.3: The Arab States Areas and Population.2

2. The Three First Columns are from Agi Book, 1986:4.

and known as Mashrek Arab countries (Somalia, Sudan, Egypt, Jordan,
Djibouti, Lebanon, Palestine, and Syria) and finally nine are
situated in its gulf and known as Gulf Arab countries (Iraq, Kuwait,
Bahrain, Qatar, UAE, Oman, South Yemen, North Yemen, and Saudi
Arabia).

Regarding their geographic places, they can be divided into two
categories: the first one consists of the Asian Arab countries and
they are 13, and the second consists of the African Arab countries
and they are 9.

The Arab world is a strategic area, it links actually between two
continents: Asia and Africa, as it is linked to Europe by Gibraltar,
between Morocco and Spain. It is a wealthy area too, and because of
it, it was coveted by many nations a long time ago. And since the
19th century, it succumbed to the European domination, especially the
French and British.

France and Britain were in great rivalry, dividing the world's
countries between them, being the two superpowers at that time. The
part taken by France in that run, was the Maghreb Arab countries
(Morocco, Algeria and Tunisia), and some of the Mashrek Arab
countries as Syria and Lebanon. While Britain did take some the
Mashrek Arab countries too, as Egypt and Sudan, and the Arab Gulf
countries. And for a long time, the Arab countries were ruled by
Europeans.

The longer European colonization in the Arab world was in Algeria, which did stay under French colonization for more than 100 years from 1830 to 1962. It was then the first Arab country succumbing to the European colonization.

The Arab countries began to have their independence by the end of the second world war, and at the present time, they are all independent except Palestine.

The Arab world is one nation in its characteristics, unifying it from its west to its east and from its north to its south: Same religion, civilization, language, history, interests and will, as it was recommended by the third conference of the Arab Ministers of Education, held in Kuwait in 1968: "The Arab Nation is a single nation with deep historical roots. The Arab people are united in respect of their common land, culture, language, history, interests and will, social and historical reality of the Arab nation and the concepts, principles and goals which spring from and express that reality".

Islam was the source of Arab unity. With its advent, Arabs were unified for ever, because Islam is not a regilion of unity on the spiritual level only, it is a religion of unity in all life aspects.

And Arab nationalism is the main ideology of the Arabs. Its seeds were planted in the second half of the 19th century, however, it

began to flourish only during the period between the two world wars.3

It is not a feeling, or unity or civilization only, it is "a way, a

means, a position".4 The Arabs are linked by a huge invisible

nervous system, and if you apply pressure at one point, the reaction

will take place at all different branch of the complex.

Some say that the past Western domination of the Arab nation has

confused its search for identity in the modern world. But the truth

is that cultural identity is a strong and deep feeling in the Arab

people, and a powerful unifying force, necessary for economic, social

and educational development.

Arabs look to their own past greatness is not a handicap as some may

think, but necessary in order to build the future, because without

linking past and future, there can be no continuity. Social heritage

must be kept alive in any society and must be passed on to each

successive generation, as the social values must be transmitted,

because without them, no society can achieve continuity and

stability.

The Arab nation can play a very important role in the modern age.

"Peter Mansfield" a British historian and journalist in the Middle

East for many years said:

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3.   Mansfield, 1985.

4.   Khalil, 1983: 268.

"I believe the Arabs have a unique opportunity to enhance the unity
of mankind by acting as a link between Europe and the west and the
peoples of Africa and Asia".

1.2.2   Communication Policy in the Arab World

Introduction

Before talking about the policy of communication in the Arab region,

it is important to have some ideas and information concerning the

development of the Arab media especially the traditional ones, press,

radio and television, in the Arab environment and its conditions. Any

communication system necessarily responds and reflects its

environment, especially the existing political, economic and cultural

realities.

The Arab World has known for more than a century, developments in its

media and communication means, from the press to the satellites.

The Press: .

It is considered to be the older medium of communication in the Arab

world.

The first Arab newspaper was "Journal Al Iraq" which began appearing

in Arabic and Turkish in Baghdad in 1816.[1,2] Egypt published

"Al-Waqu'i Al Misriyya" in Arabic in 1828, then appeared the Algerian

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1.   Rugh, 1979. Also some consider the Egyptian "Al-Waqu'i Al
     Misriyya" as the first Arab newspaper, in 1828.

2.   Some consider the Egyptian "Al-Waqu'i Al Misriyya" as the
     first Arab newspaper in 1828.

"Al Mubashir" in 1848, the Lebanese "Al Anba" in 1858, the Tunisian

"Al Ra'id" in 1860, the Libyan "Tarabulus Al-Gharb" in 1864, "Suriya"

in 1865, in Iraq appeared "Al Zawra" in 1869, in Yemen "San'a" in

1879, in Sudan "AL Maghreb" and "Al Gazette" in 1899 and "Al Hijaz"

in 1908.

The Arab press began its development under foreign domination

namely, the Ottoman, French, British or Italian. These foreign

authorities wanted to use it as a medium of propaganda, but the

national press appeared and began to defend people's interests, to

illustrate "Al Basa'ir" in Algeria, and "Alzaituna" in Tunisia.

The first use of the Arab press then was for political purposes, and

today it is still so, but also cultural medium.

The reality is that the press in the Arab world is consumed by the

elite only because of the high percentage of illiteracy. According

to UNESCO, the distribution of newspapers in the Arab region was in

1980, 30 newspapers for every 1,000 people while in Western Europe

there are 264 for the same number of people.

The Arab press was established on a weak economic basis, to

illustrate incomes were small and literacy rates low. But there was

a specific Arab press which was the Lebanese one, it was the most

free press in all the region, as it had a high artistic and technical

development. Beirut was the Arab press centre, but the situation

changed with the war and other Arab countries are becoming today new

centres of the Arab press. Appeared recently what is called the

Arab emigre press especially in London and Paris.

Radio:

Radio entered the Arab world in the 1920s. (See table 1.4) Its

broadcasting services are non-profit governmental. But commercial

broadcasting services began to appear in the Arab region as "the

International Mediterranean Radio", known as "Midi 1".

Radio services have got (like the press) a political role because

radio radio had a long history with the struggle for independence in

the Arab region. This role is still political and social also,

today.

Radio is seen as one of the main mediums of communication in the Arab

world because of its low cost especially with the expansion of

transistors. It has got different services: to the youth, farmers,

students, women, etc., also it is provides musical and religious

services.

Arab radio broadcasting is directed inside and outside the region,

using short and medium waves.

Country	Year of Entrance
Algeria	1925
Egypt	1926
Morocco	1928
Tunisia	1935
Iraq	1936
Lebanon	1938
Libya	1939
Sudan	1940
Syria	1941
Somalia	1943
Yemen Arab Republic	1947
Jordan	1948
Saudi Arabia	1949
Kuwait	1951
P. D. Yemen Republic	1954
Mauritania	1956
Palestine	1968
UAE	1969
Oman	1970

Table 1.4: Radio Entrance in the Arab World

Regarding outside borders, it is directed to the foreign audience in
Europe and North America especially. All Arab radio stations
broadcast at least 12 hours daily. In 1982, there were 244 radio
stations in the Arab region. And there is a big cooperation between
the Arab states in radio broadcasting field, as they exchange their
radio programs, especially through ASBU which tries to assume better
conditions of reception for the Arab audience.

Television

Television broadcasting began in the Arab region in the 1950s, with
commercial services in some Arab countries, to illustrate Morocco in
1954, Lebanon in 1956 where, were established the Lebanese television
company, and in 1962 the Orient and Lebanon television company.
While in Kuwait, television broadcasting began in a private station.

Today, in many Arab countries, television stations use commercial
advertising which is the major source of revenue in some of these
stations like it is the case with the Lebanese one.

At present, purely commercial television is Dubai television in UAE.
In 1982, there were more than 116 television stations in the Arab
World,[3] some of them are linked by microwave networks as "Maghreb
vision", in some other Arab countries they are linked through
satellites as it is the case in Algeria.

3.Kandil,Bakr,Labib, UNESCO Paper, 1982.

The Arab world has known an increase in television receiver
ownership, in colour transmission and in hours of transmission.

This medium is seen in the Arab World, by some as a continuous social
education one, but all see it as a source of entertainment and
instruction, and a medium used against the social and geographic
isolation.

Telegraph, telex and telephone

The Arab world has known, also, an increase in telegram traffic (see
table 1.5) and in telex traffic which increased 9 times more, between
the Arab region and the outside world, and 14 times more between the
Arab countries themselves (see table 1.6).

Regarding telephone, its number of lines increases, (see table 1.7)
but by a very small percentage. Its services are still centralised
in cities, and they are still villages without telephone sets, but
the situaticn varies from one Arab country to another. (See table
1.8).

The situation of telephone in the Arab region is really an obstacle
against the development of communication and information
transmission, as it is an obstacle against the establishment of
communication networks in the Arab region.

Internal Telegrams	Telegrams Sent Abroad	Telegrams Received from Abroad
3,387,000	7,110,000	4,408,000

Table 1.5: Telegram Traffic in the Arab Region 1977.[4]

	1970	1977
Between Arab Countries Themselves	686,300 mn.	9,685,000 mn.
Between them and the Outside World	4,529,000 mn.	43,232,000 mn.

Table 1.6: Telex Traffic in the Arab Region.[5]

1970	1977
1,458,000	2,246,000

Table 1.7: Telephone Line Numbers in the Arab Region. [6]

4. UNESCO, Statistics.

5. UNESCO: Statistics.

6. UNESCO: Statistics.

Country	1970 a	1970 b	1975 a	1975 b	1978 a	1978 b	1979 a	1979 b	1980 a	1980 b
Algeria	184	1.3	250	1.4	346	1.9	414	2.2	485	2.5
Bahrain	11	5.4	26	10.1	45	13.2	60	19.8	72	19.8
Djibuti	2	1.4	4	1.4	4	1.2	4	1.2	5	1.2
Egypt	406	1.2	495	1.3	486	1.2	–	–	534	1.2
Iraq	120	1.2	185	1.7	–	–	–	–	–	–
Kuwait	63	8.5	128	13.0	176	14.8	192	15.1	215	15.9
Morocco	169	1.1	168	1.0	216	1.1	227	1.2	231	1.2
Oman	1	0.1	5	0.6	–	–	20	2.3	23	2.5
Qatar	11	12.0	21	12.6	32	15.1	40	18.2	53	23.2
S. Arabia	–	–	–	–	–	–	280	3.3	443	5.3
Sudan	45	0.3	59	0.3	63	0.3	63	0.3	65	0.3
Syria	111	1.8	166	2.2	212	2.6	236	2.7	287	3.2
Tunisia	78	1.6	129	2.3	158	2.7	174	2.9	184	3.0
UAE	–	–	44	7.3	165	20.7	163	8.2	209	20.1

Table 1.8: Telephone Subscribers in (a) thousands and (b) density per 100 inhabitants.7

7. Agi, 1986: 297.

Communication is a social process necessary to the community, as it is a part of the development process.

According to the international commission of UNESCO for the study of communications problems, the functions of communication in society are:

1. Information: it is the collection, storage, processing and dissemination of any information needed to understand and respond to environmental, national and international conditions.

2. Socialization: it is the creation of a common fund of knowledge which allows people to become effective members of a society.

3. Motivation: it is the establishment of goals and aspirations of society and the encouragements of individuals to pursue agreed aims.

4. Discussion: it is the exchange of facts in order to clarify different view points and opinions and to promote interest in public affairs.

5. Culture: it is the preservation of the heritage by presenting cultural and artistic works, in order to inspire goals for the future.

6. Education: it is the transmission of knowledge for intellectual growth, and the learning of skills.

7. Entertainment: it is the dissemination of art, literature music, .. etc. for recreation and enjoyment.

8. Integration: it is the transmission of many messages in order to help people understand and appreciate each other, to create a unity in society.

The Arab countries were awake to the communication factor, in the earlier years of their independence, because of its role within the social system and it is the medium through which goes, the flow of information to the masses and the outside world.

And for many years, the Arab countries have been planning and developing many communication projects, to illustrate those which were presented to the intergovernmental council of the international program for the development of communication, held in Acapulco, 18 - 25 January 1982:1

1. The Arab project for communication planning and exchange, it cost $1,189,000.
2. The Arab States regional broadcasting training centre: It cost $1,352,000.

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1. UNESCO: Final Report, 1982.

3.   Arab regional centre for communication research and

      documentation.   It cost $1,340,000.

But what about communication policy in the Arab World?

Communication Policy is a new idea in spite of its old concept as

some say.   Communication policies are as old as politics themselves.

Every society has its own communication policy which proceeds from

its political system, its economic, social, conditions and its values

which operate its global system.   According to UNESCO, the national

communication policy is a total of rules and traditions made to guide

organizations and communications apparatuses work in a country.

It cannot be said that a communication policy exists in a country,

just because it has got its apparatuses and charters to operate them.

The political will is also needed, which means to plan a policy for

communication and to practice it with consciousness and obligation on

the national or regional and international level.   And this is

exactly what the Arab communication policy needs today, and because

of it, it did not reach the required level of development yet. The

Arab World began to feel the necessity of a communication policy,

many years ago, due to many influences to illustrate that being a

unity, it was obvious and necessary, to plan for its future in

planning an Arab communication policy and this was on the regional

level.   On the international level, it was due to the monopolization

of information and communication materials by the international

information mediums and the domination of their apparatuses over news

and information traffic, going in one way, from the North to the

South. The domination of the developed countries over the

international communication, makes the developing countries under

their power and politics in communication field.

It was due also to the fact that the developing regional communities

in African, Asia and South America with the cooperation of UNESCO,

have been studying for many years, the subject of regional

communication policies for every community in order to respond to its

needs and purposes in development. Then, and due to these

influences, the Arab world was in obligation to work towards a

complete regional policy in communication.

Characteristics of the Arab Communication Policy

Arab communication policy is made and practiced by Arab governmental

and non-governmental institutions and organizations in the Arab

region. Its main characteristics are:-

A.   The emphasis on the political function: Communication uses are

     directed to the political action, because information in the

     Arab region is a weapon needed for the common Arab action

     especially with the Palestinian cause and the conflict with

     Israel.

B. The emphasis on the Arab   media   directed to the

    outside world, in order to serve Arab causes as the

    Palestine one. But because the Arab world is preoccupied

    by this kind of information, it neglected the one directed

    to the region. (See tables 1.9 and 1.10).

C. The priority to national interests, within the Arab League

    organizations and Unions, discussions in   media   and

    communication field have been about every Arab country's

    interests, which is really against the common Arab communication

    policy and does not help in any way decisions making operation

    for this policy.

D. The limited capacities of   media   institutions:

    Communication means in the Arab world are limited, and then,

    their influence land functions are weak. This limitation is due

    to the lack of specialized people in the field, planning and

    lack of communication consciousness.

Arab Information directed to outside world			Arab Information directed to the region		
Subject	Number	Percentage	Subject	Number	Percentage
Political	12		Political	3	
Cultural	6		Varied	7	
Financial Administ- ration	2				
Total	20	66.5%		10	33.5%

Table 1.9: Arab Information Traffic in 1979.2

Arab Information directed to outside world			Arab Information directed to the region		
Subject	Number	Percentage	Subject	Number	Percentage
Political	15		Political	3	
Cultural	10		Varied	15	
Total	25	58.1%		18	41.9%

Table 1.10: Arab Information Traffic in 1980.3

2.   Reports of Arab Ministers of Information 1979-1980.

3.   Reports of Arab Ministers of Information 1979-1980.

Name	Head Quarters	Founded	Membership
Arab Postal Union (APU)	Dubai - UAE	1952	All members of the Arab League
A. Telecommun- ications Union (IATUI)	Baghdad - Iraq	1953	All Arab States except Bahrain
A. States broadcasting Union (ASBU)	Tunis - Tunisia	1955	All Arab states
Council of Arab economic Unity (CAEU)	Amman - Jordan	1957	Iraq, Syria, Kuwait, Jordan, N. Yemen, S. Yemen, Sudan, UAE, Somalia, Libya, Mauritania, Palestine
Arab Organisa- tion for social defence against crime (AOSDAC)	Rabat. - Morocco	1960	All Arab States except Mauritania and Djibouti
A. Organisation for administ- rative Sciences (AOAS)	Amman - Jordan	1961	All Arab States except Djibouti
ALESCO	Tunis - Tunisia	1964	All Arab states except Djibouti
A. Civil Aviation Council (ACAC)	Rabat - Morocco	1965	All Arab states except S. Arabia
A. Labour Organisation (ALO)	Baghdad - Iraq	1965	All Arab states except Oman
ASMO	Amman - Jordan	1965	All Arab states
Inter-Arab Investment Guarantee Corporation (IAIGC)	Kuwait	1965	All Arab States

Arab Fund For Economic and Social Development (AFESD)	Kuwait	1968	All Arab States
Arab Centre for the Study of dry regions and Arid Territories (ACSAD)	Damascus - Syria	1968	All Arab States except: Tunisia, Somalia, Djibouti, S. Yemen, N. Yemen, Bahrain
Organisation of4 Arab Petroleum exporting countries	Kuwait	1968	Kuwait, S. Arabia, Iraq, Qatar, Bahrain, UAE, Algeria, Libya, Syria
Arab Organisation for Agricultural Development (ADAD)	Khartoum - Sudan	1970	All A. states except Djibouti and Lebanon
A. Academy of Maritime Transport (AMTA)	Sharjah - UAE	1975	All A. states except Algeria, Morocco, Djibouti, Mauritania
A Monetary Fund (AMF)	Abu Dhabi - UAE ·	1976	All Arab states except Djibouti
A. Bank for Economic Development in Africa (BADEA)	Khartoum - Sudan	1973	All A. States except Somalia, S. Yemen, N. Yemen, Djibouti
A. Satellite Communications Organisation	Riyadh - S. Arabia	1976	All Arab States
A. Industrial Development Organisation (AIDO)	Baghdad - Iraq	1980	All A. states except Kuwait

4. Were established outside the framework of the Arab League.

Arab Organisation for Mineral Resources (AOMR)5	Rabat - Morocco	1979	Jordan, UAE, S. Arabia, Sudan, Tunisia, Somalia, Iraq, Palestine, Qatar, Kuwait, Libya, Morocco, Mauritania

Table 1.11: Technical Organisations of the Arab League.6

5.   Were established outside the framework of the Arab League.

6.   Agi, 1986, Pages 9 and 10.

Arab Communication Organisation

It is the operational organisation of communication and information
work in the Arab world through the establishment of governmental and
non-governmental institutions and organizations, and the liable
apparatuses of communication policy planning and its operation on the
inside and outside level.

I. Governmental Organisations

1. The League of Arab States: on 22 March 1945, the Arab League

    charter was signed by seven (7) Arab countries (which were

    independent at that time) namely: Egypt, Iraq, Jordan, Lebanon,

    Saudi Arabia, Syria and Yemen, after being signed, the Alexandria

    declaration on 7 October 1944.

                              .

    The Arab League creation came as a consequence of the Arab world

    situation then. International conflicts were in the region

    because of the 1st and 2nd World Wars. The aims of the Arab

    nation were, to be independent and to bring its historical and

    cultural identity into reality.

    Since its establishment, 15 Arab countries, which became

    independent7 joined the league. (See Table 1.12). The General

    Secretary of the League, "Chadli Al Klibi" said

_____

    7. Except Palestine.

Year	Countries
1945 (Year of Foundation)	Egypt, Iraq, Jordan, Lebanon, Saudi Arabia, Syria, N. Yemen
1953	Libya
1956	Sudan
1958	Tunisia, Morocco
1961	Kuwait
1962	Algeria
1967	South Yemen
1971	Bahrain, Qatar, Oman, UAE
1973	Mauritania
1974	Somalia
1976	Palestine
1977	Djibouti

Table 1.12: Arab States Join the League

that the main aims of the organization are the development of the Arab man, its party is the youth and its means is peace.8   Its objectives are:9

A.   To strengthen links between the member states, to co-ordinate their political plans in such a way, to safeguard their independence and sovereignty.

B.   To develop close co-operation among member states in:

- economic and financial matters

- communications (all aspects).

- cultural affairs

- juridic affairs

- social affairs

- Health questions

Regarding information and communication field, recommendation was made by the league council to establish the first Arab information apparatus in the general secretariat in 1951, in order to organize Arab propaganda inside and outside the region.   It began operating in 1953.

In 1983, it was given a new name "general administration for

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8.   From his conference made in the international meetings institute, Bonn, 1981.
9.   MSALHA, 1986.

information affairs", including 4 sub-administrations:

- Administration of planning and studies

- Administration of information production

- Administration of arrangement and succession

- Administration of general relations.

And its main function is to follow up decisions and recommendations concerned with Arab information on the regional and international level. It must give suggestions about Arab information and communication subjects, in order to make a general project for information and communication policy. Decision making within the league are made by all member states which oversee Arab communication policy also.

- The Arab ministers of information council: It is the higher apparatus of Arab information policy within the league. It made its first meeting in March 1964. Its members are Arab ministers of information. Its function is to look at the common information policy and determine its basis. Its first Arab information policy project was in Tunisia in 1967.

- The Arab Summit Conferences:

Since 1964, these conferences have been taking seriously the Arab information and communication policy. Their main decision was

made in 1980 to establish an independent information institution. But they did not give enough importance to the Arab information policy to illustrate the planning and financial aspect. Besides these conferences, there are Arab committees also.

2. Information apparatus of the Arab Gulf States:

These apparatuses deal with the information and communication policy of the seven (7) Gulf States, namely: Saudi Arabia, Oman, UAE, Qatar, Bahrain, Iraq and Kuwait.

Information institutions made by these countries are:

- Gulf newsagency: 1976 was its year of foundation.
- Gulf Vision: founded in 1977.
- Gulf States Coproduction Organization: founded in 1976.
- Gulf States information documentation Centre: in 1981.
- The oil information planning and arrangement Committee: 1979.

3. Arab States broadcasting Union: (ASBU) It was established by the Arab League council in October 1955. It is one of the most important arabic technical organizations, and has got many technical and training centres to illustrate:

- Arab broadcasting training centre in Damascus.
- Arab centre for Audiovisual Audience research in Baghdad.

Its main aims are:-

- Strengthening Arab fraternity

- Growth of common Arab orientations.

- Creation of a co-ordinated plan to be followed up by Arab
  broadcasting stations in their programming.

- Development, co-ordination and study of all broadcasting
  related matters.

- Working towards exchange of expertise, information and
  materials.

- Exchange of engineering expertise.

However, the Union could not develop a global Arab broadcast
policy for the common broadcast planning, program production
and program exchange.

ASBU is a governmental organization based on cooperation between
governmental broadcast states. Their programing policies depend on
their governments.

4. ALESCO: Arab League Educational, Cultural and Scientific

Organization. It is the biggest Arab Organization, established
by the league in 1964, and started operating in 1970. Its
function is to promote and co-ordinate educational, cultural and
scientific activities on the Arab level. It includes about 11
administrations, centres and institutes, dispersed all over the
region.

In 1978 an administration for information was created in order to
help in the development of communication and information.

Within ALESCO, the department of communication has many activities:

- to assist member states in drawing up long term communication
  plans in cultural, social and economic areas;

- to promote research in information and communication sciences;

- to provide for co-operation, with, and assistance to, other
  regional and international institutions.

- to issue information and publicity material.
  To make its communication and information projects, ALESCO has
  close relations with different organizations as:

- the Arab league, ASBU, ATU

- UNESCO, UN development program (UNDP), environment program (UNEP)

5. ATU: Arab Telecommunications Union: established in September
   1953 by the league and began operating in 1957, founded as an
   independent department of the International Telecommunications
   Union.

   Its main aims in establishing an Arab Communication Policy are:

   - Arab cooperation in telecommunications field.

   - Development of telecommunications means and to make easier
     their uses in the region.

   - Promotion of the establishment of telecommunications network
     and apparatuses and make them better.

   The Unions main activities in communication are: 10

   - The "arabisation" of telex communication on the international
     telex network in order to use Arab language in international
     Arab communications.

   - Medarabtel project: is an Arab project for communication in
     Middle East region. It is handled also, by ASBU and ITU.

10.MSALHA, 1936.

- Training and Communications researches.

- Translation of telecommunications concepts in cooperation with ITV.

6. Arab News Agencies Union: established in 1965. Its activities are:

- Promotion of cooperation between Arab Agencies in exchanging news, artistic experiences and to help weak ones.

- Promotion of discussion with foreign news agencies in order to create a balance of information flow from and to the Arab world, to illustrate European news agencies union, African news agencies union, Islamic news agencies union. Regarding Arab communication policy, the union experience is still small in its influence, because of Arab agencies which give priority to their national affairs.

7. APU: Arab Postal Union: established in 1952. Its main objectives:

- To organize and develop Arab postal services;
- to promote and develop cooperation between member states.

On the Arab level, its activities are:

- To consider the Arab region as one postal region;

- to help the less developed Arab postal networks;

- to promote international and Arab Studies and researches.

On the international level:

- To establish relations with international and regional postal unions.

8. Arab Satellite Communications Organization: established in 1976.[11]

II. Non-governmental organizations: They are not governmental but work in communication areas on the regional level. They do not depend on the Arab league, but this one helps them with their information programs making, in order to have the same Arab communication policy basis and aims.

Between 1954 and 1981, many of them were established. The main ones which are concerned with Arab communication policy are: (See table 1.13).

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11. It will be discussed later, with further details.

Name	Headquarters	Founded
Arab Writers Union	Damascus	1954
Arab Journalists Union	Baghdad	1964
Arab Universities Union	Riyadh	1969
Arab Centre of Information Studies	Damascus	1974
Arab Publishers Union	Tripoli	1981
Arab Distributors Union	Damascus	1979
Arab Artists Union	Baghdad	1971
Arab Cinema Union	Baghdad	1975

Table 1.13: Non-governmental Arab Organisations

1. Arab writers Union: established in 1954, and has 12 members.
    Its main aims are:

    -   To bring Arab Unity into reality by fighting against
        dependence;

    -   to promote cooperation with world's peoples;

    -   to collect, keep, and disseminate Arab heritage through
        communication means;

    -   to give Arab language its importance;

    -   to be aware of the Arab writer by protecting and defending
        his right in freedom of expression;

    -   to support the invention and creation work and to
        disseminate it.

2. Arab journalists union: established in 1964 and including many
    organizations with 15,000 journalists. It has extended
    relations with regional and international unions, and has got a
    training institute for Arab journalists settled in Baghdad. Its
    main aims are:

- To fight against the Zionist occupation;

- to support non-Aligned policy, and international peace;

- to promote cooperation with organizations, progressive movements in the Arab region and the world;

- to support and defend press and journalists freedom and rights.

3. Arab Universities Union: established in 1965, including 60 Arab universities. It aims to:

- Establish closer cooperation between Arab and international institutes and universities;

- Increase the university education level;

- Support experienced researches dealing with Arab problems;

- Make Arabic the language of teaching in universities, and unify scientific terms.

4. Arab Centre of information studies: established in 1974, during an international conference of information in Cairo. It has 25 members representing all Arab states, beside other unions. It

aims to:

- Collect scientific information and statistics of
  development in the Arab World;

- increase professional and scientific level of people
  working in communication field;

- support training, documentation and dissemination work in
  the region.

5. Arab publishers union: established in 1981, due to the
   importance sector of publication in communication, and it aims
   to:

   - Organize Arab publication sector;
   - support publication freedom;
   - increase the level of Arabic books;
   - promote co-publication;

   - organize exhibitions for Arabic books, and represent the
     Arab world in international book exhibitions and
     publication meetings. There are also other unions to
     illustrate Arab distributors union, Arab artists union and
     Arab cinema union.

Beside these unions, there are centres of specialized researches such

as Arab historians union, Arab cities organization and Arab centre

for audiovisual audience research.

1.2.3   <u>Conclusion</u>

Arab communication policy is directed to political functions and
especially outside the Arab region, however, it began recently, to be
directed to other functions inside the region. The Arab World has
got its communication policy with its governmental and non-
governmental apparatuses and their varied functions. But what is
needed of this policy, is a means of execution in order to execute
decisions made by its apparatuses. The main means are:

-    An Arab international newsagency.

-    An Arab radio station.

-    An Arab Centre of film production.

-    An Arab house of journalism, dissemination and translation.

-    An Arab Centre of documentation and information.

Only through these means, and also by an entire project of charter,
can Arab communication policy be completed in all aspects.

CHAPTER 2

2.1 TELEVISION PRODUCTION IN THE ARAB WORLD

2.1.1 Introduction

TV broadcasting in the Arab region, as it was said in the first chapter, began in the 1950s (See Table 2.1) by national governments in some countries like Jordan, by foreign forces governments in others as it was the case in Algeria where the broadcast began under the French occupation, of or by national or foreign private companies in some others as in Lebanon.

TV broadcast today, is distributed over 28.5% of the total Arab region, which is the most populated area. The number of TV sets and transmitters is increasing but it is still small compared to Europe and North America (See Tables 2.2 and 2.3) the number of TV sets varies from one region to another inside the Arab region itself and according to ASBU (Arab States Broadcasting Union), this number is quite different between the oil and non-oil producing Arab countries (See Table 2.4), and it is four times more in the first category of countries in 1981, and which are mainly Gulf countries less populated and more oil wealth and known as the richest Arab countries.

Country	Year
Algeria	1956
Iraq	1956
Lebanon	1959
Egypt	1960
Syria	1960
Kuwait	1961
Morocco	1962
Sudan	1962
PDR of Yemen	1964
Saudi Arabia	1965
Tunisia	1966
Jordan	1968
Libya	1968
UAE	1969
Qatar	1970
Bahrain	1973
Oman	1974
Yemen	1975

Total countries: 18[1]

Table 2.1:   TV Entrance in the Arab region

1.   In the rest of the Arab countries, it entered after 1975.

Regions	No. of TV Sets (1981)	No. of TV Sets Per 1000 People (1981)
Arab region	9,500,000	56
Europe (including USSR)	233,000,000	309
North America	157,000,000	618

Table 2.2: Availability of TV Sets in the Arab region compared to Europe and North America2

2. Varis, UNESCO Paper No. 100: 1985.

Regions	No. of Regular TV Transmitters (1981)
Arab region	330
Europe (including the USSR)	21,800
North America	4,700

Table 2.3: Distribution of TV transmitters in the Arab region
compared to Europe and North America3

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3.   Varis, UNESCO Paper No. 100: 1985.

Year	Oil Producing Arab countries	Non-Oil Producing Arab Countries
1960	2.7	2.3
1970	23.6	18.8
1980-1981	203.4	45.9

Table 2.4:   Number of TV Sets per 1,000 people.4

4.   ASBU, 1985.

TV in most arab countries is a governmental institution and this means that the funds are derived through the government. (See Table 2.5). Advertising is not a source of funds and is not beneficial for the TV institution in most of these countries mainly because it is still something new in the Arab TV world and has not developed the professional traditions needed to build its industry and to have, by then benefit from it.

According to UNESCOs latest statistics in 1987 report, regarding the number of TV receivers in the world, this number increased in each Arab country and the situation is much better than before. (See Table 2.6).

Country	Year	Radio/TV	Type of Institution	Revenue Total in millions	of which (%) Government funds	licence fees	Private Endowments	advertising	other incomes
Algeria	1981	R.TV	PUB	NA	95.0	0	0	0	5.0
Kuwait	1985	R.TV	Govnt.	NA	100	0	0	0	0
Oman	1985	TV	Govnt.	NA	100	0	0	0	0
UAE	1983	TV	Govnt.	75.0	0	76.0	0	24.0	0

Table 2.5: Radio/TV Broadcasting in some Arab countries: annual revenue by source and type of institution[5]

5.   UNESCO, 1987.

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Country	Number of receivers in use and or licences issued (in thousands)	Number of receivers in use and or licences issued per 1,000 inhabitants
Algeria	1557	72
Egypt	3860	82
Libya	235	65
Morocco	1150	52
Sudan	1100	51
Tunisia	400	56
Bahrain	170	394
Iraq	1100	259
Jordan	240	68
Kuwait	426	235
Lebanon	800	300
Oman	900	725
Qatar	120	381
Saudi Arabia	3,100	269
Syria	600	57
UAE	130	98
Yemen	28	4.1

Table 2.6: TV broadcasting, Number of receivers in use per 1,000 inhabitants in 1985 in the Arab countries.5

5. UNESCO, 1987.

2.1.2 The role of television in the Arab Region

Television is a very important medium of information and
communication in the Arab region and it is considered as a medium for
entertainment rather than any other thing because there is not other
public entertainment in most Arab countries. Therefore, it has got a
large number of viewers from both sexes and with different
backgrounds, ages and education.

Arab people spend almost all their free time in front of the small
screen, watching mainly entertainment programs and especially at
week-ends where they do not work or study, the number of watching
hours increases.

More important is that there is a considerable part of the Arab
population which do not work or study, for example, retired people,
old people, children aged under 6 but especially women as housewives.
These women who, after finishing their housework usually in the
mornings, have many hours every day as free time, and there is
nothing to do except watch the television which becomes habitual. To
them it is their only medium of entertainment especially if they are
illiterate which means that they cannot use their free time or a part
of it, reading or writing. They could have a job to do outside of
the home, instead of watching television for a long time or doing
nothing at all and getting bored, but it is impossible for them to do
so in a traditional society where a woman's job outside of the home

is still undesirable and even a taboo sometimes.

The fact that a great part of Arab TV viewers are these women (housewives), many people believe that TV audiences consist of women rather than men, and housewives more than other women.[6] TV is a new medium in the region, and it is seen as one of the most important mediums for social change occurring today in the Arab region. Since it entered it, it has been introducing new ideas and concepts, and if many people give it an entertainment role in the first place, this does not reflect the Arab reality needed which cannot be in entertainment, and respond to this need, TV should have an educative role mainly because it is the best medium which can be used by the Arab governments to help in the literary campaign for masses and to educate them, seeing the high level of illiteracy among Arab people, in order to reach the cultural literacy level defined by the Arab strategy for the eradication of illiteracy in the Arab countries recommended by multiple literacy conferences since the first one held in Alexandria in 1964.

So, besides central organs and agencies for literacy, TV has to be used for the same purpose, also for education and culture in order to support and spread national and Arab culture especially with the danger coming from the western cultural invasion to the Arab region through the mass media mainly TV programs.

6.According to some Algerian studies on TV audiences.

2.1.3   Definition of Programs

According to UNESCO[1] there are six main categories of TV programs
excluding the unclassified ones and advertisements and they are:

A.   Informative programs: They inform about facts, events ... or
      give any background information and they include:

      - news bulletins and commentaries (including sports news)

      - other informative programs as those dealing with political,
        economic, scientific, social ... matters.

      Documentaries

B.   Educational programs: are directed to education mainly pedagogy
      and they include:

      - programs dealing with schools, universities ... etc.

      - programs having rural development purposes.

      - others.

C.   Cultural programs: they deal with art and intellect and they
      enrich the audience's cultural knowledge in the first place.

D.   Religious programs.

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      1.   Varis, UNESCO, Paper No. 100, 1985.

E.   Children's programs.

F.   Entertainment programs: and they include:

    - cinema films

    - plays, (single, complete programs and serials)

    - musical programs

    - sport programs (excluding sport news)

    - others.

Regarding my subject of research, I divided these programs into two main groups including all the six categories which are: News and programs.   (Educational, children, cultural, entertainment, religious), and this, when speaking about production importation and exchange of TV programs among the Arab countries.   This is because of the production nature itself in the Arab region.   Arab countries produce news more than any other kind of program and therefore they import other types.   So, news is one part and programs are the other part in the Arab TV production and importation too.

Arab TV production

News _____ (programs)
                           My division   (including)

corresponds to

Informative   UNESCO Division   Educational
programs   Cultural
                                                    Religious
                                                        Childrens
                                                      Entertainment
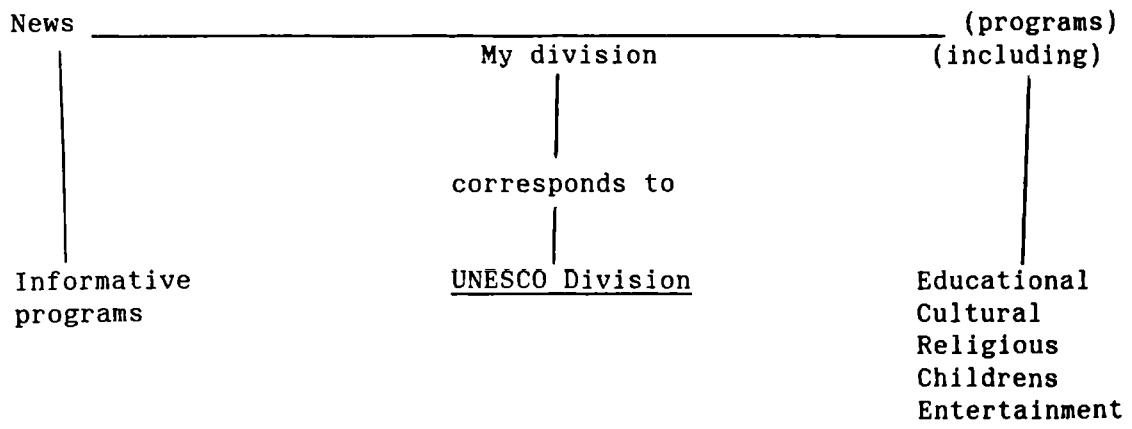
2.1.4 Arab Television production

Before analysing the situation of exchange, it is necessary to shed some light on the situation of production for TV news and programs, since production is the basis of exchange.

2.1.4.1   News Production

Arab TV production is based mainly on news (informative programs),
and are called political programs in the Arab countries, because they
contain many political items. They occupy an important place in the
Arab TV programming (See Table 2.7). The importance is given
especially to news bulletins which are considered as the most
attractive source of news information, since Television has got
pictures which make the information concrete, and this is very
helpful in a society where the literacy level is still low,
therefore, TV news with their pictures help, more than the press, in
broadcasting and understanding the information. The importance of
news on TV has increased due to the technical development and the
spread of TV and the increase of the number of TV sets, but also
because of the changes occurring in viewers minds who are asking for
more news, national and international.[1] They want quick, important,
influential, varied and interesting news. News content in the Arab
countries is political in the first place, because the opinion of the
government is given about events in the news, which contain mainly
events of actuality, while attractive events such as accidents,
crimes, disasters etc., are not given a big importance. They contain
mostly reports on social changes inside the society.

News bulletins contain 3 categories of news, local, Arab and
international news. Usually the bulletin starts by the local, then
the Arab and finally the international ones. This structure changes

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1.ASBU, News Department.

Country	News %
Egypt	16%
Syria	20%
Tunis	28%
Democratic Yemen	37%
Algeria	22%
Total average	24.6%

Table 2.7:   The percentage of News in the Arab TV programming 2

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2.   Varis, UNESCO Paper No. 100, 1985.

in relation with the regional and international events, and this was the case when "Sadat", the Egyptian President was assassinated, and also when new events happen in Lebanon or in Palestine or in any other country outside of the region.

TV news bulletins production in the Arab countries is progressing especially since the last decade, in many ways:

-       The content (is more varied and interesting).
-       More technical material facilities are used)
-       The presentation (is more relaxed)
-       The number of news bulletins increased in some countries.

Regarding reports and documentaries, they usually deal with social change like economical development (National industrial factories, institutions and companies, reports on agriculture in a regional area), educational and cultural development (foundation of new schools institutes also reports and documentaries on cultural activities.

TV News and Arab News Agencies

National news agencies are the main source of TV news in the Arab countries. They were established in all these countries after their independence (See Table 2.8), their primary purposes were:

Country	News Agency	Founded in
Sudan	Sudan News Agency (MAP)	1946
Egypt	Middle East News Agency (MENA)	1956
Morocco	Maghreb Arab Press (MAP)	1959
Iraq	Iraqi News Agency (INA)	1959
Tunisia	Tunis Afriques Press (TAP)	1961
Algeria	Algerie Press Service (APS)	1961
Somalia	Somalia National News Agency (SONNA)	1964
Jordan	Jordanian News Agency (JNA)	1965
Syria	Syrian Arab News Agency (SANA)	1965
Libya	Libyan News Agency (LNA)	1965
Lebanon	Lebanese News Agency (LNA)	1966
PDR Yemen	Aden News Agency (ANA)	1968
Saudi Arabia	Saudi News Agency (SNA)	1971
Yemen Republic	SABA News Agency	1971
Qatar	Qatar News Agency (QNA)	1975
Oman	Omani News Agency	1975
UAE	Emirates News Agency (ENA)	1976
Bahrain	Al-Khalif News Agency (KNA)	1976
Kuwait	Kuwait News Agency (KUNA)	1976

Table No. 2.8: Arab News Agencies 3

3. Khalil, 1983, p. 133.

-   To improve the dissemination of information about the national
    government and country.

-   To improve the government's control over the acquisition of
    incoming foreign news.

Therefore, they were interested in the dissemination and control of
national information and they were not created to collect foreign
news.

TV stations in the Arab countries get most of their news from their
national news agencies which are the most important national
organisations in the acquisition and the dissemination of news in the
country. In eight Arab countries among them Algeria, the national
news agency is the only organisation in the country which is
permitted to subscribe to foreign wire services. In the other Arab
countries, the national news agency does not have a monopoly on the
acquisition of foreign news.

In the first category of countries, TV stations get their foreign
news from the national news agency having the news monopoly, while
they acquire, collect and produce (documentaries) local news by
themselves using their own materials (correspondents).

In the second category of countries where there is no monopoly of
national news agencies, TV stations get their foreign news from their

agencies but also from foreign news agencies by subscribing directly to them.

But because Arab news agencies were created for the dissemination of news in the first place and not for their collection which makes them different from the European news agencies, beside the problems they face, these factors and others make them dependent on the foreign news agencies mainly the four biggest, not only in getting international news, but also the regional ones.

Therefore, TV stations in getting their news, are directly or indirectly (through their national news agencies) under the international news agencies monopoly. There is one way news traffic flows in the Arab region; from the West to the Arab world.

Many discussions and studies were made to improve this situation in the region, for many years, among them the study of the possibility of the creation of a central Arab news agency for the collection and dissemination of Arab news inside and outside the region. But according to the study and the discussions, the creation of this agency is impossible for the present time because of many problems, mainly political, and financial.

These main problems have had some bad effects on the production of news especially news bulletins, and the main ones are:

- Lack of good contents (the content is weak)

- Lack of objectivity (because of the non-trained people who do not see clearly the news characteristics, giving their personal opinions which makes the information less than objective).

But in spite of these problems, it is noticeable that the news production is being developed quickly and much quicker than the programs production. This situation has got its roots in the history and nature of news themselves in the Arab region. Their beginning through the press was connected to the existence of colonialism in the region. They were used in the battle of resistance and fight against the colonialism, and because of that situation, they were political in the first place. And they were running after the time in order to win the battle and that meant the necessary production of good and influential news in order to achieve a high standard of news.

It was the colonialist situation from which the Arab region suffered that helped before, in the beginning of a long development of news production, and it is the situation of struggle in order to build the society for a better life that pushes today the news production in the same way of development which has to be much quicker in order to reach the social finality.

2.1.4.2   TV programs production

In order to exchange TV programs between them, Arab countries must
have a production to be exchanged, because exchange necessitates a
production.

The main question which can be asked here is: What is the situation
and reality of TV programs production in the Arab region?   And has it
got determined characteristics?

In 1983 and from 20 - 22 October in Tunis, an important conference
was organised by ASBU (Arab States Broadcasting Union), in order to
analyses the situation of the production of TV programs and its
problems in the Arab region.

According to this conference and the studies and analysis of the
ASBU, there is a great lack in the production of TV programs in the
region, especially in entertainment programs (films, serials, variety
shows) children's and cultural ones.   What Arab TV stations produce
is news programs more than any other kind of program.

The most important Arab country producing TV programs and mainly
serials is Egypt.1   It has got a special situation in the region
being the biggest cinema films and TV serials producer.   It is the

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1.   Lebanon was the second Arab country producer.   This
      situation changed with the War, but it still produces.

birthplace of Arab cinema. Among the main factors which led to the development of the film industry in Egypt, was the government's interest in its use as a source of hard currency and as a tool of propaganda.2

Egyptian cinema has got a long history, and for many decades it has given to the Arab world, a big production of films and many generations of producers, writers and actors who enriched the Arab cinema, not only inside the region but also outside it, taking part in the international cinema festivals and winning prizes but the best thing is that these films were for a long time messengers of the Arab culture to the outside world.

When TV entered the Arab region, it became a rival for cinema. The new medium necessitated its own production, and up to the present day, this production could not reach the required level in both quantity and quality. After 30 years of TV activity in the region, Egypt is the only big producer of TV programs mainly entertainment programs (serials, films, variety shows) and children's. (See Table 2.9). Egyptian serials are imported by all Arab countries because the demands for them are very high. They are consumed by a large number of Arab viewers, because of the lack of Arab TV production which can be seen in the TV programming. Egypt then is the main source of TV serials in the region, and according to ASBU study in

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2.   Mowlana, in Gerber, 1977.

Country	Entertainment Programs Production %	Children's Programs Production %
Algeria	20%	4%
Egypt	40%	50%
Tunisia	26%	33%

Table 2.9: The Percentage of Entertainment and Children's Programs Production in 3 Arab countries

1983 conference, Egypt produces 52.18% of the Arab serials. (See Table 2.10).

On the quantative level, the Egyptian TV programs mainly serials and films cannot respond to all the needs of the Arab region for these programs, seeing that most of the Arab countries produce much lower than Egypt and have got a very weak and low TV production, and because of that fact, their demands for Egyptian programs are high. So, the production of TV programs in the Arab region is weak in quantity in regard to all Arab countries. On the qualitative level, and talking always about the Egyptian serials being the leading programs produced and watched, but also films, their quality was much higher in the past than today in most of these programs. Commercialization is destroying the quality of production of TV programs and the programs industry in the Arab region in general and in Egypt in particular. Commercialism has created the crisis which has been in Egypt for more than a decade.

Many Egyptian serials for example, used to have a much more serious content which was much more social than commercial, dealing with very deep social problems of all kinds, analysing them and solving them in most cases. The subject was better as far as the content was concerned. The situation began to change in a negative way with the private sector and its private companies of production which did increase in number and becoming very powerful while the government control over them became weaker. The consequence is that mediocre

Source of Production	Number of Serials	Number of Episodes	Time of serials Hours	Time of serials Minutes	Percentage
Gulf of Organisation (UAE)	1	15	10	37	16.06%
Audiovisual Cairo Company3	1	13	9	48	14.83%
Private Egyptian Company4	1	18	13	45	20.80%
Egyptian TV5	1	15	10	56	16.55%
Al Mohjeza Film company	1	16	10	24	15.74%
Arab Company for information production	1	13	10	35	16.02%
Total	6	90	66	5	100%

Table 2.10: Serials Production Sources in the Arab Region6

3. Egyptian: Total 52.18%.

4. Egyptian, Total 52.18%.

5. Egyptian: Total 52.18%

6. ASBU, 1983.

serials and films have been produced rather than good ones. So, even

these Egyptian films and serials which are the only Arab TV programs

exported to all Arab countries, are much less satisfactory. They

became a stereotype production of programs imported by the Arab

countries and consumed by their viewers, because there is no other

choice. The Arab TV production of programs was concentrated in Egypt

until the end of the last decade when a new factor appeared clearly

on the surface and was the financial crisis facing the producers of

serials mainly. This situation led to the move of serials production

in particular and the programs' to other Arab countries, namely the

Gulf countries and above all the UAE which are rich and do not have a

financial crisis, so they can succeed Egypt, but they are poor in

talent (producers, actors, directors, writers, technicians ....) so

all these people they do not have, they bring from Egypt and other

Arab countries and Lebanon and Syria. The TV production of programs

made in the UAE for example, is financed by the Emirates, but the

people are Egyptian (actors, producers, etc., ...) and the dialect

spoken is Egyptian. This is a new form of co-production even if it

is not very balanced between the two sides. The serials production

as an example of programs that is becoming much more commercial than

before because in this new situation, where it is financed by the

Gulf country like the UAE instead of Egypt, Egyptian producers are

obliged to bend to some demands [7] at least of the financial Gulf people

who are businessmen in the first place, so they care much more about

what the production is going to give them as a benefit rather than

any other thing, as they do not have a great knowledge and experience

7.Parcours Maghrebins,1986.

needed for the TV programs production.

In one of the ASBU studies in 1983 conference, a content analysis of Egyptian serials was made. These serials were broadcast in the Arab countries televisions in 1982 - 1983. The analysis shows that most these serials are:

-                social; they deal with social situations and problems;

-                analyse life more in the city than in the countryside;

-                contain more male figures than female;

-                have many personalities with a high standard of living;

-                a high level of education;

-                are copied from the foreign imported model of production.

These are some of the negative points and aspects in the serials content, and which makes them a mediocre production. Producers like "Mohamed Fadel" in Egypt agree about the mediocrity of the serials content, saying that only a small percentage is acceptable, and according to them, the reason is because Arab TV stations buy all serials at the same fixed price,[8] which means that, to give a good production a mediocre price, even if the producers want to produce something good, they will not, because it will necessitate a big budget and with the price offered by the TV stations, they cannot be refunded for the production expenses. So, they ask the Arab countries to make a difference between a good and a mediocre TV production giving different prices in order to encourage the

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8.Parcours Maghrebins, 1986.

production of good programs.

Another important point is that the serial submits to pressure and censorship in the Arab market, and in order to please all, it has to be reserved and should not give a deep analysis to situations. In order to be bought by all (Arab states) it should not raise its voice high, and these conditions reflect its content which is usually about romance, adolescence period and love relationships. Even regarding love, questions of unfaithfulness, illegitimate couples or children etc. are forbidden.

The production of serials necessitates a deep look and analysis of the content, because serials are not only entertainment programs but educational and cultural too.

What is needed is a good production which must be linked to the traditional cultures, arts and national heritages, because there is a need to create programs that will give authentic expression to cultures in their process of confrontation with modernity and social change, as Gehan Rachty said.

Problems of TV Programs production in the Arab Region

TV production in the Arab region consists of news, while other

programs mainly entertainment (films, serials, varieties, shows)

children's and cultural ones are much less produced and therefore are

the most imported programs. Most TV programs produced in the region,

are directed to the middle class and upper class instead of the

masses. They suffer from a bad theoretic view and are based on a

long dialogue rhythm and have often a bad combination and

presentation.

These problems are due to three main reasons:9

-          Lack of a theoretic productive basis.

-          Lack of an economical productive basis.

-          Lack of an industrial productive basis.

The first reason is due to the weakness and division of the cultural

Arab environment which led to the weakness of the expression art

level and the TV production as a direct consequence and all this

situation is due to the lack of a policy of culture, information and

communication which determines the social role of TV.

The second reason is due to the shortage of financial funds needed

for the program production industry and the necessary equipment.

This problem is facing both the governmental and private production

companies.

The third reason is a direct consequence of the second one. Because there is no economical basis, an industrial one cannot exist, and it is this last basis which can build the production profession traditions. Because of this, there is a great lack of planning of production and in studies and analysis of TV programs and their influences on viewers. There is a lack also in talent and in trained people. (See Table 2.11).

These are the main problems and obstacles facing the Arab TV production especially the programs production.

Type of Personnel %

Country	Year	R+/TV	Type of Institution	Total Staff	Program	Journalistic	Technical Production	Technical Transmission	Other Technical	Administrative	Other
Algeria	1981	R+TV	PUB	2,800	16.1	7.9	39.3	%	%	16.1	20.7
Morocco	1979	TV	Gov.	546	20.0	9.2	18.3	15.6	1.8	15.9	19.2
Sudan	1983	TV	Gov.	473	46.3	%	48.0	%	%	5.7	N/A
Bahrain	1979	TV	Gov.	205	31.2	4.9	29.3	3.4	7.3	23.9	0
Jordan	1983	TV	Gov.	660	16.9	16.0	20.9	5.1	5.9	17.7	17.4
Kuwait	1985	TV	Gov.	1,628	4.6	%	41.2	%	10.7	27.6	15.8
Qatar	1985	TV	Gov.	550	36.4	9.1	7.3	7.3	36.4	3.6	0

Table 2:11: TV Broadcasting: Personnel employed by type of Personnel and type of institution.[10]

10. UNESCO, 1987

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2.1.5   <u>Arab Television Co-production: The Gulf States Co-</u>

         <u>production Organisation</u>

Co-production is the production of TV programs between two countries

or more. It is an important form of production for many different

countries including the big producers of programs like the European

countries and the small producers like the Arab countries. It is

becoming much more important, and this is what the European countries

did notice recently. The European TV organisations themselves,

especially the public ones, did notice that the co-production between

them is limited to daily news, sport reports and some cultural

manifestations and on occasions only for many years. The co-

production between them, then, is not permanent. For the purpose of

a permanent co-production, six European TV organisations from

Switzerland, Italy, Austria, West Germany, France and Great Britain

did agree about a new era in the European co-production, by creating

the "group of production" after a meeting in Zurich on 19 July 1985

between their 6 general directors. The cost of this plan, between

1986-1988 is 70 million ECU,1 and Austria and Switzerland give each

1/10 of the cost, while the four others give each 2/10 of it. As it

was agreed that the group would produce more than 100 hours of

programs of high quality between 1985-1988. Also, the problem of

languages regarding the translation is overcome in the group.

Regarding the Arab region, co-production is not recent. It was known

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1.   ASBU, 1986.

in the region through the Arab States Broadcasting Union (ASBU) by some productions but the experience was small.

The region has also another co-production experience and it was the "Maghreb Vision" between the Maghreb countries in the 1970s. But this experience wasn't a permanent success and the organisation did disappear after a few years of its creation due to many problems.

As we saw, only a few Arab countries produce TV programs, mainly Egypt, some Gulf countries and Lebanon, but the TV production is weak in quantity.

Co-production can be very helpful in order to produce, since each Arab country is separately facing problems of production. Through co-production, Arab countries can overcome the main problems of production, as each country can contribute by what it has got, in the production of TV programs, so some countries may have money, some others talent as it is in the case between Egypt and the Gulf countries. But co-production also is still weak because of the lack of dialogue and communication between these countries, and lack of realistic knowledge of the media needs of the masses, paying more attention to urban residents and focussing on urban problems.

Co-production can be bilateral as a start, then multilateral. In spite of the difficult situation for the co-production to be, it does exist in the region, and the most successful form of Arab co-

production is the Gulf Co-production Organisation.

The Gulf States Co-production Organisation

It was established in 1977 by 7 Gulf countries in order to produce TV
programs together instead of self-production. Until now, it is the
only Arab organisation which produces for all the Arab world even if
it is only regional. Its purposes are educative, cultural and social
rather than commercial.

The organisation became famous by producing an educative program
called "Iftah ya Semsem" (Open Sesam), which is considered the most
successful children's program in all the Arab area.[2] But the best
thing is that it is a very good production consisting of 260 one hour
episodes. The program has a varied content: real life pictures,
cartoon, dolls, studio entertainment pieces, etc. It contains
dialogue, comment, songs and music. All this content is grouped
together in a magnificent artistic organised structure. The program
is the best Arab children's one ever produced. Its budget was
2,053,000 Kuwaiti Dinar or 70,000,500 US Dollars.[3]

The organisation did produce other programs (See Table 2.12) besides
drama serials, documentaries and translated cartoon films.

This is the situation of co-production in the regional Gulf area. In

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2. ASBU,1935.
3. Khalil, 1983: 299.

Program Title	Program category	Episode Number
Iftah ya Semsem (Open Sesam)	educative for children	260
Salamatuk (your health)	health	52
Kef (stop)	highway code	100
El Khashef (The explorer)	scientific	65
The Arab Islamic civilisation	historical	156
Ana al awan (it is time)	for literacy	65
El maraya (Mirrors)	drama	30

Table 2.12: Gulf States Co-production Organisation main programs

the Maghreb and Mashrek regions, the co-production is much less because there is no organisation yet as in the Gulf, so the co-production is very limited between the Mashrek countries themselves and Maghreb countries too. It happens occasionally without real planning. Some productions were made between Algeria and Tunisia to illustrate "Aziza" a TV drama film, well presented and produced. As there is also that co-production between Egypt and some Gulf countries regarding serials.

2.1.6   Conclusion

Co-production is a good way offered to the Arab countries because it

permits to join efforts, talents money and experiences to overcome

the production problems and to produce, but above all to make good TV

productions to face the commercial ones made by the commercial

organisations which are marketing them in the Arab countries at large

due to the lack of TV production.[4] Therefore responsible people in

the Arab governments should be more aware of the need for co-

production as an answer for the lack of serials, films, cultural and

children's programs, documentaries, production and as an answer to

the self-production difficulties.

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4. Khalil,1983.

2.2 TELEVISION IMPORTATION IN THE ARAB REGION

2.2.1   Introduction

Importation is a result of the lack of TV production in the Arab countries, as it is a necessity to the Arab TV programming since it is its main source of programs.

Importation is still high since the Arab countries import an average of 42% of their programs. (See Figure 2.1)

DOMESTIC
PRODUCTION   58%   42%   IMPORTED
                                                   PRODUCTION
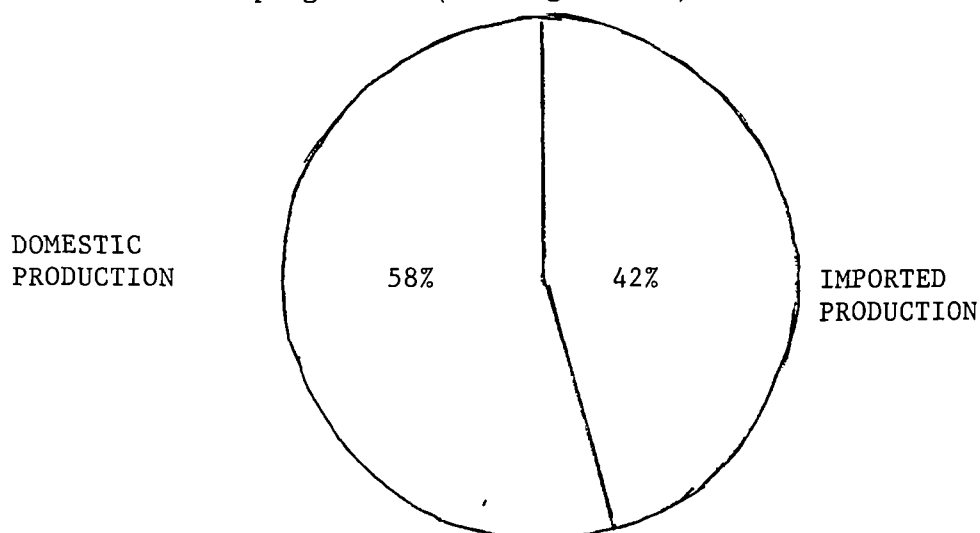
Figure 2.1

The percentage of Domestic and imported production in the Arab region

According to the UNESCO study of 1983, TV importation in the region decreased since 1973. The average importation varies from one Arab country to another. While in 1983, Algeria and Tunisia imported 55%, Democratic Yemen imported 47%, Egypt 35% and Syria only 33%.1

1.   Varis, UNESCO Paper, 1985.

2.2.2   Sources of imported TV programs

We saw that TV production is mainly a news production. Therefore importation is for programs including entertainment, children's, cultural and educational ones, rather than news.

So, to speak about importation, I will emphasize more on the importation of these programs including cinema films, seeing their importance in this context. One third (1/3) of the imported programs come from other Arab countries and two thirds (2/3) come from foreign non-Arab countries (See Figure 2.2).

THE ARAB REGION 13%

USA 14%

DOMESTIC PRODUCTION 58%

FRANCE 5%

UK 3%

JAPAN 2%

F.R. GERMANY 2%
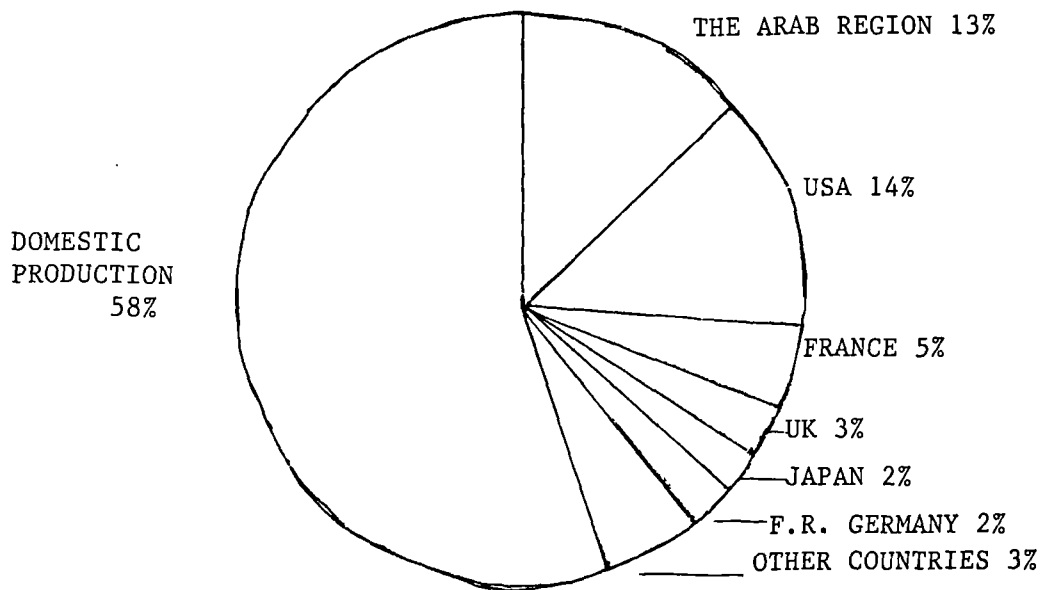
OTHER COUNTRIES 3%

Figure 2.2

Foreign non-Arab countries

Arab countries import mainly from the USA and other Western countries and they import from Socialist countries. (See Table 2.13).

Country	% of Total Import
USA	32
France	13
UK	7
Japan	6
F. R. of Germany	6
USSR	3
Czechoslovakia	1
Switzerland	1
Spain	1
Others	1

Table 2.13: Arab Countries TV Import from non-Arab countries.2

2. Varis, UNESCO Paper, 1985.

USA is the biggest supplier to the region, and the highest level of imported American programs is in Egypt with 54%. This means a big quantity of imported programs comes from one country.

In their study of importation of films for cinema and TV in Egypt, Gehan Rachty and K. Sabat found during the analysis period (1 March to 31 May 1979) that the foreign series transmitted were 100% American.

American programs are also imported a lot by the Gulf countries. Other Arab countries import less from the USA to illustrate, Algeria 26%, Tunisia and Syria each 23% and the Democratic Republic of Yemen only 8%.

France comes in the second position as a supplier to the region, with 13% and it exports its programs mainly to those countries where French is spoken namely the Maghreb countries (Algeria, Tunisia and Morocco) and Lebanon. For example, Algeria with 20%, Tunisia with 29%.

The UK comes in the third position with 7%. From it Algeria imports 12% and Egypt 11%, etc.

Then come other Western countries with less exports. But the imports from the socialist countries is much less with only 4% of all the

imported programs, while it is 66% from the Western countries. (See

figure 2.3).   UAE 10%

OTHER ARAB
COUNTRIES
20%

USA 32%

SOCIALIST
COUNTRIES 4%

OTHER WESTERN COUNTRIES
21%

FRANCE   13%
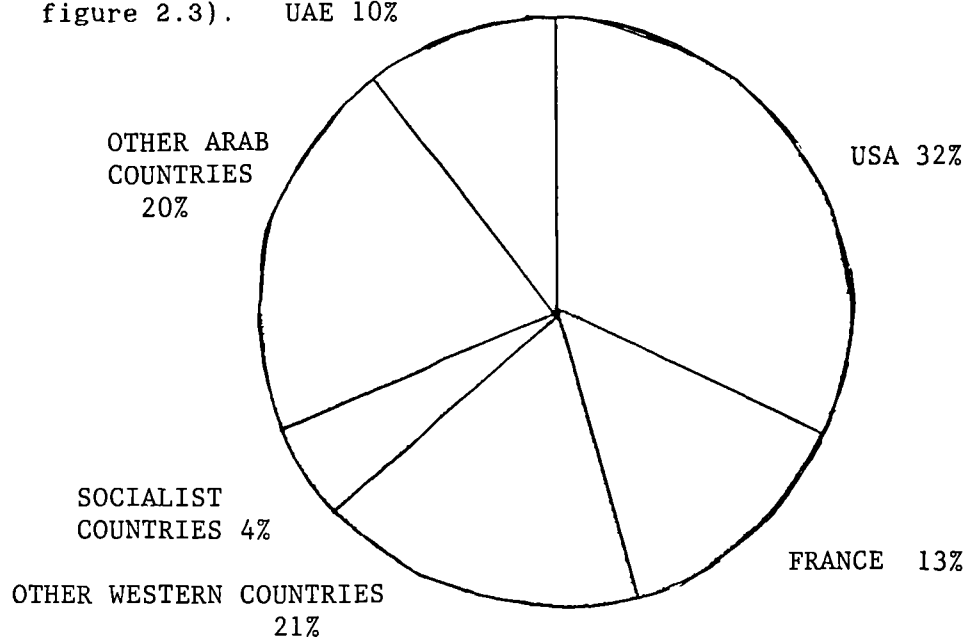
Figure 2.33

The importation for TV, includes cinema films too, which can be

transferred to the small screen after a limited period, if they are

new films and directly if they are old.   And the importation of long

films is also high in the region.

Regarding the importation of foreign programs by the Arab countries,

the political, economical, historical and cultural relations between

each Arab country and foreign country determines the choice of

countries from which TV programs are imported by the Arab countries.

Egypt for example, during the President Nasser period, used to import

many from the USSR, because the political and economical relations

between the two countries were very strong at that time, and even for

3.   Varis, UNESCO Paper, 1985.

Country	Year	Total Number	USA	France	Italy	India	USSR	UK	FRG	Japan	Hong Kong	Other countries
Algeria	1985	140	32.1	15.0	0.7	17.9	7.9	4.3	0	0	1.4	20.7
Egypt	1984	243	38.7	3.3	32.5	1.2	1.2	2.5	0.8	0.8	0	18.9
Maurit-ania	1981	190	31.6	21.1	5.3	42.1	0	0	0	0	0	0
Morocco	1983	302	21.2	17.2	9.3	18.9	2.0	7.9	1.0	2.6	15.9	4.0
Sudan	1982	137	18.2	7.3	3.7	25.5	7.3	10.9	3.7	0	7.3	16.1
Bahrain	1985	281	20.6	NA	0	62.6	NA	0	NA	NA	0	16.7
Iraq	1981	93	35.5	7.5	6.5	10.8	3.2	3.2	0	0	0	33.3
Kuwait	1985	239	38.1	1.7	14.6	37.7	0	2.1	0	3.3	2.5	0
Qatar	1983	887	31.9	0	0	39.5	0	0	0	0	0	28.6
Syria	1985	91	0	0	0	26.4	6.6	0	0	0	0	67.0
Yemen	1981	174	28.7	2.9	5.7	20.1	5.7	4.0	2.9	4.0	2.9	23.0
Jordan	1983	438	30.8	1.1	19.4	11.4	0	0.7	0	0	6.8	29.7

Table 2.14: Long Films: Number of films imported by country of origin.[4]

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4. UNESCO, 1987

a few years after Nasser's death, and in 1973, 17% of the imported

programs were from the USSR and the other socialist countries, while

during the Sadat period, and today, there is almost no importation

from the USSR or the other socialist countries because relations

between Egypt and the USSR are weak due to the change of politics

inside Egypt since Nasser's death.

Another example regarding these relations is the Maghreb countries

which import a lot from France, because of the historical and

cultural relations between the two sides. Also, to import from

France means no translation is necessary as the programs are in

French or they are American or from other countries and are already

translated into French. So, in Maghreb countries where today

Arabization4 is still recent, most TV programs are French spoken.

In the Arab countries, the language of broadcasting is of special

importance, and the programs can be divided into 4 categories

regarding their language: classical Arabic, local Arab dialect, non-

local Arab dialect and foreign languages. Classical Arabic is

preferred and there is a clear tendency to utilize it, even in the

Maghreb countries where there is still a struggle for the Arabization

policies.

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4.   The Arabization policy in the Maghreb countries, especially
      in Algeria is the generalization for the use of the Arabic
      language in all life aspects instead of French which used
      to be the 1st language during the colonialist period.

<u>Arab countries</u>

30% of the imported programs in the Arab region comes from other Arab countries mainly UAE and Egypt. (See Table 2.15).

The Gulf region provides to the Arab region 66.66% of the Arab TV programs, and 20% of all imported ones including private and governmental productions.

In the three Arab regions, Maghreb, Mashrek and Gulf, it is the first of these which provides the lowest part of TV production: Libya 1%, Tunisia 1%, Algeria and Morocco none. Lebanon today produces 2% and this percentage is very low for a country which was considered to be the second Arab producer after Egypt. There was a decrease in TV production as of the consequences of the war.

According to UNESCO study in 1983, the Arab region imports 42% fo its TV programs. This means that its domestic production is 58%. But 2 important points have to be said and are:

1. the 42% of importation is the average in the region. But the situation actually varies from one Arab country to another. Egypt for example imports 35%, this means that its domestic production if 65% which is much higher than the regional average of 58%.

Country	% of total import
UAE	10
Egypt	6
Saudi Arabia	4
Kuwait	4
Compagnie du Golf	2
Lebanon	2
Libya	1
Tunisia	1
Total	30%

Table 2.15: Arab countries import from Arab countries.5

5. Varis, UNESCO Paper, 1985.

2. Regarding the domestic production, many local TV programs include foreign items, so they are not 100% original. And until the present time, there is no original TV production basis in the region, and which is necessary for the creation of original TV programs destined to Arab viewers real needs and priorities.

2.2.3 Arab Television programming structure and the imported programs

Entertainment has a very important place in the Arab TV programming structure (See Table 2.16). Because there is a great lack of entertainment programs production in the Arab region, imported programs are mainly for entertainment especially from Western countries (USA and Western Europe). (See Table 2.17). In Algeria, for example, nearly half of the TV programs are for entertainment (48%) and 80% of them are imported, this is a very high percentage of importation.

The most imported programs for entertainment are from the USA and Western Europe mainly France and the UK, and are: Serials (detective, fiction, suspense, historical ...), comedies, long films (detective, suspense, war, social, romance, drama, adventure ...) and variety shows.

Entertainment is an active force in the communication of values, therefore, Western values are transmitted to the Arab society through these programs on television. Because the Western social cultural values are quiet different from the original Arab values, a confrontation results when the contact between the two kinds of values happen.

Country	Year	Status	Total annual broad- casting hours	Informa- tive programs	Educat- ional programs	Cultural programs	Religious programs	Advert- isements	Entert- ainment	Other
Jordan	1983	Gov. run system	5,380	10.0	19.5	17.1	3.1	0.3	42.7	7.2
Kuwait	1985	G.R.S.	5,935	11.9	NA	11.4	9.5	3.2	49.0	15.0
Oman	1985	G.R.S.	3,650	11.0	19.9	13.7	11.0	0	27.4	17.0
Qatar	1985	G.R.S.	8,051	11.0	3.8	7.3	9.9	1.3	64.9	1.8
Saudi Arabia	1981	G.R.S.	2,920	14.6	6.2	6.2	12.5	NA	39.6	20.9
Syria	1985	G.R.S.	15,608	18.2	NA	7.7	2.2	4.3	35.7	31.9
UAE	1983	G.R.S.	6,420	8.6	8.4	9.3	15.6	3.1	45.6	9.3

Table 2.16: TV Broadcasting in the Arab countries: programs by function and by type of institution.[1]

1. World Communication Report, UNESCO, December 1987

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Program categories	Algeria %	Egypt %	Syria %	Tunis %	Democratic Yemen %
Informational	22(31)	16(-)	20(9)	28(17)	37(12)
Educational	5(25)	7(-)	15(-)	3(37)	1(-)
Cultural	1(-)	10(17)	5(-)	5(40)	1(-)
Religious	9(-)	7(-)	2(-)	5(47)	1(12)
Children's	9(96)	5(50)	14(75)	9(77)	11(66)
Entertainment	48(80)	48(60)	38(55)	51(74)	48(73)
Unclassified	5(-)	5(39)	2(-)	-	-
Advertisements	-	3(-)	4(-)	-	-
Total minutes	7,669	20,292	7,443	6,322	6,963
Import %	(55)	(35)	(33)	(55)	(47)

Table 2.17: The Structure of programs in the Arab Countries
(the share of imported programs within each category is shown in
parenthesis 2

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If the Arab values can resist in this confrontation, a confusion may result because of the presence of the foreign values, but if they cannot resist, the influence of the foreign Western values will be deeper and this can lead to frustration and despair, as it can be of a great danger for the Arab cultural identity, if not now, in the future.

Western values reflect Western society realities including the ideology which is transmitted not only through entertainment programs, but also children's and others. Children's programs are imported at a high level in the region because there is also a great lack in the production of these programs. In Algeria for example, 96% of them are imported, this means that the local production is only 4%. Egypt, the first Arab producer, imports 50% of its children's programs. At the Ismailia film festival in Egypt in March 1988, recommendations were made regarding children's programs and are:

- the necessity of producing more, because of the great lack in the production of these programs;

- the necessity of choosing the imported children's programs;

- the necessity of researches and studies regarding the production of these programs.

Regarding structure of programs and according to the UNESCO study on

five Arab countries (Algeria, Egypt, Syria, Tunisia and Democratic

Yemen), the structure was as follows:

- Entertainment programs on top with 46.6%;

- informational programs with 24.6%;

- children's programs with 9.6%;

- educational programs with 6.2%;

- religious programs with 4.8%; and finally

- cultural programs with 4.4%.

2.2.4 News, Importation and the International News Agencies

Arab TV institutions get their news, mainly foreign, from their

national news agencies which are the main sources of news in the Arab

region. These national agencies get the news, which is distributed

to the Press, Radio and TV, from the International News Agencies or

the world agencies which have got the monopoly of news in all the

world. There are two American: Associated Press (AP) and United

Press International (UPI), the British: Reuters and the French:

Agence France Press (AFP). They are the "Big Four" which not only

collect news from most countries and territories of the world, but

also distribute news to most countries and territories. They

constitute together "a unique"[1] blend on one side, while on the other,

there are the national news agencies or the small agencies (including

the Arab news agencies) which do not have more than a handful of

foreign correspondents, and do not engage in foreign distribution and

functions solely for the benefit of its domestic market. In the Arab

countries, the first function of the national news agency is simply

the distribution of news from the "Big Four" to local media or

government departments. Arab countries experience the monopoly of

these big agencies which have got a long press history and deep

rootes and much experience in news collection and dissemination,

while Arab countries have a brief press history. "Illiteracy,

distance, deserts and mountains, unevenly spread populations,

colonial and/or 'traditional' regimes - all these discouraged and

still discourage the growth of the press".[2] The "Big Four" under the

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1.   Hedebro,1982.
2.   Tunstall, 19.

cover of the principle of free flow of information, have obtained a
certain form of independence and they have been able to transmit
their views of events and news freely in developing countries
including the Arab countries. They select news according to their
political and economical interests and according to their countries
interests.

Some use the term transnational rather than international for these
world agencies which are an integral part of the transnational
system, and they work for its interest. "Political movements" are
classified in accordance with the potential threat to the system.
Leaders who want to bring about fundamental changes in the political,
social and economic conditions in a country are labelled "extremists"
"guerrillas" or the equivalent, while those who work for the system
are characterized as "legitimate" or "pragmatically orientated".[3]
Also, these world agencies, present to the world, news from the
"Third World" and interpret them in the light of the interests of the
industrialized world. The Arab region as a part of the "Third World"
has been suffering from this situation for a long time. Developing
countries in spite of their many national news agencies, have almost
no way to clarity their own affairs to the rest of the world, as they
have little chance to reach beyond the national borders.

These Big Agencies with their monopoly do not facilitate either
communication among developing countries themselves in order to keep

3. Hedebro, 1982 : 57.

them always dependent.

The first international agencies which entered the Arab region are
Reuters and AFP because of their colonial activities there. The
British news service operated from London by Julius Reuter,
established a monopoly on news collection and dissemination in the
British territories of the eastern Arab region in the 1860s, and the
French news service, operated out of Paris by Charles Havas, opened
its offices in the 1890s in Maghreb cities (Rabat, Tunis and Algiers)
where the French government assumed colonial responsibilities, and
then in Syria and the Lebanon.

British and French news monopoly was much more developed by the end
of World War I, when the British and French controlled all the
importance sources of news entering the Arab region.

A few years after World War II, the two American agencies, (AP) and
(UP) later (UPI) helped break the Anglo-French monopoly. They
entered the Arab region in 1952, offering a competitive fast and
accurate service, also because the Arab media editors wanted to
diversify their sources and break out of the restricted colonial
connections.

The Arab countries get most of their news today, from these four
international news agencies, mainly, Reuters and AFP besides other
less important news agencies to illustrate "TASS" the Soviet News

Agency which began to expand its services to the region after 1956

because of political events such as the Suez crisis and "a growth of

'anti-imperialist' sentiment which the USSR was able to capitalize

on".4

This situation of getting news from these international agencies is a

very unsatisfactory situation for the Arab countries because it is a

one way news traffic, from the West (through the Big Four) to the

Arab region.

The Arab countries get from the "Big Four", news which is already

selected and interpreted according to these agencies views and

interests which are different from the Arab countries interests.

Moreover, these Agencies interests can be against the interests of

the Arab countries, which are obliged to accept; the news chosen by

the "Big Four" without having any right of selection. The news is

selected and interpreted in a way which not only keep but intensify

the monopoly of these agencies in the world of news. They are

analysed from a Western point of view, because the news or the media

in general, cannot be neutral.

An example of this, was the American air strike on Libya in April

1986. 5 It was treated by Reuter, the British News Agency. On its

first report on the event which was on 14 April 1986, Reuter adopted

the text of the White House statement, sharing the American view on

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4. Rugh, 1979, p. 136.
5. Reuter report, 1986.

the event. The report was:

"U.S. Military Forces this evening have executed

a series of carefully planned air strikes against

terrorist-related targets in Libya. These

strikes have been completed and our aircraft are

returning.

Libya bears direct responsibility for the bombing

in West Berlin on 5 April which resulted in the

death of an Army Sergeant, Kenneth Ford, and

injury to a number of American servicemen and

others".

"U.S. forces struck targets that were part of

Gaddafi's terrorist infrastructure - The Command

and control systems, intelligence,

communications, logistics and training

facilities. These are sites which allow Gaddafi

to perpetrate terrorist acts ... etc.".

The American statement, reported by Reuter, used terms like terrorist

for example, which were prejudicial and not objective and therefore

could not be used in an informative context.

During the time needed to report the event, Reuter adopted the

American view which was that the USA were right to attack Libya

because of Gaddafi terrorism, and were ready to do it again if

necessary.

Reuter's view on the event, which represented the British government,

did not appear, as there was not enough analysis on the matter,

because what interested Reuter, was only the event and not its causes

which needed a deep look at analysis.

Only occasionally did Reuter report the Libyan view on the event. It

was clear that this view was not of interest to Reuter, the

International News Agency.

Arab countries found themselves then experiencing the monopoly of the

big news agencies, and therefore in cultural dependency. They suffer

from it. Most of them acquired political independence after World

War II. However, most of the media in the area are dependent on

Western production in general and Anglo, American in particular.

Regarding this complicated situation which is unacceptable to the

Arab countries as by other developing countries because of the

imbalanced flow of information and its one way traffic regarding not

only news but all TV programs, a news international information and

communication order has been asked for many years by all developing

countries. "The media that cover the world are American and to a

lesser extent, the British, French and German. This is true of

ownership, distribution and organisational structure in almost all areas in the communication sector".6 The term which describes the situation in the world today is "media domination". Instead of caring cultural exchange, the media today are a powerful instrument for cultural domination.

The non-Aligned nations organisations at its Fourth Summit in Algiers in 1973 endorsed a recommendation for the establishment of a non-Aligned News Agency Pool to help compensation for perceived shortcomings in the existing system of international news supply for developing countries.

For many years, UNESCO has been studying the problems of communication in the world, and in the developing countries among them the Arab countries, in particular. It set up an international commission for the study of communication problems whose world brief included a consideration of international news and the role of the major world news agencies.

The unsatisfactory situation of the developing countries reflected by the international news agencies monopoly can only be changed by these countries themselves, because the international agencies are trying more and more to intensify their power and monopoly and it will be not them that will or want to change the situation.

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6.   Tunstall, 19.

The Arab countries in order to change their situation or to improve

it in a first step, are working towards a central Arab News agency,

which is still not possible for the present time, because the Arab

national news agencies still require experience in the news field, to

be well routed, and then to give birth to an experienced central Arab

news agency which will be more powerful then the actual national

agencies, providing more and different services.

The Arab News Agencies Union at its meeting in December 1986, made a

recommendation for the broadcast of Arab news between the Arab News

Agencies, using the new technology which is the Arab Satellite. The

recommendation entered the practice last year, and in spite of the

fact that it is still recent, it is considered for the Arab

countries, as a step away from the international agencies monopoly.

Regarding the reach beyond the national borders, in order to

distribute and to provide Arab news, interpreted and analysed from an

Arab point of view to the rest of the world, the Arab News Agencies

Union made a plan for the creation of three centres in three

continents: Europe, Asia and Latin-America, for the distribution of

Arab news there. The centre in Asia was established in Malaysia, the

one in Latin-America was established in Caracas. Neither centre has

started work yet because they are waiting for the signature of the

official contracts by these countries and UNESCO. The one in Europe

was established in Vienna, and it started operation. The centre

receives the Arab news from the Arab News Agencies, grouped together

in Kuwait News Agency Centre, which sends them to the Vienna centre

which in turn distributes them to the European news agencies.

The Vienna centre for the distribution of Arab news began to operate

in October 1984. The average news it receives daily is forty items

from October to December 1984, 3,000 news were sent to the centre and

in 1985, the number increased to 14,312 items.^{7} 17 Arab countries

contribute to this service. Some of them contribute directly by

sending their news to the Kuwaiti centre to be grouped there, and

they are: Saudi Arabia, UAE, Iraq, Algeria and Syria through their

national news agencies. Some others, do not contribute directly and

they are: Libya, Tunisia, Morocco, Jordan and Qatar. The Third

category of countries are those which cannot contribute either

directly or indirectly because of problems, so the Kuwaiti centre

uses it sown ways to get their news and they are: the Lebanon, North

Yemen, South Yemen, Mauritania, and the Sudan.

these are some Arab activities in the news field. Arab countries

have been trying some possibilities in order to improve their media

situation in general, and in relation with the developed countries

and the international news agencies.

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7. ASBU, 1985.

2.2.5 Conclusion

The one way information traffic, from the West to the developing
countries including the Arab countries, is a consequence of the free
flow of information. The principle which was proclaimed by the
United States by the end of World War II and which appeared as an
attractive concept, was to mean equality and freedom for all nations
and countries. The developed countries have been the only ones able
to exercise this right. This situation emphasizes the imbalance
between the two sides. Arab countries with the developing nations
called for a free but balanced flow of information of two way traffic
and the right to communicate. UNESCO which responded to their
increasing demands, was attacked strongly by the developed countries
and by organisations seeking to preserve the existing structure of
information distribution.

In asking for a new international information and communication
order, the Arab countries intend to have in the future a regional
one, called the new Arab information order. This order is much more
specific, taking the Arab region characteristics into much more
consideration. But this order cannot exist with the actual
information problems and differences between countries inside the
Arab region itself.

The Arab countries today are more aware of the situation of
information inside the region, and more aware of their relation with

the developed nations in this context. This relation, which is an imbalanced one, characterized by the developed countries cultural dominance to the Arab countries in all media aspects. And it is in order to break this dominance in one side and independence in the other, that the Arab countries are joining their voices to others, to ask for a new international information order, hoping one day to have their regional one.

And a balanced flow of information necessitates a two ways information traffic between the developed countries and the Arab region. And this cannot exist without producing more TV programs on one side and creating more centres for distribution of Arab news to the outside world on the other.

Also, a change has to be made in the TV programming structure in the Arab TV stations because of the high percentage of the imported programs which are mainly for entertainment, while there is a great lack in other categories of programs especially cultural and educational. To see this picture clearly, a study was made on the Algerian TV programming structure in 1988, following in the next chapter.

CHAPTER 3

3.1 THE TELEVISION PROGRAMMING STRUCTURE IN ALGERIA: A STUDY OF A

ONE WEEK PERIOD - 21-27 JULY 1988

3.1.1 Introduction

Arab TV programming faces many problems, the main ones are:

-    The high percentage of importation;

-    the big difference between the percentage of local programs and

of imported ones in the TV programming;

-    the low local production;

-    the problem of programs quality both for local and imported

production.

Algeria, being an Arab country, suffers from these problems and

others.

The following study concerns its TV programming and its structure,

and the purpose is:

-   To give concrete realities about TV programming in Algeria,
    taking it as an example of the Arab countries;

-   Algeria has another big problem which is that of arabisation,
    and which can be seen clearly through TV programming;

-   problems of importation, low local production, category of local
    and imported programs, the importance of news, etc..

All these can be seen clearly through this study, which contains 35
statistical tables.

The Study Plan

It is a study of one week, starting on Thursday, 21 July and ending
on Wednesday 27 July 1988. Thursday is the first day of the week-
end, including Friday, then came the week days: Saturday, Sunday,
Monday, Tuesday and Wednesday.

The study was made by examining TV during this week, from the
beginning of broadcasting until the end of it, every day.

The Study contains

-   Total broadcasting hours during the week;

-   total broadcasting hours during each day of the week;

-   time of every program broadcast daily with its category;

-   hours of each program category during the week;

-   hours of each program category during each day;

-   source of program and their number of hours relating to each .
    source during the week and during each day;

-   total broadcasting hours of news bulletins during the week and
    during each day;

-   analysis of the news bulletin at 8 HPM: content and time.

3.1.2 Broadcast programs number of hours

As it can be noticed, the study was made during the summer (July),
this means during a holiday time for school children and students in
general. Also for teachers and some other people who used to take
holiday during this period of the year. Because of the summer
holiday, the number of broadcast hours in TV increases during the
period, and is higher than in any other period of the year, because
TV is and will remain the main medium of entertainment in Algeria, as
it is in every Arab country.

The number of hours broadcast during this week was

82 hours 45 minutes, with an average of 11 hours and 49 minutes
daily, which is a high average compared to the one of other period or
months. (See Table 3.1). The highest daily average was on Thursday
and the lowest was on Monday, with a difference of 5 hours and 15
minutes between them. For the other days, they are closer in their
number of hours (between 10 and 13 hours daily). This was for the
whole week.

Regarding the daily broadcasting it was as follows:

Thursday: had the highest number of hours. (See Table 3.2)[+]
Broadcasting started at 12.00 (noon) and ended at 2.42 (a.m.).

+ see appendix.

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The Week Day	Time
Thursday	882 minutes (14 hours and 42 minutes)
Friday	794 minutes (13 hours and 14 minutes)
Saturday	704 minutes (11 hours and 44 minutes)
Sunday	735 minutes (12 hours and 15 minutes)
Monday	567 minutes (9 hours and 27 minutes)
Tuesday	652 minutes (10 hours and 52 minutes)
Wednesday	631 minutes (10 hours and 31 minutes)
Total Week hours	4,965 minutes (82 hours and 45 minutes)

Table 3.1:   Total Broadcasting hours during the week
21 July to 27 July

The reason of being full of programs is that Thursday is the

beginning of the week-end, even during the summer holiday because it

is a half day holiday for people who work, plus Friday. It is full

of entertainment also, as it will be seen later, to entertain people

after their hard working week. Thursday is seen by Algerian people

as the most enjoyable day to watch TV, because of its varied

broadcasted programs.

Friday: has the second highest number of hours. (See Table 3.3) [+]

Broadcasting started at 10.40 a.m. and ended at 11.54 p.m.

Friday was always the only day of the week which started broadcasting

earlier, and during the morning, because it had a specific program to

be broadcast at about 1.00 p.m., regarding religion because it is a

religious day, and this program is the Friday prayer from the mosque

so, the programs which usually are broadcast after noon, are

broadcast on Friday, much earlier, and their time is taken by the

religious programs instead. This day has got a high number of hours

because it is a rest day for everybody, a full day week-end.

Saturday: it comes in the fourth place in this week regarding the

number of broadcast hours. (See Table 3.4)[+] Broadcasting started at

2.10 p.m. and ended at 1.33 a.m.

+ see appendix.

Sunday: Sunday of this week was special because it was the day of the big Muslim celebration called "El Eid El Aidha (Sacrifice celebration), and because of it, broadcasting started very early in the morning for one hour which concentrated to the celebration prayer, broadcasted directly from the mosque.

So, the first hour was broadcast from 7.30 a.m. to 8.30 a.m. Then the broadcasting stopped because nobody in such a celebration watches television during the morning, because everybody is busy slaughtering the sheep, cleaning it, preparing and cooking meat for food.

Broadcasting started again at 1.15 p.m and ended at 12.30 p.m. Because of this celebration, Sunday came in the 3rd place, directly after the week-end days (Thursday and Friday) by number of broadcasted hours. (See Table 3.5)[+]

Monday: it was the second day of the celebration and it had the lowest number of hours, because most people on such an occasion, visit their families, relatives, so it is a familial regrouping day rather than a day to watch television.

Broadcasting started at 2.07 p.m. and ended at 11.34 p.m. (See Table 3.6)[+]

Tuesday: it came in the fifth place in this week by number of broadcasting hours. (See Table 3.7)[+] Broadcasting started at 1.25 p.m. and ended at 12.30 a.m.

+ see appendix.

<u>Wednesday</u>: this day came in 6th place in this week, regarding the number of broadcast hours. (See Table 3.8) [+] Broadcasting started at 1.50 p.m. and ended at 12.21 a.m.

3.1.3 <u>Broadcast program category</u>:

Categories of programs in this study are taken from the UNESCO classification of programs as it was shown in an earlier chapter.

In the study week, it was noticed that categories of programs were different regarding their time an their number, in the daily broadcasting.

<u>Thursday</u>: 21 July.

<u>Number of categories</u>: Thursday had 4 categories of programs while two missed: the educational and cultural ones. There were no educational or cultural programs broadcast during the day. (See Table 3.9)

<u>Percentage of category time</u>: From the four categories, entertainment had the highest time percentage during the day because it is a day of entertainment for most people, and since TV is the main medium of entertainment so, many entertainment programs were (and are usually) broadcast. Children's category of programs had the lowest time percentage. This can be seen as a negative point in the TV

+ see appendix.

Thursday 21 July: Total Broadcasting Hours:
882 minutes (14 hours 42 minutes)

Category	Time	Percentage
Entertainment	677 minutes (11 hours 17 mns.)	76.75%
Informative	165 minutes (2 hours 45 mns.)	18.70%
Religious	25 minutes	2.83%
Children's	15 minutes	1.70%
Educational	0	0%
Cultural	0	0%

Table 3.9: Total Broadcast Program Categories

programming, since this kind of program is very important in the

education of the children especially during the school holidays.

Friday: 22 July.

Number of categories: five categories of programs were present in

the programming of Friday, excluding cultural ones. (See Table 3.10)

Percentage of category time: here also, entertainment programs had

the highest time, about half of the total daily programming, while

the four others shared the other half of the time.

Children's programs here had a higher percentage than the day before

and the religious programs hd the lowest one. Informative programs

were much lower in time than the day before an were preceded by

children's and educational programs, which had a very good order.

Saturday: 23 July.

Number of categories: Only four categories were present excluding

educational and cultural ones, and in this matter, Saturday was

similar to Thursday. (See Table 3.11)

Percentage of category time: The highest percentage of time always

went to the entertainment category of programs, and this can only

show the importance of these programs in the Algerian TV programming,

Friday 22 July: Total Broadcasting Hours:
794 minutes (13 hours 14 minutes)

Category of Programs	Time	Percentage (%)
Entertainment	425 minutes (7 hours 5 mns.)	53.52%
Children's	185 minutes (3 hours 5 mns.)	23.30%
Educational	85 minutes (1 hour 25 mns.)	10.70%
Informative	64 minutes (1 hour 4 mns.)	8.06%
Religious	35 minutes	4.40%
Cultural	0	0%

Table 3.10:   Total Broadcast Program categories

Saturday 23 July: Total Broadcasting Hours: 11 hours 44 minutes

Category of Programs	Time	Percentage (5)
Entertainment	464 minutes (7 hours 44 mns.)	65.90%
Informative	121 minutes (2 hours 1 mn.)	17.19%
Children's	94 minutes (1 hour 34 mns.)	13.36%
Religious	25 minutes	3.55%
Educational	0	0%
Cultural	0	0%

Table 3.11:   Broadcast Programs categories

followed by the informative ones which recovered their important

place in programming.

Sunday: 24 July.

Number of categories: All the categories of programs were present

except the educational one. (See Table 3.12)

Percentage of category time: Time priority went once again to the

entertainment category, taking more than a half of the total daily

broadcasted time.

It is noticeable that the religious category time was higher on this

day than on any other, because of the religious celebration of El Eid

on Sunday.

Monday: 25 July.

Number of categories: Two categories were missing. The religious

and the educational one. The first time since the beginning of the

week, the religious category was missing. (See Table 3.13)

Percentage of category time: In the first place as usual during this

week, came the entertainment category programs with more than a half

of the total time.

Sunday 24 July: Total Broadcasting Hours: 12 hours 15 minutes

Program category	Time	Percentage (%)
Entertainment	415 minutes (6 hours 55 mns.)	56.46%
Children's	124 minutes (2 hours 4 mns.)	16.87%
Informative	116 minutes (1 hour 56 mns.)	15.78%
Religious	60 minutes (1 hour)	8.17%
Cultural	20 minutes	2.72%
Educational	0	0%

Table 3.12:   Broadcast Programs category

Monday 25 July: Total Broadcasting Hours: 9 Hours 27 Minutes

Program Category	Time	Percentage (%)
Entertainment	307 minutes (5 hours 7 mns.)	54.14%
Informative	115 minutes (1 hour 55 mns.)	20.28%
Children's	115 minutes (1 hour 55 mns.)	20.28%
Cultural	30 minutes	5.29%
Religious	0	0%
Educational	0	0%

Table 3.13:   Broadcast program categories

It is noticed that both informative and children's categories came second with the same percentage of time.

Tuesday: 26 July.

Number of categories: For the first time during this week, a weed day had only 3 categories of programs. The missing ones were the religious, the cultural and the educational ones.

This can only show the lack of very important categories of programs like the educational and the cultural ones, necessary in a country like Algeria where the literacy level is not high and where TV must have an educational and cultural role to play besides the school especially when this one is taking holidays.

Percentage of category time: Entertainment took once again the lead in time. (See Table 3.14) by about a half, followed by the informative, and children's categories.

Wednesday: 27 July.

Number of categories: Wednesday also had only 3 categories of programs and were the entertainment, the informative and the children's. (See Table 3.15)

Tuesday 26 July: Total Broadcasting Hours: 10 hours 52 minutes

Programs Category	Time	Percentage (%)
Entertainment	347 minutes (5 hrs. 47 mns.)	53.22%
Informative	190 minutes (3 hrs. 10 mns.)	29.14%
Children's	115 minutes (1 hr. 55 mns.)	17.63%
Religious	0	0%
Educational	0	0%
Cultural	0	0%

Table 3.14: Broadcast Program Categories

Wednesday 27 July: Total Broadcasting Hours: 10 hours 31 minutes

Programs Category	Time	Percentage (%)
Entertainment	389 minutes (6 hrs. 29 mns.)	61.64%
Informative	182 minutes (3 hrs. 2 mns.)	28.84%
Children's	60 minutes (1 hour)	9.50%
Religious	0	0%
Educational	0	0%
Cultural	0	0%

Table 3.15: Broadcast Program Categories

Percentage of category time: The highest percentage of time went for the 7th time during this week to the entertainment category, followed by the informative one which had about half of the first category time.

Conclusion

A small conclusion can be made here, regarding the daily categories of programs.

- There was no day during the week which contained all of six of the categories;

- All the categories changed their classification order from one day to another except the entertainment one; and

- now what is the time percentage of each category during the whole week.

The Week

Obviously, the highest percentage of time went to the entertainment category of programs, with more than half, (See Table 3.16) this means that all the other categories shared less than half of the total week's program time.

This is a very critical situation, since the Algerian TV became during this week a very big medium of entertainment, neglecting most of its other roles mainly the cultural and educational ones. The situation is not critical because of the high average of the entertainment only, it is critical especially because of the lack or almost the non-existence of the cultural and educational programs.

From this situation, it is obvious that the Algerian Television did not play its required role during the week of study. it deserted it totally. Even if the year period could be taken into consideration, and here it was the summer period, where the entertainment programs time increased, this does not justify the lack of the most important programs on the television programs: the cultural and the educational programs. On the contrary, the number must increase because the Schools, Colleges and Universities are closed during the summer and television is the most popular medium of information and communication which replaces them. Summer holidays, especially, in Algeria are very long (more than 2 months), TV must help and contribute continually in the increase of the cultural level of the masses.

The Week: 4965 minutes = 82 hours 45 minutes

Programs Category	Time	Percentage (%)
Entertainment	3024 minutes (50 hrs. 24 mns.)	60.91%
Informative	953 minutes (15 hrs. 53 mns.)	19.19%
Children's	708 minutes (11 hrs. 48 mns.)	14.26%
Religious	145 minutes (2 hrs. 25 mns.)	2.92%
Educational	85 minutes (1 hr. 25 mns.)	1.71%
Cultural	50 minutes	1%

Table 3.16:   Broadcast Program Categories during the week
21 July - 27 July 1988

3.1.4 Broadcast programs source

Introduction

Broadcast programs in the Algerian television are divided into 3 categories: local, Arab and non-Arab (foreign) programs. Arab programs are mainly from Egypt (serials, films), Gulf countries (children's programs) and from other Arab countries (Morocco, Syria, Tunisia, etc.) which started to send programs to Algeria (mainly variety shows) in the exchange context since the launch of the Arab Satellite, and are infrequent. The Non-Arab foreign programs during the week of the study were from: the USA, France, Japan, Brazil, Australia, Germany, Britain, the USSR and Poland. There was only one program each from the last two countries.

All the non-Arab programs which were in other languages, (English, German, Russian etc.) were translated into French.

While some of these programs (mainly children's, and some documentaries) were translated into Arabic by some Arab TV stations to illustrate the Gulf states Co-production Organization.

Algeria seeks for Arabic spoken programs, to help in the National campaign for Arabisation, and this is one more big problem that

Algeria has, besides that the country does not have the translation capability facilities.

The number of hours of the non-Arab programs, translated into Arabic was 6 hours and 57 minutes during this week, which is a percentage of 15.95% of the total foreign programs.

The time of each of the three category sources, varied more or less from one day to another during this week.

Thursday

It is noticed that this day had a very low proportion of Arab programs, while the non-Arab programs were the highest with about 2/3 of the total daily time. This can only show the imbalance between the local and the imported programs quantity. (See Table 3.17)

Friday

Here there was a balance between the three categories, with about one third for each, (See Table 3.18) with a small lead for the non-Arab programs.

Thursday: 882 minutes

Program Source	Time	Percentage (%)
Local	245 minutes (4 hrs. 5 mns.)	27.77%
Arab	42 minutes	4.76%
Non-Arab	595 minutes (9 hrs. 55 mns.)	67.46%

Table 3.17: Program Source

Friday: 794 minutes

Program Source	Time	Percentage (%)
Local	274 minutes (4 hrs. 34 mns.)	34.50%
Arab	240 minutes (4 hours)	30.22%
Non Arab	280 minutes (4 hrs. 40 mns.)	35.27%

Table 3.18:   Program Source

Saturday

The smallest amount of time went once again to the Arab programs, while there was a time balance between the local and non-Arab programs. (See Table 3.19)

The local programs had been increasing in time since the first day of the week, as well as their percentage.

Sunday

The non-Arab programs took the lead again with more than one third, (See Table 3.20) followed by the local then the Arab programs, which began to increase again, after their fall, the day before.

Monday

More than a half of the programs were non-Arab, which was a large amount, followed by the local programs with about one third. (See Table 3.21)

Tuesday

Something new happened in the programming of Tuesday. For the first time the Arab programs quantity was higher than the local one, (See Table 3.22) and had the second place after the non-Arab programs.

Saturday: 704 minutes

Program Source	Time	Percentage (%)
Local	298 minutes (4 hrs. 38 mns.)	42.32%
Arab	91 minutes (1 hr. 31 mns.)	12.92%
Non-Arab	315 minutes (5 hrs. 15 mns.)	44.74%

Table 3.19:   Program Source

Sunday: 735 minutes

Program Source	Time	Percentage (%)
Local	279 minutes (4 hrs. 39 mns.)	37.96%
Arab	162 minutes (2 hrs. 42 mns.)	22.04%
Non-Arab	294 minutes (4 hrs. 54 mns.)	40%

Table 3.20:   Program Source

Monday: 567 minutes

Programs Source	Time	Percentage (%)
Local	165 minutes (2 hrs. 45 mns.)	29.10%
Arab	97 minutes (1 hr. 37 mns.)	17.10%
Non-Arab	305 minutes (5 hrs. 5 mns.)	53.79%

Table 3.21:   Programs Source

Tuesday: 652 minutes

Programs Source	Time	Percentage (%)
Local	125 minutes (2 hrs. 5 mns.)	19.17%
Arab	152 minutes (2 hrs. 32 mns.)	23.31%
Non-Arab	375 minutes (6 hrs. 15 mns.)	57.51%

Table 3.22:   Programs Source

Wednesday

The Arab programs lost their place, by decreasing in time and percentage, while the local ones increased, but the led went as always during the whole week to the non-Arab programs with 2/3 of the daily total time. (See Table 3.23)

The Week

To summarise the 7 days, the non-Arab programs took the lead, which is obvious, with about half of the total week time of the programs while the other half was divided between the local and the Arab programs with one third to the local and about half of its programs. (See Table 3.24) So Algeria imported for this week, its programs from non-Arab sources.

The observations which can be made here are:

- That this situation is not helping in the Arabisation campaign, regarding the cultural program.

- That the Western programs had a privileged place in the week of TV programming.

- That the Western programs were mainly for entertainment, and this is not helping in the literacy campaign which needs programs of culture and education.

Wednesday: 631 minutes

Program Source	Time	Percentage (%)
Local	139 minutes (2 hrs. 19 mns.)	22.02%
Arab	42 minutes	6.65%
Non-Arab	450 minutes (7 hrs. 30 mns.)	71.31%

Table 3.23:   Program Source

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The Week: 4965 minutes = 82 hours 45 minutes

Program Source	Time	Percentage (%)
Local	1525 minutes (25 hrs. 25 mns.)	30.71%
Arab	826 minutes (13 hrs. 45 mns.)	16/63%
Non-Arab	2614 minutes (43 hrs. 33 mns.)	52.65%

Table 3.24:   Program Source during the whole week 21 - 27 July

Now, regarding the total percentage of importation including Arab and
non-Arab programs, in the Algerian Television during this week, it
was about 2/3, while the other third went to the local programs.
(See Table 3.25) This can only show the lack of the national
television production in Algeria, which is still very weak since the
country's independence in 1962, even if there was a technical
advancement, and more technical facilities had been available since
then. The local production during this week was mainly news
programs, and there was a great lack of entertainment program
production which explains the high average of the program
importation. As there was a great lack in cultural and educational
programs, but the importation did not take place.

Coming back to the imported non-Arab programs, it was noticed that
the American programs were in the lead with more than one third of
these programs, and about one third of all the imported programs.
(See Table 3.26) This was a large amount of programs coming from one
country, and it is dangerous for the future of the Algerian culture,
especially as Algeria is still fighting to get rid of the French
colonialist cultural influence.

Talking again about the local TV production, it was said that it was
mainly informative programs which include the news bulletins which
are very important since they are the main source of information
especially for international news, in Algeria.

Program Source	Time	Percentage (%)
Local	1525 minutes (25 hrs. 25 mns.)	30.71%
Non-Local	3440 minutes (57 hrs. 20 mns.)	69.28%

Table 3.25: The Percentage of the Local and Non-Local Programs in the Algerian TV during the whole week

Weekdays	Time	Percentage in Non-Arab Programs	Percentage in all foreign programs1	Percentage in the total programming
Thursday	305 minutes (5 hrs 5 mns)	51.26%	47.88%	34.58%
Friday	180 minutes (3 hours)	64.29%	34.61%	22.68%
Saturday	35 minutes	11.11%	8.62%	4.98%
Sunday	32 minutes	10.88%	7.01%	4.35%
Monday	170 minutes (2 hrs 50 mns)	55.73%	42.29%	29.98%
Tuesday	170 minutes (2 hrs 50 mns)	45.33%	32.26%	26.07%
Wednesday	115 minutes (1 hr 55 mns)	25.55%	23.37%	18.22%
The Week	1007 minutes (16 hrs 47 mns)	38.52%	29.27%	20.28%

Table 3.26: The Percentage of American Programs in the Algerian TV Programming

1. Arab and Non-Arab programs.

3.1.5 News Bulletins

During the week of the study, there were 3 news bulletins daily:

Two long ones of about half an hour each and called News Bulletins, the first of which was the main one and scheduled at 8.00 p.m. and was watched by most Algerian people. The second did not have a fixed time, and was varied from day to day, but was scheduled between 10.00 p.m. and 11.00 p.m. and was watched by a smaller number of people. The third bulletin was a very short one, lasting about 5 or 6 minutes, and was called the Journal, and was broadcast at 6.00 p.m. every day, giving flash information.

The percentage of the news bulletins in the informative programs was quite high with more than a third. (See table 3.27)

Days	News Bulletin Time	Their Percentage in Informative Programs	Their Percentage in the Total Programs
Thursday	60 minutes (1 hour)	36.37%	6.80%
Friday	49 minutes	76.57%	6.18%
Saturday	51 minutes	42.14%	7.24%
Sunday	51 minutes	43.97%	6.93%
Monday	45 minutes	39.13%	7.93%
Tuesday	50 minutes	26.31%	7.66%
Wednesday	44 minutes	24.17%	6.97%
The Week	350 minutes (5 hrs 50 mns)	36.72%	7.04%

Table 3.27: The Percentage of News Bulletins in the Informative and the Total Programs

3.1.6 The 8.00 p.m. News Bulletin Content

To speak about the news bulletin in Algeria, is in order to see the content which includes the National and International news, and to know the time devoted to each of them, as to see which of the news items are given priority.

The choice of the 8.00 p.m bulletin is:

- Because it is the most important one, since most people watch its news, and this is due to its fixed time, so everybody knows it, as it is the first bulletin in the day, containing the most important and complete news of the day.

Thursday

The bulletin started by the International news, which was the largest, containing three items. Then came the flash news which was also international but in a flash form and then the national ones, with three items plus the weather forecast. (See Table 3.28) +

Friday

The same order as the day before, for the news categories. International, flash and national. Most of the bulletin time was given to the first category of news, due to the important development

+ see appendix.

on the political scene (Iran-Iraq war, Palestine, Cuba-Angola question, etc.). (See Table 3.29) [+]

Saturday

Here there was a change in the order of news categories. The bulletin started by the national news instead of the international news, because of an important religious event happening; it was the preparation for the sacrifice celebration. Directly afterwards came the international news which was followed by the flash and the national news again. (See Table 3.30)[+]

Sunday

On this day also, the bulletin started by the national news for the same reason. The celebration which took place on Sunday. Then directly afterwards was the international news with 3 items, the flash news which also had 3 items and then the national news which contained only one item - the weather forecast. (See Table 3.31)+

Monday

The international news took the lead, followed by the flash and then the National news, then back to the international and national news. (See Table 3.32)[+] It is noticeable that the National news was longer than the international news, even if they contained only 2 items, but

+ see appendix.

1 item was very long, and was an economic report.

Tuesday

The bulletin started by the national news with one item which was a
political event: The FLN Congress. It was followed by the
International news with 3 items, then the flash news, then back to
the International news with 1 item and finally the national news
again, with 2 items. (See Table 3.33) +

Wednesday

In first place was the International with four items followed by the
flash then the national with 3 items and then back to the
international news with 1 item nad then back to the national with 3
items. (See Table 3.34)+

+ see appendix.

3.1.7 Conclusion

It was noticed that the daily news categories (National,
International and Flash news which was also international) moved from
first place to second or third, and vis versa, in the news bulletin
regarding the importance of each category's events which depended on
the political scene on the National or International level. So the
International news was the first in the Bulletin for 4 times, while
the national ones occupied the same place 3 times during the week.
Regarding the flash news, they were always in the middle of the
bulletin.

The Week's results

It was noticed that the flash news always contained international
items and because of this, they were included in the International
news category. At the end of the week, it was found that the
International news took the lead with about 60% of the weekly
bulletin time. (See Table 3.35) This can only show the growing
importance given to the outside world events and news and the big
interest of people in such as news, therefore, their cultural level
has also been growing.

The News Bulletin of 8.00 p.m.

Weekdays	News Category	Time	Percentage (%)
Thursday	National News	10 minutes	40%
News Bulletin Time: (25 mns)	International News	15 minutes	60%
Friday	National News	6 minutes	25%
News Bulletin Time: (24 mns)	International News	18 minutes	75%
Saturday	National News	9 minutes	34.61%
News Bulletin Time: (26 mns)	International News	17 minutes	65.38%
Sunday	National	10 minutes	47.62%
News Bulletin Time: (21 mns)	International News	11 minutes	52.38%
Monday	National	10 minutes	50%
News Bulletin Time: (20 mns)	International News	10 minutes	50%
Tuesday	National	7 minutes	35%
News Bulletin Time: (20 mns)	International News	13 minutes	65%
Wednesday	National	13 minutes	54.16%
News Bulletin Time: (24 mns)	International News	11 minutes	45.83%
The Week	National	65 minutes (1 hr 5 mns)	40.62%
News Bulletin Time: (160 mns) (2 hrs 40 mns)	International News	95 minutes (1 hr 35 mns)	59.37%

Table 3.35: The Percentage of National and International News
             in the News Bulletin during the whole week

3.2 The Changes in the Algerian Television Programming

structure: A study of comparison

3.2.1 A General study of the Algerian Television programming

during the week of the 4-10 February 1988

A small study of the Algerian TV programming was made during the week

4-10 February 1988 through the Algerian newspaper "Algerie-

Actualite", which is the most important newspaper in Algeria and it

is written in French.

The conclusion was:

3.2.1.1 Number of broadcast hours

The number of broadcast hours during the week was 53 hours and 35

minutes. (See Table 3.36) This number increased during the weekend,

especially on Friday which is a holiday, when TV broadcasts started

earlier than the week days. TV started at about 5.00 p.m. except on

Monday when it started at 2.00 p.m. because it was a holiday

afternoon for school children.

According to the UNESCO study of February 1983, the number of

broadcast hours in the Algerian TV was 63 hours and 54 minutes. Five

years later, during the same week it had decreased by ten hours.

Day	Date	Number of Broadcast hours per day	Time of Broadcast
Thursday	4 February	10 hours 5 minutes	12.20
Friday	5 February	13 hours 35 minutes	9.45
Saturday	6 February	5 hours 5 minutes	5.00 p.m.
Sunday	7 February	6 hours	5.00 p.m.
Monday	8 February	7 hours 35 minutes	2.00 p.m.
Tuesday	9 February	5 hours 15 minutes	5.00 p.m.
Wednesday	10 February	6 hours	5.00 p.m.
Total hours for week	4 - 10 February	53 hours 35 minutes	

Table 3.36: Number of Broadcast hours on The Algerian Television including the news

3.2.1.2   The number of hours and categories of imported programs

A.   Arab programs: Their number of hours during this week was

          5 hours, which was a percentage of 9.33% of the total

          programming time, including: Entertainment programs from

          Egypt and Tunisia, and Children's programs from the Gulf

          State Co-production Organisation, and Religious programs

          from the Islamic conference.

B.   Non-Arab programs: The number of hours of these programs

          was 19 hours and 55 minutes which was a percentage of

          37.17%, including the Entertainment programs from the USA

          and France, the Educational programs from France and the

          UK, the Cultural programs from France and Germany and the

          Children's programs from the USA.

          The number of total hours of imported programs during the

          week was 24 hours and 55 minutes, with a percentage of

          46.49% of the total programs that week. According to this,

          importation in Algeria has decreased since 1983 when it was

          55% according to the UNESCO study at the time.

3.2.1.3   The number of hours and categories of local programs

The number of hours of local programs was 28 hours and 40 minutes
with a percentage of 53.51% of the total programming hours, and they
included all categories of programs, (Entertainment, Informative,
Educational, Children's, Cultural and Religious).

Conclusion

It was noticeable that there were no local television serials,
comedies or films. These programs were the most imported. During
the study week, importation in Algeria was still high especially from
Western countries, while there were no imported programs from the
socialist countries, and one of the reasons for this was the problem
of translation, because these programs are subtitled, which makes the
reading and then the understanding more difficult.

The importation from the Arab countries was mainly from Egypt, not
only because it is the biggest Arab producer but also because the
Egyptian dialect is understood all over the Arab world today.

In this context, the question of the different Arab dialects is a
serious matter which represents and obstacle in the importation of
programs from other Arab countries, not only Egypt, and with a
different dialect.

Local programs were mainly informative including the news bulletins, reports, news programs and documentaries.

3.2.1.4   The informative programs

According to the UNESCO study of 1983, the percentage of these

programs in the Algerian TV programming was 22%. During this study

week, it was 18.66%, equal to 10 hours time. (See Tables 3.37 and

3.38)

The daily time of these programs varied between 2 hours 35 minutes

and 55 minutes. (See Table 3.39) The percentage of these programs

in the local programs was 35.71% which was a large amount of

programs.

Regarding the news bulletins which are the most important programs in

this category, they had a time of 6 hours, with a percentage of 60%

of the total informative program time.

During the week of study, there were 4 news bulletins during the week

days, and 5 news bulletins during the weekends (Thursday and Friday)

and were divided into 2 categories:

1.   Short bulletins of 5 - 6 minutes duration and called news
        journals; and

2.   Long bulletins of 20 - 30 minutes duration and called news
        bulletins.

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	Algerian TV Programming	Algerian TV News Programs
Time	63 hours 54 minutes = 3834 minutes	14 hours = 843 minutes
Percentage	100%	22%

Table 3.37: TV News in Algeria. One week period study, February 1983[1]

1. Varis, UNESCO Paper, No. 100, 1985.

	Algerian TV Programming	Algerian TV News Programs
Time	53 hours 35 minutes 3215 minutes	10 hours 600 minutes
Percentage	100%	18.66%

Table 3.38: TV News in Algeria. One Week Period study,
February 1988

Day	Date	Number of News Broadcast Hours	Number of Broadcasted Program Hours
Thursday	4 February	1 hour 35 minutes	8 hours 30 minutes
Friday	5 February	1 hour 10 minutes	12 hours 25 minutes
Saturday	6 February	55 minutes	4 hours 10 minutes
Sunday	7 February	1 hour 45 minutes	4 hours 15 minutes
Monday	8 February	1 hour	6 hours 35 minutes
Tuesday	9 February	1 hour	4 hours 15 minutes
Wednesday	10 February	2 hours 35 minutes	3 hours 25 minutes
Total Week Hours	4 - 10 February	10 hours	43 hours 35 minutes

53 hours 35 minutes

Table 3.39: Broadcast hours of News and Programs on Algerian Television

During the week days, there was 1 journal in Arabic at 6.00 p.m. and 3 bulletins, 2 in Arabic at 8.00 p.m. and 11.00 p.m., and the third in French at 10.00 p.m. During the weekend, there was one more journal on Thursday, and one more bulletin on Friday, both at 1.00 p.m.

This study as it was said earlier was about 1 February week, which means during the winter time, while the other study was in the summer, during the July month. A quick comparative study is important here to see the changes in the Algerian TV programming between the two periods of the year, the winter and the summer and between the two months February and July.

3.2.2   Comparison between the two studies of the Algerian TV programming: of February and July

3.2.2.1   Comparison regarding the number of broadcast hours

During the week of February, 53 hours and 35 minutes were broadcast, while in July, the week contained a higher number of hours, 82 hours and 45 minutes with a difference of 29 hours and 10 minutes which is a big difference.

Regarding the daily time, in the February week, the highest daily time was on Friday with 13 hours, and the lowest was on Saturday with only 5 hours, with a difference of 8 hours between the two.

While in the July week, the highest time was on Thursday with 14 hours and the lowest was on Monday with 9 hours and the difference between the two was about 5 hours. See Table 3.40) Each day in the week of July was higher than its equivalent in February week, except on Friday, where the February one was higher by a few minutes.

Weekdays	February Time	July Time
Thursday	10 hours 5 minutes	14 hours 42 minutes
Friday	13 hours 35 minutes	13 hours 14 minutes
Saturday	5 hours 5 minutes	11 hours 44 minutes
Sunday	6 hours	12 hours 15 minutes
Monday	7 hours 35 minutes	9 hours 27 minutes
Tuesday	5 hours 15 minutes	10 hours 52 minutes
Wednesday	6 hours	10 hours 31 minutes
Total hours	53 hours 35 minutes	82 hours 45 minutes

Table 3.40: Comparison of the daily and weekly Number of Broadcast hours in February and July

3.2.2.2 Comparison regarding the programs source and percentage

1. Arab Programs: Their percentage in the week of February was 9.33%, while in the July week it was much higher with a percentage of 16.63%.

2. Non-Arab programs: They had a percentage in the week of February of 37.17% of the total programming time, while in the July week, they had a higher percentage, with 52.65%.

Both of these category programs (the Arab and non-Arab) have increased in time and percentage during the week of study in July, and as a consequence, the percentage of all the imported programs increased too.

3. Local programs

Because the imported programs had increased in the week of July, this led to the decrease of the local programs percentage. If we look at the February week, we will find that the percentage of these programs was 53.15% which was a high percentage, but it had decreased during the week of July becoming 30.71% only. And while the imported programs were less than the local ones in the February week, the situation had been reversed during the July week, when the imported programs increased and became higher than the local ones, (See Table 3.41) which means that the

Month	Local Program %	Non-local (imported) Program %
February	53.15%	46.49%
July	30.71%	69.28%

Table 3.41: Comparison of Local and Non-Local Program Percentages in February and July

importation had increased during the week of July, especially for

the Western programs. Most of them were for entertainment,

increasing during the summer holidays.

3.2.2.3 Comparison regarding the Information programs

Since these programs are very important in the local programs, especially the News bulletins, a comparison would be necessary and important also, to see the changes which had occurred between the two weeks especially regarding the news bulletins.

The percentage of the programs then, in the February week was 18.66% and it had not changed much in the July week, being 19.,19% of the total TV programs but the difference of hours was quite large with almost 6 hours (5 hours and 53 minutes) more in the July week.

So, the time of the informative programs had increased in July due to the increase of the total number of broadcasted hours.

3.2.2.4 Comparison regarding the news bulletin

The comparison is very important here because many changes had occurred in the news bulletin between the two weeks and these were:

A. The number of bulletins

The week in February had 4 news bulletins during the week and 5 during the weekend. This number had decreased during the week in July to only 3, including the weekend. Also, in the week in February, bulletins were during the week days, 1 short, called the journal and 3 long called bulletins, and during the weekend for Thursday there were 2 journals and 3 bulletins, while on the Friday there was 1 journal and 4 bulletins. This figure had changed during the week in July, which had 2 long bulletins and 1 journal only, for the whole week.

B. The time of the bulletins

The time for the journal and the bulletins had not changed, the first was always between 5 - 6 minutes, and the second between 20 - 30 minutes in each week, but the difference was the total daily and weekly bulletin time in the two weeks, and the highest time went to the week in February because it had more bulletins but with a smaller time difference, in spite of the number of bulletins.

The daily time for the week in February had an average of 60 minutes (1 hour) while it had an average of 50 minutes in the week in July. The percentage of the weekly bulletin time in the informative programs in the February week was high, being 60% while it had decreased during the July week to only 36.72%. This was due to the increase of the entertainment programs time during this period.

C. The language of the bulletins

An important thing happened in the July week. The daily bulletin, in French, used to be given during the February week, had disappeared. All the bulletins given in July were in Arabic, while there was one bulletin, giving news in French, every day during the week in February. This event is one actin in the Arabisation Policy of the country.

The content of the bulletins

Very important changes had occurred also on the content level during the July week and these were:

- In most of the week days, the bulletin started by the International news, while it started int he week of February by the National ones, most of the week days.

- Flash news had been a new category or item in the July news bulletin, while they did not exist in the bulletin of February, and this can only show the new organisation of the news bulletins in Algeria;

- important news both national and international had been very well analysed in the July bulletin, while such analysis missed in the February bulletin.

- also, the amount of pictures had increased in the July bulletin, moreover, their time had been equal to the text, this means that the viewers could see the pictures related to the information item during all the time taken by this information while the journalist was reading the news item. So, the journalist could only be seen for a few seconds while giving the title of a new item in the news bulletin. This was a considerable change in the Algerian news bulletin content because in the bulletin of February, there was a lack of pictures which accompanied the item text, so most of the time during the bulletin, viewers could only see journalists giving them the information for about half an hour with only 2 or 3 pictures, of short duration, given in a quick way and often in bad quality. This was a very boring situation because the information of the bulletin was not concrete due to the lack of pictures, which made the bulletin uninteresting in general and unattractive which was not helping to improve the educational and cultural level of the masses, and to contribute in the literacy campaign.

3.2.3   Conclusion

Many changes occurred in the TV programming in Algeria during the
week of July, compared to the week in February and the main ones were
the increase of the importation average especially the Western
programs and the American ones with the lead position. This is the
opposite of what should be done in Algeria, which means to decrease
the percentage of importation even if this situation would lead to
the decrease of the number of broadest hours.

One the other hand, importation should be from different countries,
from developing countries as well as Socialist ones, and not only
from Western countries. And it should be from other different
Western countries and not mainly from the USA. This will open wide
doors on the international culture, and its knowledge and exchange.
More programs should be imported from other Arab countries besides
Egypt, and the dialect obstacle can be overcome by producing programs
spoken in the Arabic language or a dialect very close to it.

The increase of imported programs in the Algerian TV programing, led
to the increase of the entertainment programs because most of the
imported programs were for entertainment (films, serials, comedies,
variety shows, etc.), especially the American's. On the other hand
the percentage of cultural and educational programs was low. Most of
the imports for TV is limited to the entertainment, making this means
primarily an entertainment function.

Changes in the Algerian TV programming, on the program level, then, were more negative than positive taking the situation of the Algerian TV and its role into consideration.

On the news level and especially the news bulletins, changes were more positive by reorganising the Algerian news bulletin, introducing new items, methods, analysis etc. and especially Arabizing all the bulletins. This was a new step in the governmental Arabization policy.

These changes made the news bulletin more interesting and enjoyable to watch, and more able to attract viewers in order to give them information and knowledge and in order to contribute in the increase of their cultural level. Algerian TV programming policy still needs more experience and work to achieve its objectives which are at the same time Televisions ones. They are the education of the masses, the contribution in the literacy campaign, the teaching of the Algerian social values which are a part of the Arab values etc. To achieve such objectives, demands to produce more local programs besides the informative ones, to exchange more programs with other Arab countries in order to execute the Arabization policy in an extended and fast way. Only by the, can the TV programming policy in Algeria break its dependence from the French cultural bonds in general and the linguistic ones in particular, and progress towards an Algerian cultural TV programming policy.

CHAPTER 4

4.1 INTER ARAB NEWS EXCHANGE TRAFFIC BEFORE THE LAUNCH OF THE ARAB SATELLITE

4.1.1 Arab region and the International TV news agencies

The main international TV news agencies are the two European ones Visnews and UPITN and the American ones CBS, NBC and ABC. The European ones are the main source of world news coverage in more than 100 countries. Forty to fifty news stories are covered everyday, and news service are received by air freight, by terrestrial circuit such as Eurovision or by satellite.

Visnews and UPITN are active on a daily basis in the Arab region. Today most Arab countries have access to international news from these agencies due to available technical facilities and earth stations connected with the Intelsat system.

These agencies had a monopoly in news distribution in the Arab region for many years, but they have always paid limited attention to the region. They are not objective in their news analyses and reports, they do not give importance to events which can interest Arab countries.

In a study of the Egyptian Television in the 70's, it was found that the number of Arab news reported by the two agencies during 2 weeks

time was 29 of 592 news items for Visnews, and 30 of 593 news items for
UPITN1 Between July 22, 1974 and March 20, 1975, 1,541 news items were
sent by Eurovision to the Arab region, while Eurovision received from
the Arab TV organisations 5 news items in 1974, and 10 in 1975 only.

Today, Arab countries received daily news from UPITN, Visnews, the
European Broadcasting Union (ENVO.ENVI) and the French TV (FTR3).

In 1978, and according to ASBU, 6 Gulf countries paid 1,214,782 US
dollars per year to receive 20 minutes of daily news.

These agencies mainly the Eurovision, are interested in Arab news only
if there are crises and political events in the region, and even in
such circumstances, they give a quick analysis to the events and in a
superficial way.

Visual news of these agencies are mainly of interest to the western
European audience. In the weekends for example, news are full of sports
items, which are not of interest to the Arab audience.

Often, Arab TV stations receive news repetition, as is the case with
the French daily news packet FR3 which contains several items from EVNO
and EVNI. Also, Arab countries with the PAL system, and which receive
the French packet, have to adapt it, because it is transmitted with the
secam system, so the ones which do not have a transformer from one

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1.   Kandil, 1985.

system to another, suffer from the bad quality of the picture on screen.

Also, the cost of these news services is high especially the Visnews packet which costs from London-Kuwait for example, 900 US dollars [2] daily, because the stations receiving it, must pay production costs, so while most Arab countries receive Eurovision news daily, they offer a very limited amount to Eurovision.

4.1.2 <u>Intelat System services in the region</u>

The importance of news exchange has been increasing in the Arab region, since the establishment of the Arab TV news exchange system in 1973 when national TV stations began to cover their own national news events and feed items to the Arab network, and since technological develoments began to occur then. In the beginning of 1974, the region had only 4 earth stations, 3 years later, there were
more than twenty four, and the number has been increasing since then.

There are sixteen Arab members of Intelsat. Their numbers have increased in the system. Due to the use of new technical advancements and equipment, TV stations have been built in the region, and more attention has been given to news departments, especially with the entrance of color TV. Five countries: Saudia Arabia, Iraq, Egypt, Tunisia and Morocco use the secam system, while the others use the Pal system. According to the ITU report in 1976, between 45 and 100% of the

2.Kandil, 1935.

Arab area and between 90 and 100% of the population would enjoy TV coverage in the 80s.

When TV coverage started in the Arab region, it was made through microwave links or domestic use of the Itelsat system. And by the end of the 70s, intelsat was providing domestic communication services to four Arab countries: Saudia Arabia, Algeria, Sudan, Oman. Algeria was the 1st Arab country to use Intelsat satellies for local TV and telephone purposes. In 1975, Intelsat established 14 non-standard earth stations in 14 Algerian towns after a contract between Algeria and the organisation. Each one cost $400,00.[3] The Intelsat system was able to secure TV reception in desert areas which could not be reached by earth microwave links.

A similar contract was made bgetween the organisation and Sudan. 14 earth stations were build in non urban areas there, which receive TV transmissions and telephone services owing to this system. Each of these stations cost $ one million.[4] These stations should be transformed to suit the Arab satellite for transmission and/or reception purposes. Until the end of the seventies, and through Intelsat system and satellite connections, the exchange of programs and news among Arab countries was very limited and weak, and this traffic between regions of the Arab world was lower than the one inside the same region.

Regarding traffic through microwave links, it was important and very active to illustrate the traffic among Maghreb countries which was via

3 .Kandil,1935.
4 .Kandil,1935.

the microwave links. There was also a microwave link between Saudia

Arabia and Sudan including a TV facility, another link between Saudia

Arabia and Bahrain not including a TV facility. Also many projects of

microwave links were made to illustrate the one made to link Saudia

Arabia and Jordan.

4.1.3 Arab TV news exchange and the Eurovision

There was no news exchange system between the Arab TV organisations in

1969, the year ASBU was created. International films news agencies had

had the monopoly of films news distribution in the Arab region. And

because Arab countries were not happy with these agencies services they

had thought of the establishment of an Arab TV news agency, but it was

not possible at that time. Then they wanted to establish a system for

direct news exchange between them exactly like the Eurovision, but this

project was also impossible because of the lack of an earth

communications network connecting the Arab region at the beginning of

the 70s, there was only a regional network for TV transmission and this

was the Maghreb vision.

Then it was decided to divide the region, on a geographic level, into 3

areas or regions, each one would have a centre which would collect news

from the regional area TV stations and then distribute them to the

regional countries. But the centre must be in a capital city with a

satellite earth station in order to transmit through space the

collected news of its area, to the other two areas, and to receive news

from them and to distribute them to the countries of the area. The
regional areas were:

- Maghreb area: included Morocco, Algeria, Tunisia and Libya. The
  centre was in Rabat.

- Mashrek area: included Egypt, Sudan, Lebanon, Syria and Jordan. The
  Centre was in Amman (Jordan).

- Gulf area: included Iraq, Kuwait, Qatar, UAE, Bahrain, Saudia
  Arabia, PDR of Yemen and Arab Yemen. The Centre was in Kuwait.

The exchange was decided to be inside each area using all kinds of
available transport: by microwave (between Maghreb countries), by plane
(between Tunisia and Tripoli), by car or motorcycle (between Damascus
and Oman).

In February 1973, the first news exchange experiment through satellite
took place, between Maghreb and Mashrek area for 5 days with 39 news
items, exchanged and produced by all the countries of the two areas.

The first Arab country using satellites for regular news exchange was
Jordan when being a member in EBU (European Broadcasting Union), began
in 1972 to receive daily news from the Eurovision, which were a packet
from the French TV ORTF.

A long time before Jordan, Algeria, Tunisia and Morocco, having

membership in EBU, had been receiving Eurovision news using sea cables

through France, Italy and Spain. Regarding Gulf countries, they made an

agreement with French television in order to receive a daily packet of

15mn through the Indian Ocean satellite. The first 5mn were local

French news and the following 10 mn were the Eurovision news. The

packet was received by Saudia Arabia, Iraq, Qatar and Kuwait.

Also, Qatar and UAE were receiving through the Indian Ocean Satellite,

a daily packet of 10mn of from the Visnews sent from London.

In spite of the high cost of the Eurovision news packets, its services

were not good enough for the Arab region,.since some of the items were

late, and they did not include enough information about the Arab

region, also there was a lack of text to the film news.

In the sixth of February 1976, ASBU made an agreement with EBU in

order to receive daily packets: 0 and 1 from the Eurovision. Since

then, 6 Arab countries at the time had started to receive these two

packets and were Iraq, Kuwait, Qatar, UAE, Saudia Arabia and Sudan,

besides Morocco, Algeria, Tunisia, Libya and Jordan which were

receiving them being members in EBU. ASBU then, wanted to organise the

exchange system, and it was decided to link the headquarters of the

Union General Secretariat, to the Tunisian TV Organisation through

microwave links in order to have the opportunity to control and

participate in the Eurovision news exchange, because it was an

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agreement betweeen the Arab TV Organistions to be represented by the
Union General Secretariat, regarding exchange with EBU. When Arab TV
stations began to use satellites regularly it was in order to receive
news from the outside and not inorder to exchange news betwen them.
Also satellites were used to receive news from the outside and not to
send them to it.

Another important fact regarding the use of satellites in sending
Eurovision news to the Arab region was that the situtation had led to
the decreased interests for TV news exchange between the Arab countries
and they refused to continue to participate in the exchange which had
begun successfully between the three Arab centres: Rabat, Amman, and
Kuwait, because the foreign news they were receiving through
satellites, were in time, in color and with high technical quality,
while Arab news which were exchanged were the opposite.

After analysing the situtaiton, ASBU recommended to the Arab TV
organisations to use satellites in news exchange, not only because
satellites were the quicker way for exchange, but also because this
would be a preparation and a period of experiment before the launch of
the Arab satellite.

Exchange traffic betwen the three centres began to decrease until 1978
when ASBU cancelled the centre sysem which was replaced in a practical
way by the exchange through the Eurovision.

It was expeced that the daily Arab TV exchange through satellites would begin to operate in 1978 and was called "Arab-vision" but this was not possible at the time. In 1979, ASBU, which had moved its headquarters from Cairo to Tunis, decided to organise Arab TV news exchange on a permanent basis through Eurovision. So, the five Arab country members in EBU, began to be active in their participation in the Eurovision exchange, by supporting Arab news or any news with interest to the Arab region.

In 1982, Algeria made a proposition regarding the foundation of a centre for news and programs exchange between the Arab TV organizations. She accepted to finance a great part of the project, but because of its high cost, it was impossible to have it then, and was expected to be operational in the near future. And if the Arab countries agreed to have the centre in Algiers, it was not only because the Algerian TV station has modern equipment and technical facillities, but also because Algeria is connected with many space and earth networks. She is connected with the Eurovision, with the Maghreb countries, and with Intelsat and Interspotnik. She would be also connected to the Arab-Sat network. And in spite of the fact that 15 Arab TV stations were receiving the Eurovision news, by the end of 1984, which might increase the number of Arab news items in Eurovision news exchange operation, Arab countries continued to receive a big amount of news from the west compared to the one sent and this situation had increased the imbalance in news exchange traffic between the Arab region and the west.

4.1.4 TV News exchange in the region before the Arab Satellite Launch

News programe mainly news bulletins are very important in the Arab Television programming, and for the viewers too.

Arab news bulletin content is political in the first place, reflecting the government opinion on the events. However, the preparation and production of news programmes are still suffering from some problems to illustrate:

- lack of a clear objective for these programmes which are often made in a disorganised way

- lack of planning in TV news departments

- limited number of high trained journalists in these departments

- exaggerated time directed to local news of the bulletin, in many Arab TV stations (especially visits of official personalities to places or cities inside the country).

- News bulletins are read by people who do not prepare them

- lack of harmony between text and pictures in the bulletin

In each Arab country, the production of news is still more or less,
below the required level, and its problems are one obstacle in the news
exchange operation between the countries of the area. So, the main
characteristic of this exchange is that it is weak and limited for
occasions, usually.   TV news exchange traffic started in the 70s in
the 3 regions: Gulf, Maghreb and Mashrek. But the most active was the
Maghreb region.

4.1.4.1 The Maghreb region and the Maghreb-vision

It was the most active region in the the field of news exchange
through Maghreb Vision organisation, which emerged as an idea in 1966
after a meeting between the 3 region countries: Algeria, Tunisia and
Morocco. Its purpose and objective were:

- To group the Maghreb countries together in one TV newwork, called the
  Maghreb Vision, like the Eurovision

- To strengthen the relations betwen them, in order to build the "big
  Maghreb"

The plan concerning television was: .

- Preparation of a study regarding technical facilities

- News bulletin exchange between the members

- Documents exchange

But the Maghrebvision could not be created at the time (1966) due to technical problems which were that the national network in each Maghreb country was not able to cover all the national area, which had made technical coordination between different points and areas inside each country, impossible.

It had to wait four years to make the Maghreb-vision a reality. And in September 1970, it was created and its agreement was signed between Algeria and Tunisia. Morocco joined a short time later.

Regarding news, the three countries decided to apply a similar system to the Eurvision one: each country would receive news from the two other countries at the same time, then it would evaluate and select them.

Maghrevvision achieved some benefits to its countries in their coordination with the Eurovision, because the daily news received by these countries from the Eurvision used to cost a lot. So, the Maghrebvision could regulate the reception of these news through the easiest and cheapest channels, and transmit it to its members using the microwave links, benefitting from the reduction of cost for the telecommunications organisations.

Also it was possible for the Maghreb countries through their

Maghrebvision to make the Eurovision accept any TV news item produced

by anyone of them, supported by the two others.

However, there were technical problems, to illustrate the technical

coordination between Algeria and Tunisia was not permanent, while the

one between Algeria and Morocco did not exist because of natural

obstacles. So, it was decided to coordinate between the three capitals:

Rabat, Algiers and Tunis.

News exchange traffic among Maghrebvision countries was very active for

five years and was very successful until 1975 when there emerged a

political conflict betwen Morocco and Algeria regarding the Western

Sahara, and the consequence was that this very important experiment

which was the Maghrebvision had began to be less active until it

disappeared completely. However some responsible Arab people think

that the end of the Maghrebvision was due to its high cost compared to

the limited returns. And since then, the news exchange traffic between

the Maghreb countries had become weak and very limited, occuring

usually on occasions, and from time to time only.

Because of this situation, many people in the TV organisations today

hope that the Maghrebvision will be born again because it was the most

successful Arab experiment in the field of TV exchange, as it had had a

high organisational level like an international organisation.

But the important condition for a new Maghrebvision, is that it will be

founded on a strong basis which can never be destroyed or even

influenced by political changes or events or differencesin the region.

4.1.4.2 The Gulf region and the Gulfvision

TV news exchange began in the Gulf area in June 1973, years before the

foundation of the Gulfvision, and it was very intense betwen June 73

and July 75 with 944 news items exchange.[5] Iraq was the most active

country.

The exchange operation had transport problems, because planes

transporting news items, used to arrive late, by one day or more, to

illustrate the case of democratic Yemen which had one weekly flight

only with Kuwait, so the Yemini news items reached Kuwaiti TV very late

(about 3 days later).

Regarding the nature and content of the exchanged news, the items were

political and of a ceremonial nature (receptions, arrivals and

departures of political and royal figures).

The exchange in the region could be made through earth stations

connected to the Intelsat system because most of these countries were

able to afford reception and transmission through satellite, however

earth stations were used only for important events because of the high

cost.

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5.Khalil,1933.

Regarding the Gulfvision, it was created in order to make TV exchange (news and programs) intense among the Gulf countries and to coordinate the work between the TV organisations in the area. So in February 1977, an agreement was made in Riyadh between the Gulf Ministers of Information for this purpose, but the first idea had emerged during the first conference of the Gulf states Ministers of Information, held in Abu Dhabi in January 1976. Since then, news exchange has been made through Gulfvision which is working within the framework of the ASBU principles and objectives.

However, even after the Gulfvision creation, news exchange traffic in the region had been still below the required average and this was due to:

- more importance was given to local coverage which was harmful for the exchange

- lack of experienced poeple in the exchange process

- lack of interest in a continuous process of exchanging news

- more attention was given to the international news in color and of a high technical quality provided by the International News Films Agencies, while less attention was given to Arab news items which were not in color and were received late.

4.1.4.3 The Mashrek region

It was the last Arab region to experience the news exchange which started in July 1974 through microwave links which were less in number than in the other two regions.

According to ASBU, 261 Arab TV news items were exchanged between three countries of the area: Jordan, Syria and Egypt, in the period between July 74 and March 75.

Egypt used to send daily news by air to Syria and receive the Syrian local news The characteristic of this region is that it is different from the two others in the fact that it had never had an exchange system or organisation. The exchange had been depending on each country's needs, capacities and will.

4.1.4.4 TV News exchange traffic between the three regions

News exchange traffic between the three regions was lower than the traffic inside the same region and while traffic among Maghreb countries was good as it was among Gulf countries, it was less good among Mashrek countries. Traffic between the Mashrek region and the two others was the lowest, while the Gulf region was the most active one regarding the traffic with the two others.

TV news exchange between the three regions through satellite

connections, was very limited and used to happen occasionally or when very important political events happened. News items exchanged usually fell into the same categories: diplomatic movements, bilateral political news, military news, religious activities. News exchange through microwave links was also limited, because the links which were available in the region then, could not connect the three regions with each other. This problem was expected to be overcome by the Arab Satellite which would connect the three regions. However, these links would be necessary to the satellite because they would support it.

So the traffic between the three regions in news exchange field was below the average due to:

- Technical problems:- to illustrate the lack of technical coordination between areas inside the same country

- lack of earth stations using Intelsat system

- the high cost of using Intelsat satellites in news exchange

- lack of microwave links in many Arab countries especially in Mashrek region

- priority given to the International news with a high technical quality while Arab news was neglected

- lack of a permanent Arab news exchange system which could lay down
  an exchange policy for news

- political conflicts and differences between the countries of the Arab
  region.

4.1.5 Arabvision

Due to communication technology development, Arab region began to
receive news through satellites and Intelsat, and this had had
advantages in the region:

- news was sent and received in much less time

- most transport problems have been solved

An ASBU study was made in 1976 regarding the possibility of the
establishment of an organised network for the news exchange in the Arab
region, through Intelsat. A year later, and as a result of the
recommendations of the coordinating organisaton for TV news exchange,
the establishment for this network was adopted: it was called
Arab-vision, and was defined as an Arab Organisaton for TV news
exchange among Arab countries.

Its objectives were:

- promotion of news services in the Arab TV organisations by
  exchanging objective news

- applicaton of recent technological development to the mass media in
  general, and to news exchange in particular: to illustrate
  modernisation of TV news departments.

So, ASBU had agreed for the establishment of Arab-vision since the Arab
countries have achieved by the end of the 70s, a reasonably high
standard regarding the technical aspects of TV organisations, microwave
links and earth satellite stations for domestic and interantional
purposes.

Arab-vision system was based on a daily news exchange between the Arab
countries through Intelsat satellites giving great attention to the
content of the exchanged news, which had to reflect the interest of the
Arab poeple and Arab unity, also, co-Arab points of view should be
stimulated, and more information should be inserted about Arab
countries. But Arab-vision could not come into practice at the time due
to some problems:

- the high cost needed for the news transmision through Intelsat

- lack of an organisational organ to do this job

- lack of suficient trained people in software and hardware area

- lack of coordination betwen Arab countries had been an obstacle to

  the continuity of the news exchange process

- lack of exchange departments or exchange executives in some

  countries

- some news exchange departments had not been taking exchange systems

  regulations seriously.

All these factors had led to a lack of Arab news which meant a greater

dependence on the international visual news agencies.

Arabvision was expected to be operational through Arab Space Network

and its satellites when launched, and then, Arab news would be

exchanged directly between the Arab countries instead of depending on

the International News Films Agencies covering Arab news in Arab

countries.

Also with Arabvision, each Arab country would be free to expose any

news, believed to be of some interest to the other Arab countries, and

each Arab TV station would be free to chose what would be interesting

for her.

News exchange operation in the region was also expected to be

supported by the establishment of an Arab centre for news exchange.

So, the picture which would create a real Arab news exchange system would be:

- an Arab network for news exchange (Arabvision)

- a centre to support this network

- regional statellites through which news would be exchanged

- trained people who would be aware of the importance of exchange, and able to do it in a succesful way.

4.2   Inter-Arab programme exchange traffic before the launch of the Arab Satellite"

4.2.1   Introduction

The number of exchanged programmes between the Arab countries, was very limited until the end of the 70s, taking into consideration the number of earth stations and technical facilities available in the region at the time. 1

Characteristics of the exchange were:

- That between the three regions of the Arab world, exchange was lower than the one inside the same region. This means that it was less between two countries belonging to two different regions than between two countries belong to the same region. Exchange between Algeria which belongs to the Maghreb region and Iraq which belongs to the Gulf one, for example, was lower than the exchange between Algeria and Tunisia both belonging to the Maghreb region.

- Exchange among countries inside organisations (Maghrebvision and Gulf Vision) was higher than exchange among countries outside organisations (bilateral and multilateral). Programme exchange traffic had been taking place via microwave links and through Intelsat satellites but through these satellites, exchange was much more limited because of the high cost of using them. Since last

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1.Khalil,1983.

decade, programme exchange between the Arab countries has been taking 3 main forms:

1 - exchange inside regional organisations

2 - exchange through ASBU

3 - direct exchange

4.2.2 Program exchange inside the regional organisations:

As it was said earlier, two regional organisations for TV exchange appeared inthe Arab region in the 70s: the Maghrebvision and the Gulf Vision.

4.2.2.1 Program exchange inside the Maghrebvision organisation:

Maghreb Vision had been a good experiment regarding programs exchange between its members: Algeria, Tunisia and Morocco. It was welcomed with a great enthusiasm by the audience of the three countries.

Every week a program was produced by one of these countries and transmitted by the two others. It was seen by the audience of the three countries.

Subjectivity had to be avoided especially in the case of touristic, cultural and historical programs. If a program of this kind was to be produced on Algeria for example, it would not be Algeria which produced

it, but, Tunisia or Morocco, and Algeria would offer technical help, transport, studios, etc.

And even those programs made in local dialects were exchanged.

Programs were produced by the three TV stations of Morocco, Algeria and Tunisia in a Maghreb coproduction, and this had many advantages and good effects in the fact that each country tried its best to produce and present good programs of high quality, to the Maghrebvision to be seen by the large audience in the three countries. This situation had encouraged the producton and the exchange of TV programs. Also through this system of coproduction, the cost for each Maghreb country became lower. This situation used to happen also, when the Maghrebvision organisaton used to buy foreign programs (western), for its country members, and this brought price reductions which sometimes reached 30%.

The coproduction of programs started as soon as the Maghrebvision was created in 1970. In this year was produced: 2

- a variety show program of three hours including, music, songs, folklore, sketches and report. It was broadcasted in the three countries on the 7 November this year at 9 H pm.

- a religious programme of 1 hour with 20 mn for each country, broadcast on November 28.

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2.Arab Broadcasting Institutions Review.

- the Maghreb filmed magazine: included 3 subjects and was a monthly

  program of 39 mn, broadcast the last Friday of each month.

- a series of 26 programmes called: "to know the Maghreb" 25 mn each.

- another similar series called: The Maghreb immigration. In 1972,

  Maghreb Vision organised for the first time a competition for the

  Maghreb song similar to the Eurovision song competition.

In the same year also, summer games were organised between the three

countries, this was called "between us", like the Eurovision games:

"Jeux sans frontieres".

The first game was organised in Algiers on the 29 July 1972, the

second one took place in Tunis on the 26 August, the same year. The

third one which was going to be in Rabat on the 23 September did not

take place due to some problems. These games were seen directly on the

small screen. Some programmes were also broadcast directly, and this

used to happen during Ramdhan the fasting month starting from 1970, and

they included variety show programmes, songs, music, sketches and

folklore. They were very successful and very welcomed by the audience

of the large Maghreb.

In Ramadhan 1973, another series was produced called "Juha" the famous

historic Arab personality. On the organisationsl level, a monthly

Maghreb meeting had existed which used to discuss and organise all the

work and programs technically.

In spite of the fact that the program exchange among the Maghreb
vision members was the most active in the Arab region at the time, it
was still limited and below the required average. But it was
progressing during the years, especially with the facilities provided
by the organisation.

In 1972, the monthly aveage of programs exchanged between the
Maghrebvision members was 18 hours including news. In July 1974, 28
hours were exchanged and for the year 1974, 173 hours and 42 mn were
exchanged.

Through the Maghrebvision, program exchange traffic was going in an
increasing way and could reach a high level, if this experiment had
continued, but, as it was said earlier, it stopped due to problems in
the region.

4.2.2.2   Program Exchange inside the Gulf Vision Organisation

The creation of this organisation was a new application to the
Maghrebvision which disappeared 3 years earlier and since then, the
Gulf Vision has been the only regional organisation for TV exchange,
existing in the Arab region today.

Program exchange traffic among its members has been considered the

highest.

Most of the exchanged material was for entertainment,while the
cultural programs had been missing in the exchange operation.

In the period between November 78 and May 79, it was found that Qatar
was the first country producing and exchanging programs with the other
Gulf countries (see Table 4:1)$^+$ while Bahrain was the lowest. And Iraq
was the most balanced country in sending and receiving TV material (see
Table 4:2)$^+$. In 1980, Kuwait sent some TV material to some Gulf
countries, the highers number of programs was sent ot UAE (see Table
4:3)$^+$. Exchange operation within the Gulf vision did not reach a high
level then, because some countries had a low TV production compared to
the others (Bahrain for example), so they were unable to provide enough
programs for the exchange, this had created an imbalanced exchange
operation between members who produced and exchanged a high amount of
programs relatively and those who produced and exchanged less.

However, Gulf vision has been considered since its creation as a good
example for program exchange in the Arab region especially that it is
only regional organisation operating today in the region.

4.2.3 Program exchange through ASBU

Since the end of the seventies (1979), ASBU has been concerned with the
Arab TV exchange traffic, in order to help solve the financial problems

+ see appendix.

for the production of programs, and increasing the exchange traffic of programs and improving their content. For these purposes, ASBU program committee has adopted many recommendations and prepared a form of a bilateral exchange which has been sent to all Arab TV organisations to be filled out every month and returned to ASBU General Assembly which collects, then, all the received forms containing proposed programs for exchange from the TV stations in the Arab countries, and presents them to each Arab country which selects the programs he wants. For an example of a returned form (see Table 4:4)[+]. But in spite of the ASBU efforts, it has had difficulties in receiving these information forms from the TV stations in the region.

By the end of the 70s for example, the Union (ASBU) received only very thin information from few Arab countries and were:

1. Egypt: which sent TV material to 14 Arab TV stations (to Sudan, Kuwait, Morocco, Tunisia, Algeria, Democratic Yemen, Oman, Bahrain, UAE, Iraq, Saudia Arabia, Somalia, Jordan, Syria).

2. Tunisia: sent TV programs to 13 countries (Abu Dhabi, Saudia Arabia, Dubai, Iraq, Jordan, Kuwait, Morocco, Muritainia, Qatar, Egypt, Somalia, Sudan, Sana'a).

3. Dhabi: sent musical programs to Qatar.

+ see appendix.

4.   Iraq: sent a list of suggested programs to all Arab TV stations
     but did not receive any answer from any country.

Last decade, 4,000 hours of programs were exchanged between the Arab
countries through ASBU, while, in the 80s, and in the period October
1982 and June 1983, 226 hours of programs were exchanged through it,
including:

- Entertainment programs: variety shows, serials

- Children's programs

- Informative programs: documentaries

- Religious programs

- Cultural programs

On the other hand, ASBU has been contributing and concerned with the
production of some TV programs, to illustrate: "the great homeland"
program, which is a documentary serial in an ARab coproduction. Each
year, a theme is chosen, and each TV station has to produce one episode
on the chosen theme and send it to the other TV stations and at the
same time, receives from them their episodes. But ASBU has been facing
here also problems with the Arab stations because not all of them have
been contributing in the production of the program. In 1984 for

example, most of these stations did not produce their episodes of the program.

Program exchange through ASBU, has been very limited and weak for years because of the non-response of most of the Arab TV stations to the union efforts and recommendations and their neglect of the matter. However, some stations have got other reasons for not cooperating with ASBU, which have usually been financial and technical problems beside organisational ones.

Because of all these problems, ASBU as the main Arab organisation for broadcasting has found it very difficult to know exactly the number and time of all the exchanged programs in the region, except for those which had been exchanged through it. Because most of the program exchange between the Arab countries, has been made directly and in bilateral way rather than through ASBU or any other organisation or form of exchange.

4.2.4 Direct exchange: (bilateral)

Direct program exchange has been the most important form of exchange since the beginning of the exchange traffic in the region.

Direct exchange is the exchange of programs between countries without going through organisations including ASBU. And this exchange is bilateral most of the time.

Information about such an exchange including number of hours of exchange programs, their categories and number and names of countries exchanging them, was never available nor known with precise statistics in spite of the ASSBU efforts, because of lack of cooperation in this context from the Arab TV organisations with ASBU, beasides their organisational problems. Direct exchange has been most of the time inbalanced, in the fact that there has been a difference in the program quantity, exchanged between two or many countries. A country did never receive as many programs as he sent.

In (Table 4.5)[+], it is noticed that the number of hours sent by Kuwait to eleven Arab countries was about four times bigger than the received number. None of these countries had sent to Kuwait the same or a larger number of received hours. All of them had sent a much less number of hours, the lowest one was sent by Oman. But the biggest difference between the received and sent number of hours was from Democratic Yemen which received 67 hours of programs, the highest time received form Kuwait, and sent 2 hours only which made a difference of 65 hours. While the lowest difference between the received and sent of number of hours was from Algeria which received from Kuwait 10 and a half hours and sent to it 3 hours which made a difference of 7 hours and half only.

(Table 4.6)[+] shows also the difference between the sent number of hours and the ones received, in the case of Algeria. The received time was 10 times less than the sent one. Also, not all the countries which

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+ see appendix.

received the Algerian programs. sent her theirs. Of the eight
who received these programs, only 3 had sent theirs to Algeria
(Republic of Yemen, Libya and Jordan).

While the other countries (Syria, Iraq, UAE and Somalia) who sent
programs to Algeria did not receive hers, the first five countries who
received these programs (Tunisia, Lebanon, Democratic Yemen,
Saudi Arabia and Kuwait) did not send theirs to Algeria. In its
meeting in September 1980, the ASBU permanent committee of
programs said that the program exchange traffic had been increasing
in the region, on both levels: bilateral and multilateral.

However, the direct exchange also had been weak and not varied in
general. Most of it had been depending on occasions which are
limited in time, and on the circumstances, so sometimes it had been
increasing, and some other times decreasing. It had been depending
on the relations between countries. If these had been good, the
exchange would be increasing and good too, if they had been less
good or bad, this would affect directly the exchange operation.

The exchange also had been higher between countries of the same
regional area or countries who had got similar political or economical
systems.

The exchange had been limited on the informative programs, or
with some entertainment including mainly songs and folklore
programs.

Also the question of sending a quantity of programes to some Arab

countries and not receiving any or receiving just a few, did not help

the exchange traffic to increase. In 1980, Algeria who sent 110 hours

of programs to some Arab countries (see Table 4:7)[+]only received 18

hours from them. In the same year, Saudi Arabia sent to a group of

Arab countries a higher number of hours which was 353 hours, but did

not receive any (see Table 4:8).[+]

One of the most active countries in exchanging and especially sending

programs had been Kuwait, who sent between January and March 1981, 90

hours of programs to many Arab countries (see Table 4:9)[+], while in the

last term of the same year, it sent a hgiher number of hours of

programs which were varied (see Table 4:10)[+]. In 1983, the number of

hours sent by this country was much higher (see Table 4:11).[+]

Some Arab countries have been receiving programs without sending

theirs or sending a very small amount. To illustrate: Oman, Bahrain

and Mauritania. These countries have the biggest problems in producing

TV programs, and they have got the weakest TV production in the region.

This has been an obstacle for them and for the other countries in the

exchange operation since they had not been having enough programs for

exchange.

Another problem facing the exchange, has been the problem regarding

filmed tapes. Countries receiving programs from other countries, had

been neglecting to return the film tapes to their original countries,

+ see appendix.

only some of them did but after a long time.

All this was due to the lack of organised rules in this matter which could facilitate the exchange operation between the Arab countries. This exchange which could make some limits to the importation of foreign western programs in the Arab countries, in order to include more local and Arab programs in the programming structure of the Arab TV stations.

CHAPTER 5

5.1 ARAB REGION AND THE SPACE COMMUNICATION ERA

5.1.1 Introduction

In the 1960s, when the communication satellite technology was in its
first steps in the Western world, the Arab region had not entered the
era yet, and was only trying at the time to gather information about
it.

The idea of the Arab satellite, first emerged in the Arab Ministers
information meeting held in Bizerte in Tunisia in 1967. It was
recommended then to the Arab countries the necessity to use satellite
technology in communication to strengthen the Arab media and the
political image of the Arab world especially after the military
defeat with Israel in the same year.

The Arab dream then, was the possibility for the establishment of a
TV network grouping all the Arab countries for exchange purposes, as
in the case of both the Eurovision and the Intervision. There were
also thoughts about broadcasting one Arab TV program to all Arab
countries, and the link of the Arab region to others in the world. A
study was made then by the ASBU (after being created in 1969)
regarding the development of space communication in the world, and it
was basically on the Intelsat development.

Other studies were made by other Arab organisations besides the ASBU, to illustrate the Arab Telecommunication Union (ATU) and the Arab Organisation for education, Science and Culture (ALESCO).

The first Arab Organisation to explore the idea of using communication satellites for Arab broadcasting, was ASBU in its General Assembly's first meeting held in Khartum (Sudan) in February 1969. In the following year and in its second meeting, the General Assembly recommended a committee to study the project of using satellites for radio and TV program transmission between the Arab countries, and in 1971, the Assembly recommended to the Arab countries a TV coordination project for informative and educational purposes using a satellite, and to show it to the international organisations for help.

Then the UNESCO sent 3 delegations to the Arab region to do the first studies on the project. The first one went there in 1970, the second in 1972 and the third in 1975. The latest one made a detailed report entitled: Arab States media innovation systems. It said that the Arab region would have in the following years a regional telecommunication network through an Arab satellite linking all the Arab countries. This would bring a revolution in the regional traditional communication system which would extend local services and facilitate program exchange between the Arab countries, also facilitate the international communication. The new system would provide also huge possibilities in extending and enriching broadcast

and education.

The report was accepted and approved by the ASBU space communication group.

The delegation recommended also a planning process without delay in the software areas which were considered the most complicated because without a planning system and permanent coordination, people in the broadcasting and educational institutions would not be ready for the new system when it would operate. So it was necessary to form a committee in collaboration between the regional organisations and a group of international specialists.

Besides the ASBU, other Arab organisations were interested in the project, to illustrate the Arab Telecommunication Union and the Arab Organisation for education, science and culture (ALESCO) which started to be interested in the project since the first Arab space communication conference.

The first Arab Space Communication Conference

It was the ASBU which called for such a conference which was held in Amman in September 1972, at which ten Arab countries were present: [1] Jordan, the UAE, Algeria, Sudan, Syria, Iraq, Qatar, Kuwait, Lebanon and Libya. Also present were the broadcasting institutions from France, Spain, Italy, Japan, and Canada, the EBU, ITU, IIC, the

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1.Kandil,1935.

French centre for space studies, the Italian space institution, ASBU

and finally ALESCO. The project for an Arab space communication

network was accepted then, and it was recommended to the Arab

broadcasting institutions to form national committees for space use

in each Arab country grouping specialists in broadcast,

telecommunications, sociology, law, education, planning etc.

5.1.2 Arab Satellite Communication Organisation (ASCO) and the Arab-Sat Project

After a number of meetings, conferences and studies regarding the Arab satellite project, Arab telecommunications Ministers in their third meeting held in Cairo in April 1976, approved about the creation of the Arab organization for satellite communication (ASCO), a body legally independent inside the Arab league, with headquarters in Riyadh.

ASCO Structure: ASCO consists of 3 bodies: The General Assembly, the Board of Directors and the Executive Organ. 2

The General Assembly: represented by the Arab Ministers of Telecommunications. Each member has one voice. The Assembly usually meets once a year and is attended by 4 Arab organisations for control: The Arab League, ASBU, ATU and ALESCO.

Board of Directors: represented by 9 members from the member states: 5 are permanent representing the 5 first major shareholders of the capital of the Organization (ASCO). They have got more power inside ASCO, as is the case in Intelsat and Eutelsat. The other 4 members are elected every 2 years by the Assembly from the other Arab countries (excluding the 5 Arab countries represented by their permanent members). In 1983 for example the Assembly elected members from the Arab Republic of Yemen, Somali, Mauritania and Bahrain. The

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2.ASCO.

Board usually meets 4 times a year.

Executive Organ: is responsible for the performance of all functions relating to the Arabsat system.

ASCO Capital: It was estimated in the beginning of the operation at $100 million into 1,000 shares, each for $100,000.[3] (See Table 5.1) The contribution of each Arab country corresponds to the circulus (space) destinated to it in the Arab Satellite system. But the cost of the project operation increased after that to reach $200 million, divided into 2,000 shares.

The Organisation (ASCO) expected for its contributors to have an annual benefit of about 14%, like the situation is in Intelsat, and it promised to the users of its satellites to provide for them services with 10% tariff less than the Intelsat one.

ASCO purposes are:

-   The establishment of an Arab satellite system for general and specialised services in the field of telecommunications for all Arab countries.

-   Assistance to the Arab countries, technically and financially for the design and implementation of Satellite earth stations.

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3. Al Moudjahid newspaper 1986.

Table 5.1: Arab States Signatories in ASCO1

Arab States Signatories				Financial Shares
- Saudi Arabia	...	...	...	26.2 Per Cent
- Libya	...	...	...	18.5 Per Cent
- Egypt	...	...	...	10.4 Per Cent
- Kuwait	...	...	...	8.3 Per Cent
- United Arab Emirates	...	...	...	6.6 Per Cent
- Lebanon	...	...	...	6.3 Per Cent
- Qatar	...	...	...	5.0 Per Cent
- Bahrain	...	...	...	4.0 Per Cent
- Jordan	...	...	...	3.3 Per Cent
- Iraq	...	...	...	3.1 Per Cent
- Sudan	...	...	...	2.1 Per Cent
- Syria	...	...	...	1.7 Per Cent
- Oman	...	...	...	1.0 Per Cent
- Algeria	...	...	...	0.9 Per Cent
- Arab Republic of Yemen	...	...	...	0.7 Per Cent
- Tunisia	...	...	...	0.6 Per Cent
- Morocco	...	...	...	0.5 Per Cent
- Somalia	...	...	...	0.3 Per Cent
- Mauritania	...	...	...	0.2 Per Cent
- Palestine	...	...	...	0.2 Per Cent
- Peop. Dem. Rep. of Yemen	...	...	...	0.1 Per Cent
				100 Per Cent

1.   When the Project was estimated at $100 million.

- Conduct of research studies in the field of space communications.

- Promotion of satellite communications industries in the Arab countries.

- Organising broadcasting operations between the Arab countries.

5.1.3 Arabsat and the launch of its first satellite generation

Arabsat project is the only regional satellite project which came into reality after years of preparation, while many other projects failed to illustrate the African satellite project (Afrosat), and the latino-American satellite project.

Arab countries had come to launch this regional satellite, not because they are richer than others. They are also a part of the developing countries, and not because the Arab region is more developed in the communication field, because Latino-America for example is more developed regarding communication fundamental structure, number of newspapers, radio and TV sets compared tot he population, and not because the Arab region needed a satellite more than any other developing region, because Africa (excluding the Arab states), with its huge area, its lack of earth networks and the distribution of its population, is more in need for such as technology. Satellite projects had succeeded in the Arab region because it is a special region in the world due to its common culture, language, history, interests and will.
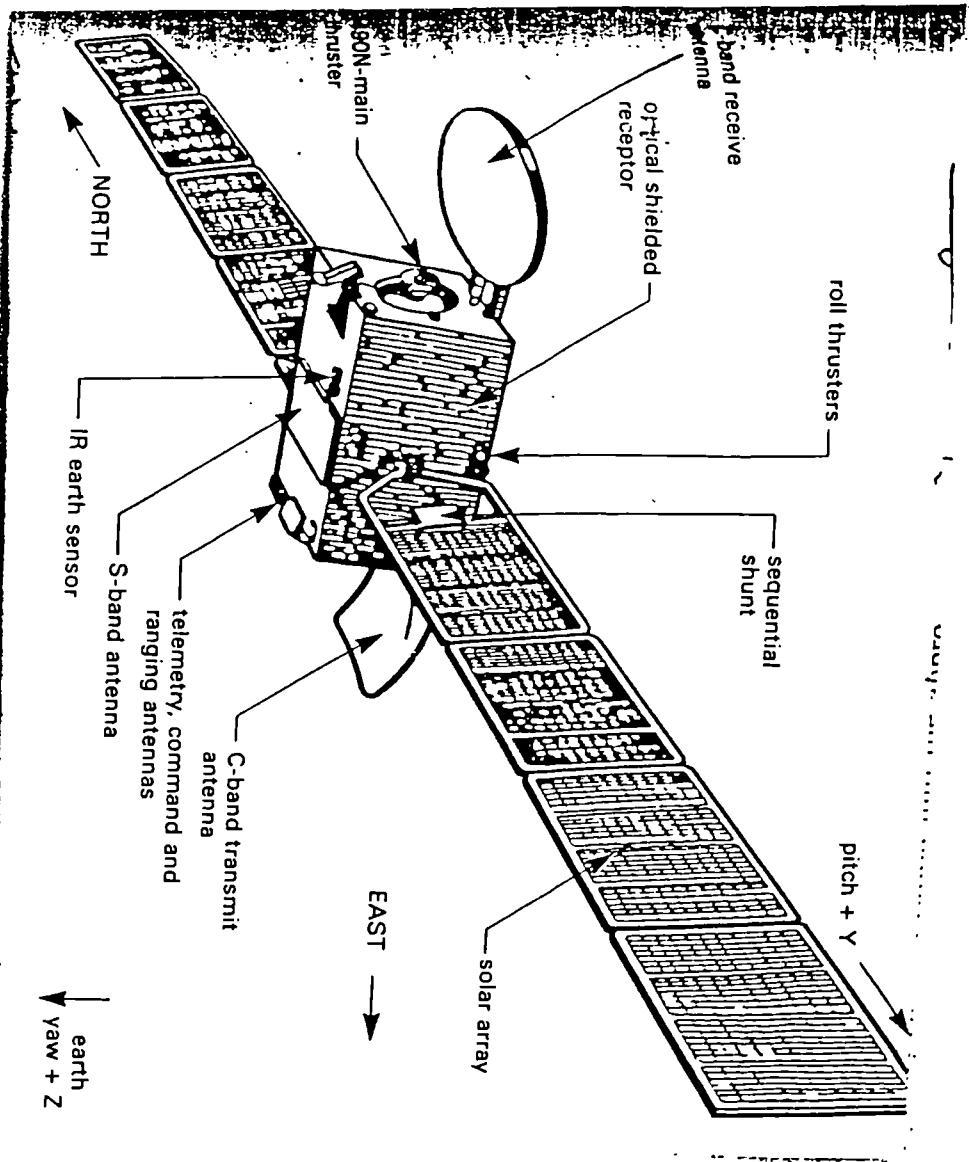
Figure 5.1: Arabsat Spacecraft

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Figure 5.2
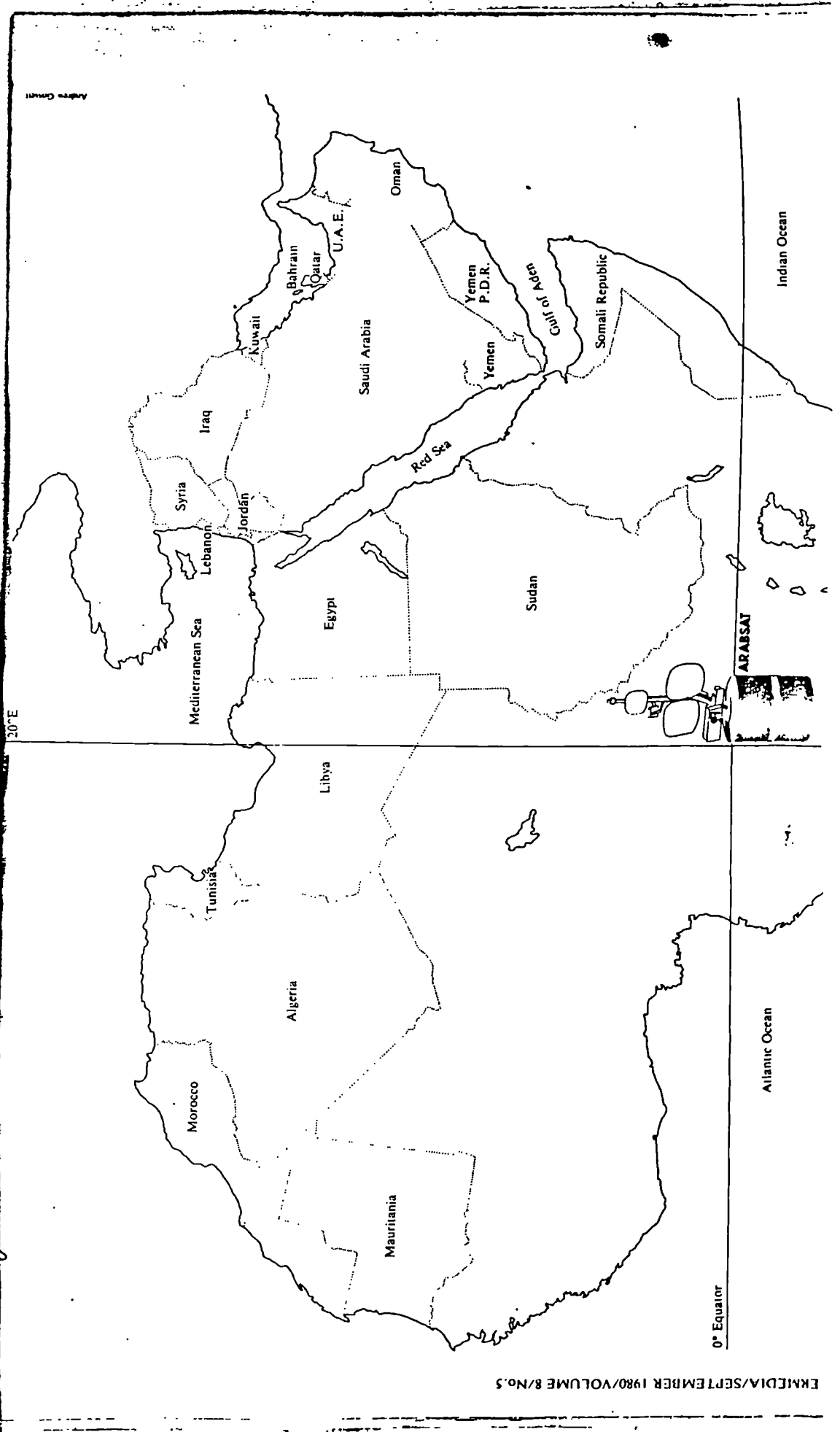
5.1.3.1   The Arab Satellite development

It was on 25 May 1981 that the French Aerospatiale was selected as the prime contractor for the development and production of the Arab satellites, after a competitive International tender. Aerospatiale and its partner Ford Aerospace and Communications Corporation (USA) had built three communications satellites, two to be launched and the third as ground space. Other companies such as AEG and MBB (Germany), Selenia (Italy) and MDAC (USA) were sub-contractors.

On 8 February 1985, the first Arab satellite (Arabsat 1A) was launched by the French "Ariane 3" and is located at 19 deg. east. The second one (Arabsat 1B) was launched on 17 June 1985 by the Sts/PAM.D, and is located at 26 deg. east and used as primary satellite. The third one (Arabsat 1C) is on the ground as a spare.[4]

The Arabsat system serves as a complement to the earth network for routing intra regional public telecommunication traffic between main international switching centres and provides new possibilities for TV program exchange between the Arab countries. The first generation of Arabsat includes 3 satellites and their life is 7 years, which means that the second generation is expected to be launched by 1992. It started commercial operation on 22 August 1985.

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4. Aerospatiale.

5.1.3.2 Arabsat Technical structure

1. Arabsat Ground Control network is composed of:

- a primary TTC.M earth station and a communication control centre located in Riyadh (Saudi Arabia)

- a B secondary TT.C. station located in Tunis. (See Figure 5.3)

2. Arabsat earth stations - Arabsat is using different types of earth stations depending on the type of the service requirements:

- a C band major regional earth station to serve cities with heavy routes communications requirements including transmissions of TV.

- a C band urban earth station to serve cities with thin communication requirements capable to receive but not originate TV transmission.

- an S. band earth station for community TV reception only.

- Small transportable C. band earth stations for emergency communications.
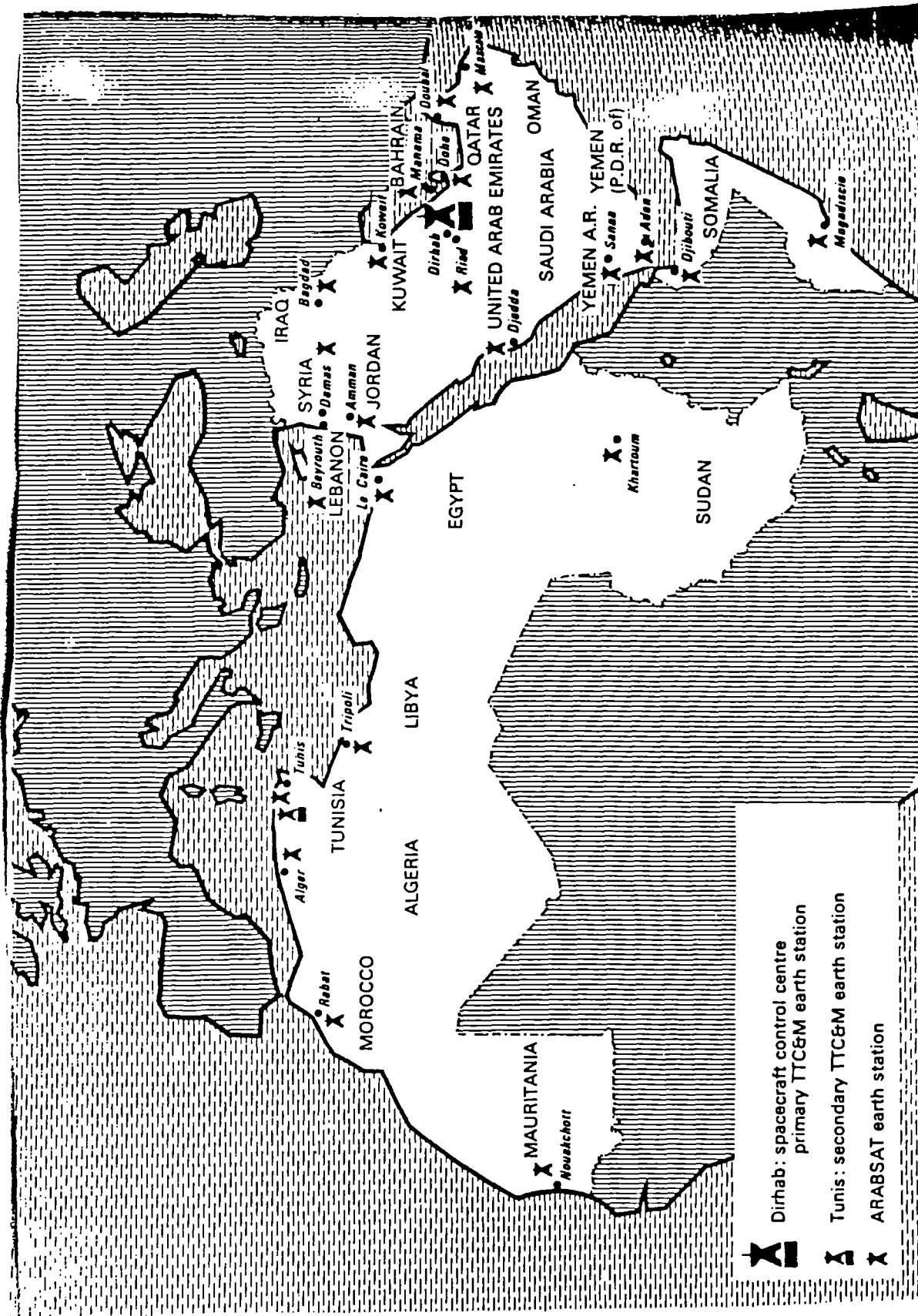
Figure 5.3: Arabsat system: Location of earth stations

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- Small C. band earth stations for TV reception and remote
  locations. 5

Arabsat system capacity is 8,000 telephone channels, 7 TV channels
(regional and domestic) and 1 community TV channel.

Arabsat system is a point to point space communication system,
linking a country to one or many others in the Arab region through
earth stations built especially for the system (operational). The
earth station must be connected with the TV station which receives
news and program signals and transmits them directly to the viewers
or records them before transmitting them.

The system provides also a nearly direct broadcast known as community
TV, using the community TV channel. The Arab satellite has 25
transponders which receive signals through the operational earth
stations, and a community TV channel covering all the Arab region and
some areas in Europe, Asia and Africa. (See figure 5.4) It permits
the reception of TV programs directly in any area or point in the
Arab region using small reception stations (1.5 - 3 metres) or cables
without passing by the national reception or TV station. The channel
facilitates a lot, the reception of TV programs by all Arab peoples
in different social and geographical circumstances, to illustrate the
reception of programs in very populated areas as well as in isolated
areas like the Sahara desert or mountainous areas. Community TV is
planned to be distributed all over the coverage areas to receive

5. ASCO.
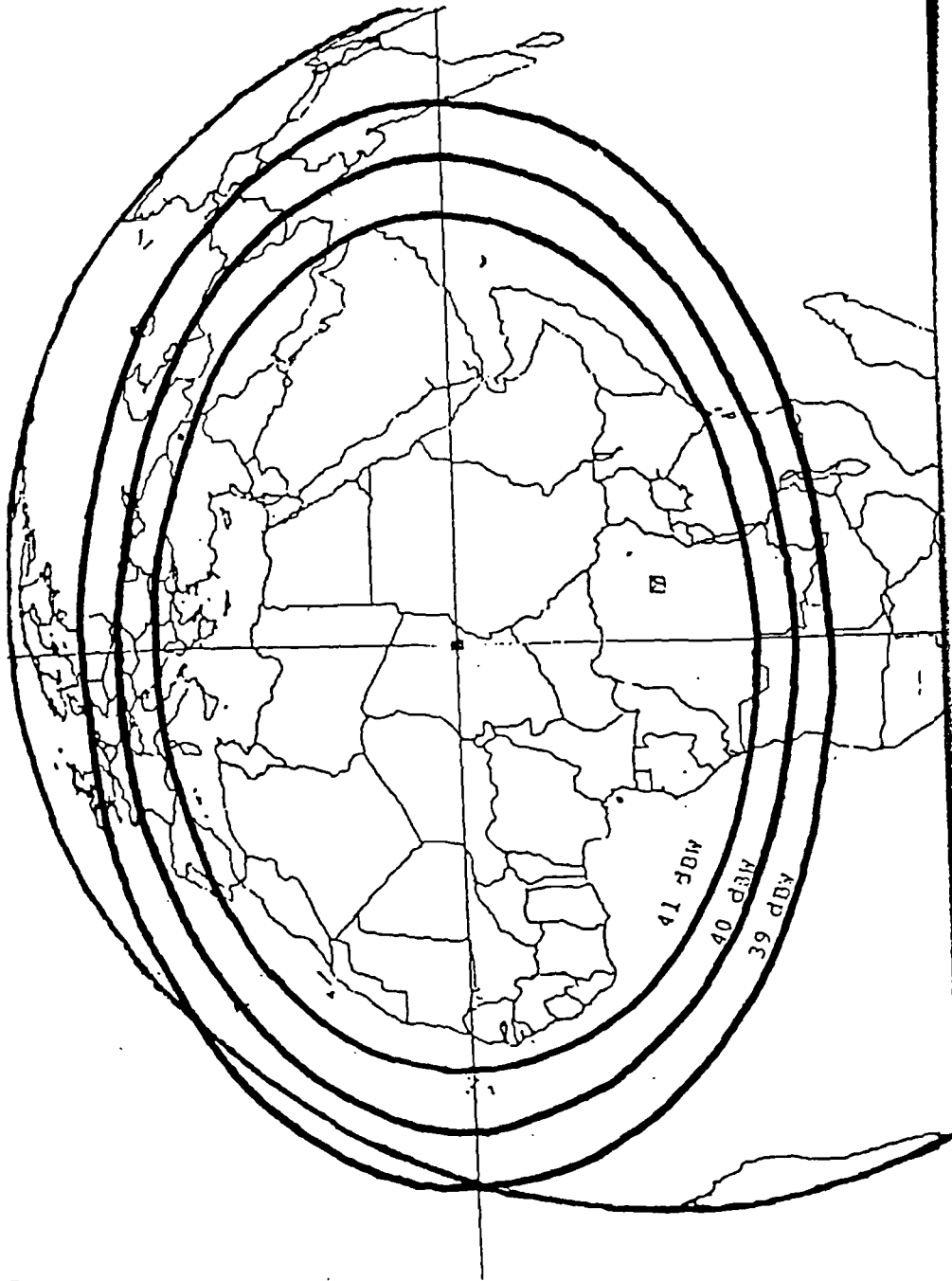
Figure 5.4: Arabsat S band EIRP contours)For the satellite at 26°)

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community educational, cultural and sportive programs.

Regarding the operational earth stations, at least one earth station is planned to be located in every Arab country to carry the regional telecommunications and TV traffic.

A number of Arab countries had built national operational earth stations for TV exchange and telephony, while others had not finished building them yet. When the satellite started operations, 14 earth stations were operating with it in: Saudi Arabia, Kuwait, UAE, Qatar, Bahrain, Oman, Jordan, North Yemen, South Yemen, Djibouti, Mauritania, Tunisia, Algeria and Morocco.

5.1.4 Arabsat System Services

The system coverage zone includes all the Arab region.

(See figure 5.5) Its users are the members of the Arab league and to satisfy their requirements, it was decided to divide the Arab region into subregions. (See figure 5.6)

The system has the potential to provide these types of services: 6

- Rural telecommunication services.

- Educational broadcasting to the public at large including both cultural and religious programs.

- Continuing of adult education with limited class size to permit real time interaction between students and instructors.

- Emergency communications including disaster management, police and fire communications.

- Telemedicine involving injured or ill persons at remote sites with doctors at central locations.

- Video conferencing (emergency high level summit conferences etc.).

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6.ASCO.

Figure 5.5: Arab Coverage Region
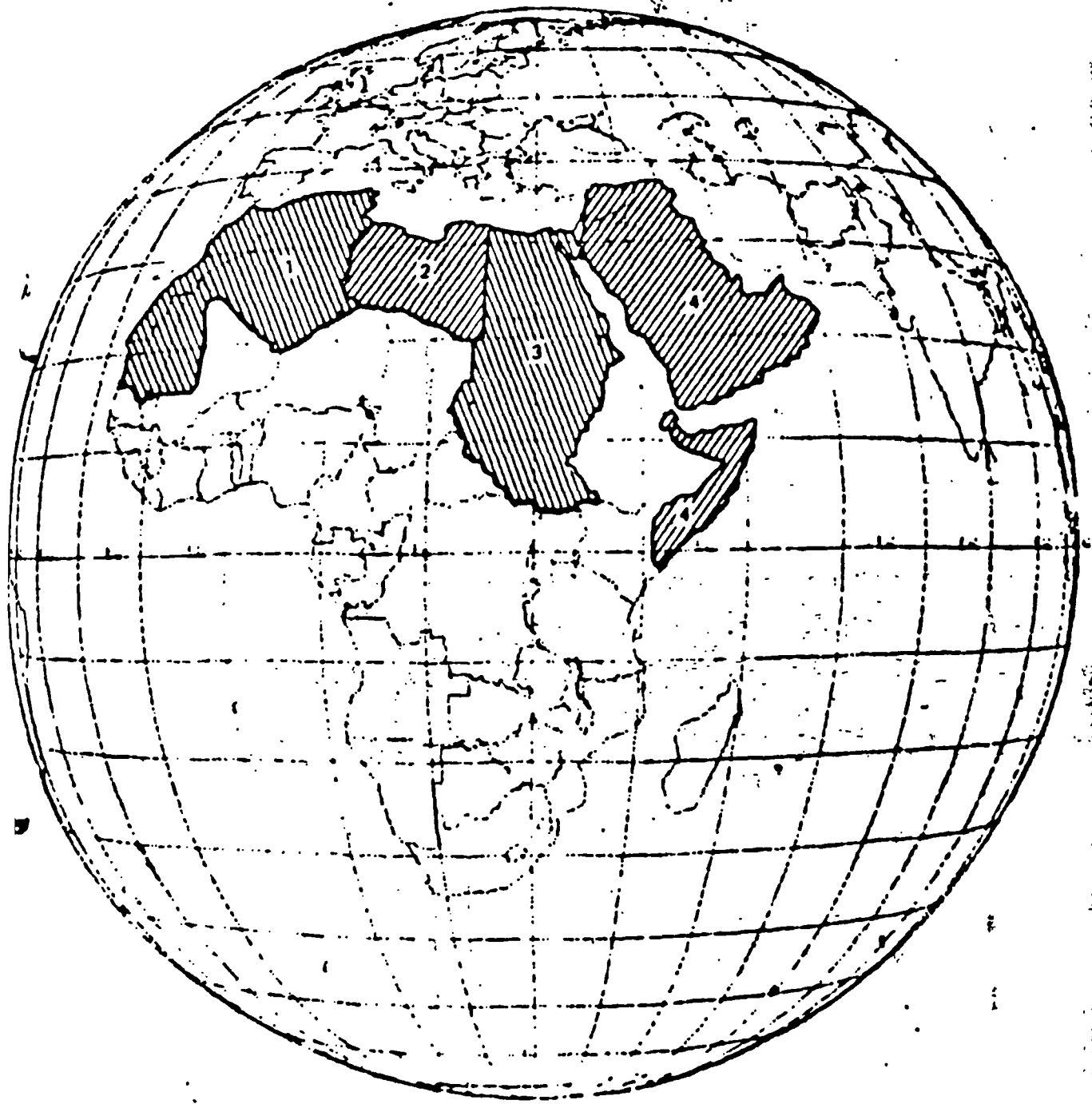
Figure 5.6: Subregions Coverage Areas

- Simultaneous news paper printing in more than one location.

- Data collection from remote locations (meteorology).

- Airline bookings.

- Electronic mail service.

- Intergovernmental information exchange and data transfers.

- Inter-active data links providing library services.

- Other various services according to the availability of terminals.

The major services of Arabsat are:

- Regional telephony.

- domestic telephony.

- Regional TV transmissions.

- domestic TV transmissions.

- Community TV.

- Radio, telex, telegraph data transmission.

5.1.5   Arabsat System problems

The launch of the Arabsat first generation was expected in 1983, but due to technical problems, it was delayed.

It was only in 1985 that the launch was possible. Its operation was successful for both Arabsat 1A and 1B, but the technical problems appeared again, regarding the first satellite (1A), to illustrate problems in its digital integrated part.

Regarding the financial problems, Arabsat operation including satellites and infrastructures, launched in April 1976 with a capital of $100 million, had finally cost $200 million when the first satellite was launched.

These financial problems which had resulted from management errors, were the most important point of discussion during the General Assembly meeting in September 1986, where it was recommended the maximum exploitation of the satellite by the Arab countries.

ASCO is still facing financial problems today, and waiting to have enough revenue from the use of the satellite to pay the loans. The biggest revenue comes from the telephony with 60%.

At its third meeting held in Tunis in April 1986, the joint Arab committee for the use of the satellite network discussed the problem

regarding the small number of earth stations operating with the satellites, in spite of the fact that a long period had passed since the network started operating. This situation has created a delay in the full exploitation of the satellite as it makes it difficult for the system to attract users.

The Committee recommended to the Arab countries, the completion without delay of the operational earth stations to have a full use of the system.

The Committee called also for projects and urged the Gulf states to follow up their plans for a regional open education system using Arabsat, but these projects still wait due to administrative problems.

Up to the present time, Arab countries still use the Intelsat system. Nearly all of them are members. In 1984, Saudi Arabia was rated as the fourth largest user of the system throughout the world. Some are also still using Intersputnik systems, such as South Yemen as a full member, Algeria, Libya and Iraq which makes some use of it. However, Arab countries are not happy about the balance of the Intelsat system. Their shareholdings are relatively small in the organisation. Also, the use of the system is more expensive, for example the cost of the installation of operational earth stations connected with the Arabsat system is much cheaper than the installation of those connected with the Intelsat system. In 1987,

ASCO asked those Arab countries which had local networks connected with International satellite systems, to transfer their traffic to Arabsat system. 3 countries did at the time and they were: Saudi Arabia, Oman and Mauritania. The countries which still have their local network connected with other satellite systems are: Libya, Morocco, Algeria and Sudan.

Hopes for a truly Arab system now depends on breaking the slow progress and the delays which have so far prevented the full use of the system, as it was seen during the ninth meeting of ASCO General Assembly in Algiers, when it was found that only 1,300 of the 9,000 available circuits of the network were being used.

5.1.6   Conclusion

Satellite services of interests to Arabsat users include TV distribution, telconferencing and educational TV in addition to conventional telephony and data communications.

It is clear from experience that communication satellites are a most effective means of improving the standard of living.

And only by full use, can the Arabsat system replace the Intelsat system in the region and improve its standard of living.

5.2 ARAB NETWORK FOR TV EXCHANGE THROUGH ARABSAT

5.2.1 Introduction

Being a very important medium of information and communication in the Arab countries, television had obtained a very special and important place in the use of the Arab satellite and among ASCO purposes which are:

- The national TV coverage in all Arab countries.

- Increase of bilateral and multilateral TV exchange.

- Point to point TV transmission.

- Extension of education and cultural TV exchange between universities and specialised teaching and educational centres.

Regarding TV exchange, it was in April 1984 during the 11th meeting of ASBU news committee, that the paper regarding exchange through the Arabsat system was approved with some modifications. This can only show the importance given by the Arab media institutions to TV exchange operation on one side and to TV as a very important medium of information, communication, education, culture and entertainment on the other.

The TV exchange operation in the Arab region had never reached a successful level for both news and programs because of many problems mainly technical, artistic, political and lack of trained people, and production. So, the exchange had been limited in time, in items and in the number of countries. It was more bilateral than regional (regional area ex: Gulf region) and more regional than Arab (including all Arab region).

The situation could be better if an Arab exchange network existed, with a centre and technological means. And for years a project for such as network had been discussed, but it was not possible to approve for its establishment due to lack of technological means (satellites), and financial problems. With the establishment of ASCO in 1976, and later the preparation for the operational period of the Arab satellite system, the idea of establishing the network using the system, became more important and was finally approved.

The exchange network through Arabsat was defined by the news committee in April 1984, preparing the situation before the launch of the satellite, to use it in the exchange operation.

5.2.2 Arab Network for News Exchange through Arabsat

The network purposes are:

- To develop news services in TV departments through exchange between Arab news institutions and to strengthen the exchange basis.

- To arrange and solve exchange problems between news departments in Arab TV institutions.

- To take central responsibilities in the film news exchange.

- To increase the amount of film news items about the Arab world, in and outside the region.

- To increase film news services about international events, in the Arab region and to encourage their coverage by Arab journalists.

- To use technology in communication and news flow.

- To develop the work in news departments and to give training to people working there.

- To conduct research studies about TV services in news fields.

Characteristics of exchanged news

Arab TV institutions are free to chose news whether by receiving them of sending them to the Arab network for exchange. News presented for exchange must have some characteristics, they: 1

- must not be very local, must reflect the Arab common interest and the economic and social development of the country.

- must not use propaganda.

- must reflect the reality of events, be neutral and avoid boring explanations and details.

- must be of a good technical quality.

- must not be longer than 2 1/2 minutes except in exceptional situations.

News production

Arab TV institutions must have enough personnel and technical facilities in their news departments to do the exchange operation. Each institution must have a news exchange service with enough equipment and trained people. Responsible people and photographers are needed to conduct the exchange operation and to photograph the

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1.Arab Broadcasting Institutions Review, 1985.

exchanged news. The news exchange service must have a telex system, an international telephoney and a sound channel connected with the central exchange service in Algiers.

The operational system of the exchange operation within the network (Arabvision)

The work of the Arab news exchange system (Arabvision) was defined before the launch of the Arab satellite, as the following:

One news exchange operation would be daily, 7 times a week, between the network members. The exchange is called Arabvision, AVN in Telex. The Arab exchange centre must have coordinators who must:

- Chose the exchanged news.
- Conduct the audio journalistic discussion.
- Conduct the technical operations in the exchange.

Each morning, these people would get informed about the Arab and international events of the day. The news which would be accepted directly without the need for a discussion, are called group "A" and would be included then in the daily news package. The news which would need a discussion, to be accepted or refused, would be submitted to the audiojournalistic discussion. If 2 or more TV stations would agree about a news item, it would be accepted and included in the daily package. This kind of news is called news

group "B". Then, would start the examination of the news items

accepted for the day, through the audio discussion, so all the Arab

countries would be able to know the content of the news package for

the day.

Regarding the news offers, each Arab station would be able to send

its offers to the exchange centre by any way, post, telex or

telephone, but in the case of events, telephone or telex or both are

preferable. The offered item must be short, summarised, the name of

its TV institution must be represented by 3 letters only (See

Table 5.2) and telex letters must be written in English, (See Table

5.3) while the audio discussion must be in Arabic. If a news item

would need more information to be clarified, the original TV station

must provide this information to the exchange centre.

The exchange operation

There are two possible ways for exchanging news between the Arab TV

stations:

1.   The news which would be accepted for exchange by the centre,

     would be sent directly by their original stations to the other

     Arab stations, and

2.   The news which would be accepted for exchange by the centre,

     would be recorded in the centre then grouped together in one

     package to be sent to all Arab stations.

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+ see appendix.

It was this second way which was adopted by the exchange network

after the launch of the satellite.

The daily operational system of the exchange operation

The Arab centre for TV exchange would collect the news sent by Arab

TV stations and then send them back to them in a daily package. A

permanent system for news transmission was required, where Arab

stations would be classified, to organise the news offer operation.

(See Table 5.4)[+] So, if the daily time for the news transmission from

the Arab TV stations for example, is between 1.30 p.m. and 2.30 p.m.

and there are 7 stations to offer the news that day, and are numbers

3 (Bahrain), 6 (Djibouti), 8 (Sudan), 11 (Iraq), 13 (Palestine), 15

(Kuwait) and 18 (Egypt), and the transmission from each is for

5 minutes, then the transmission operation would be as follows:

1.30 p.m. to 1.35 p.m. : Station No. 3.

1.35 p.m. to 1.40 p.m. : Station No. 6.

1.40 p.m. to 1.45 p.m. : Station No. 8.

1.45 p.m. to 1.50 p.m. : Station No. 11.

1.50 p.m. to 1.55 p.m. : Station No. 13.

1.55 p.m. to 2.00 p.m. : Station No. 15.

2.00 p.m. to 2.05 p.m. : Station No. 18.

The daily exchange operation would be divided into 6 stages:

+ see appendix.

1. Until 9.00 a.m., the exchange centre would receive news offers, by telex, from Arab TV stations.

2. Between 9.00 a.m. and 10.00 a.m., the centre would send the offers by telex to all Arab stations.

3. Between 10.00 a.m. and 10.30 a.m., the audio-journalistic discussion between the stations to define the items which would be included in the news package.

4. 11.30 a.m. to 12.00 noon, the centre would contact by telex ASCO, to prepare the time of each TV station transmission of news to the centre.

5. 13.30 p.m. to 14.30 p.m., the news transmission from the stations to the centre where they would be recorded.

6. 15.15 p.m. to 15.45 p.m., the centre would send the news package to all Arab stations.

This daily exchange operation, would include the experimental period seen as the first steps in the establishment of an Arab system for news exchange in the region.

Countries which would not have operational earth stations connected with Arabsat, can send their news via microwave links.

So, the Arabsat system would be used in the news exchange operation, when transmitting news from the TV stations to the centre and vice a versa.

A free experimental period for news and programs exchange was recommended by ASBU to ASCO, for one year, using the Arabsat.

5.2.3   Arab Network for Program Exchange through Arabsat

The need for an Arab exchange of programs was first defined in 1975 by a UNESCO/ASBU project group. The project report outlined various needs and proposed the technical and organisational resources that might best answer them. It stressed above all that the Arab satellite system should not be discussed solely in terms of technical, economic and political consideration. The programs, the contents are just as important.

The possibility of creating the Arab program exchange network, was discussed in many meetings, but the emphasis on the matter became higher with the approach of the Arab satellite launch, having the wish to exchange programs through it. After the launch of the Satellite A1, a special Arab meeting was held in Tunis, in April 1985, to lay down a detailed plan regarding the exchange of TV programs through Arabsat. It was ended by the following recommendation:

- Definition and determination of the program exchange operation procedure, including the experimental period.

- Agreement for a free exchange experimental period of 6 months, starting from 1 October 1985, using the Arabsat system, earth links and Intelsat system if necessary.

- Establishment of a permanent system for program exchange, using the Arabsat system, which would facilitate the exchange operation and reduce the efforts and costs needed to record programs and transmit them by airfreight.

Criterion for choosing programs for exchange through Arabsat 2.

- The program should be of high technical quality.

- It should be in classical simplified Arabic.

- It should respect religious and moral values of the receiving countries.

- It should not include any propaganda with or against political or social parties or systems.

- It should have objectives.

A. To reflect the artistic, cultural, social or geographical life and civilisation aspects of the producer country.

B. To show some aspects of the Arab culture and civilisation, emphasising on the common elements.

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2. Arab Broadcasting Institutions Review, 1985.

- It should include information, culture and entertainment with a relative time balance between them.

- Also, it was recommended la cooperation between ALESCO and ASBU members, for the production of cultural and educational programs, such as co-production which was recommended between the Arab countries to help each other to produce good and high quality programs as well as between them and Arab organisations like ALESCO.

Program categories for the exchange through Arabsat

To prepare for the satellite period, an Arab survey was made in January 1985 to determine the categories of programs wanted by the Arab countries to be exchanged through the Arabsat system, and they were:

Cultural, educational, development, and entertainment programs.

1. Cultural programs - these include:

- Children's programs.
- Programs about Islamic heritage (civilisation).
- Programs about Arab great personalities.
- Programs about culture, literature, art, etc.
- Arab geography programs.

-   Scientific programs.

Children's programs are the most preferred ones for exchange, not only regarding cultural programs, but also regarding all kinds of programs.

2. <u>Educational programs</u> - they include:

Literacy campaign, Arab language, teaching, tele-teaching for farmers, women, old people and students, teachers training, foreign language teaching, art teaching.

3. <u>Development programs</u> - include:

-   Programs about general development.
-   Programs about rural development.
-   Programs about environment education.
-   Programs about religious education.
-   Programs about social education.
-   Programs about food safety.
-   Programs about health safety.
-   Programs about industrial capabilities development.
-   Sports programs.
-   Family programs (problems etc.)
-   Youth programs.
-   Handicap programs.

4. <u>Entertainment programs</u> - include:

-   Programs about artistic heritage (folklore).

-   Musical and songs programs.

-   Competition programs.

-   The program exchange operation (including the experimental
    period) was determined to be as follows:

-   Each station would produce a program of 90 to 120 minutes,
    including one item or more.

-   Each station would receive programs from other stations, and
    broadcast them on its national TV network.

-   East station would send her programs for exchange to the centre,
    one month before their transmission through Arabsat.

-   Each station would give details about its programs and this would
    be known by the others, to avoid repeated programs.

-   Each station would send programs produced individually, or in a
    co-production,and it can send programs already produced, if it
    cannot produce new ones.

- And the exchange is a weekly operation. This operation through Arabsat, needs programs which can be produced in the Arab countries by:

- Arab TV stations with people and technical facilities.

- Arab broadcasting and training centres.

- Private companies and institutions.

- Private centres, which are a part of the satellite project.

5.2.4 The TV Exchange Experimental Period

It was decided that the experimental period would start on the 1st October because: 3

- Arab satellite life was limited and any delay in starting the experiment, would reduce the percentage of its use.

- October was the beginning of a new term of activity after the summer holiday.

- And finally, because the five months left (from April 1985 to 1 October 1985) to start the experiment, were seen as enough for the preparation and production of a quantity of new programs.

And so started the 6 month experimental period on the 1 October 1985. The exchange was carried out according to the rules and procedures adopted by the ASBU News Committee, the ASBU General Secretariat coordinated and supervised the execution of the operation in all its stages.

14 Arab countries participated in the news exchange and 15 in the program one.

Although the exchange was made through the Arab satellite, other available possibilities were also used to link those countries with

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3.ASBU, 1985.

operational earth stations connected with the Arab satellite, to
those without. So, microwave networks were used to link between:

-   Tunisia, Algiers, Rabat and Tripoli.
-   And between Amman and Baghdad.

Also used was the Intelsat network to link between Kuwait, some Gulf
countries and Sanaa.

The Arabsat system was then used directly in indirectly for the
exchange, by Arab TV stations as follows:

-   Countries with earth stations operating with Arabsat.

-   Countries linked through microwave links to countries neighbours
    with operational earth stations linked to Arabsat.

-   Countries using the Intelsat system to be linked to the Arabsat
    system.

The exchange was operating from Tunis.

5.2.4.1 News Exchange Experiment

It was considered the most important operational work made by ASBU since its creation, and the most important regarding the Arab common media. For the first time, up to 12 Arab TV stations exchanged news without the help of the International Film News Agencies.

News exchange was operating 5 days a week excluding Sunday and Friday. Everyday and from 12 to 2.20 p.m. Arab stations transmitted their news items to Tunis where they were recorded in the Tunisian TV station through Arabsat or through microwave links as follows:

- Items were sent by Morocco, Algeria and Libya to Tunisia through microwave links.

- Items were sent by Iraq through microwave links to Jordanian TV stations which transmitted them to Tunisia using the Arabsat system.

- Being the news exchange centre of the Gulf countries, the Kuwait television received the Gulf news items through Arabsat (Saudi Arabia, Oman, Bahrain) on through the Intelsat system (Qatar, the UAE), then combined all the items in one package and transmitted it to Tunis between 2.00 p.m. and 2.20 p.m.

- Items were transmitted to Tunisia by the other countries through

Arabsat.

Then the Tunisian Television recorded all the received items,
combined them in one package and transmitted it to all the stations
between 3.00 p.m. and 3.45 p.m. as follows:

The package was transmitted to Libya, Algeria and Morocco through
microwave links. At the same time, it was transmitted directly
through Arabsat to all stations except Qatar and the UAE which
received it through the Intelsat satellite on the Indian Ocean via
Kuwait, while Iraq received it through microwave via Jordan.

It was the ASBU General Secretariat who supervised and coordinated
all the work for the daily exchange operation with the help of:

-   The Tunisian Coordination centre in the telecommunication
    ministry.

-   The Tunisian Television where Arab news was recorded and
    transmitted to the Arab TV stations.

-   The ASCO operating centre in Saudi Arabia.

Arab stations were ready everyday, to receive the film news bulletin
at 3.00 p.m. through the Arabsat system. The bulletin usually lasted
between 20 minutes to 30 minutes.

Arab countries were free to send the news they thought exchangeable,
as they were free to receive the ones they liked and to exploit them
in the way they wanted.

Apparently, there were plenty of news items, good for exchange, as
well as many others of purely local or concerning protocal. From
1 October to 31 December 1985, about 700 items were exchanged in a
way that was never known in the Arab world among broadcasting
organisations, which used to receive TV news of the Arab world from
foreign news agencies. Between November 1985 and January 1986, 707
items were exchanged, (and were used as shown in the following
Table, 5.5).[4]

During the whole period, 1326 items were exchanged. Also in the same
period, special sports events were transmitted through the Arabsat
network, the main ones were the football match between Tunisia and
Algeria, both having earth stations operating with Arabsat, and
another between Syria and Iraq through the Jordanian television
because both Syria and Iraq did not have operational earth stations
connected with the Arabsat system. The experiment had faced problems
for various reasons which were mainly related to technical matters
and lack of well trained people in TV journalism and coordination
field.

News exchange was expected to continue after the experimental period
along the same lines with more emphasis on the nature of the

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[4].ASBU, 1986.

Country	Number and Percentage of News Items Used					
	November (205) items		December (251)		January (251)	
	Number	%	Number	%	Number	%
Jordan	x	x	x	x	x	x
UAE	92	45%	119	47%	142	57%
Bahrain	77	38%	x	x	129	51%
Tunisia	21	10%	17	7%	32	13%
Algeria	x	x	x	x	x	x
Saudi Arabia	x	x	x	x	x	x
Iraq	51	25%	x	x	41	16%
Oman	53	26%	44	18%	85	34%
Qatar	78	38%	x	x	66	26%
Kuwait	138	67%	164	65%	176	70%
Libya	x	x	x	x	x	x
Morocco	55	27%	58	23%	72	29%
N. Yemen	x	x	88	35%	130	52%
Djibouti	x	x	x	x	x	x

Table 5.5: News Items used for exchange in the Period of November -
January 1986

exchanged news and conducting better coordination, because ASBU

believes that the success of its TV news exchange system will open

the door widely for cooperation and exchange with other broadcasing

unions.

5.2.4.2   Program Exchange Experiment

The program exchange is more difficult and complicated because the produced programs for exchange must appeal by their content, to most Arab TV stations in order to be accepted and exchanged, which is a difficult task taking into consideration the large number of Arab countries with their different preferences. The question of what programs are the best for exchange, was discussed during meetings and conferences. Studies and surveys were also made to help to determine them, but what was most needed was an experimental period.

Although this period was fixed for the 1 October (like the news one), it only started on 11 November because of the delay in receiving the programs items for the ceremonial program with which the experiment started and also the delay in sending programs from some countries.

Each station had to prepare a musical program of about 2 hours for a weekly transmission by the Tunisian TV through Arabsat, 3 times during this period which was a total of 6 hours.

Each Monday at a fixed time, and before the news exchange transmission, program transmission was made through Arabsat, to all Arab stations, to be recorded. The following day which was a Tuesday, the program was broadcast, also at a fixed time, on the Arab small screens, to be watched by the viewers. The first broadcast program was on Tuesday 12 November and was the ceremonial program

produced especially to celebrate the beginning of the experiment, collectively between the Arab TV stations. It was the first in a series of musical and entertainment programs called "Al Sahra Al Arabia", produced after the first one, individually by the Arab countries.

Also produced and exchanged during this period, were the best Arab documentaries and plays, and ALESCO educational and cultural programs which were broadcast directly after the musical program "Al Sahra al Arabia". The programm exchange operation then was weekly and made through the Arabsat system and microwave links, including programs produced individually and collectively by the Arab countries and organisations. (See Table 5.6)

Program Name	Producer (Country/ Organisation)	Date of Transmission Through Arabsat
The Ceremonial	produced collectively	11.11.85
Arab World: A Crossroad of Scientific ways	ALESCO	11.11.85
"Al Sahra Al Arabia" from Jordan	Jordanian TV	18.11.85
Arab Writing	ALESCO	18.11.85
"Al Sahra al Arabia" from UAE	UAE TV	25.11.85
Animals and plants	ALESCO	25.11.85
"Al Sahra al Arabia" from Bahrain	Bahrain TV	2.12.85
The Electro Magnetic Research	ALESCO	2.12.85
Al Sahra al Arabia from Tunisia	Tunisian TV	9.12.85
The Way of Light	ALESCO	9.12.85
Al Sahra al Arabia from Algeria	Algerian TV	16.12.85
A Play	Iraqui TV	23.12.85

Program Name	Producer (Country/ Organisation	Date of transmission through Arabsat
Our Life	Gulf S.C.O. presented by ALESCO	23.12.85
A play	Qatar TV	31.12.85
"Life near Water"	ALESCO	31.12.85
"Al Sahra al Arabia" from Saudi Arabia	Saudi TV	6.1.86
Arab medicine	ALESCO	6.1.86
Al Sahra al Arabia from Syria	Syrian TV	13.1.86
Religious Program	ALESCO	13.1.86
Al Sahra al Arabia from Iraq	Iraqi TV	20.1.86
A play	Kuwaiti TV presented by ALESCO	20.1.86
Al Sahra al Arabia from Palestine	PLO	27.1.86
Oil from production to marketing	Kuwaiti TV presented by ALESCO	27.1.86
Al Sahra al Arabia from Lebanon	Lebanese TV	3.2.86

Program Name	Production (Country/ Organisation)	Date of transmission through Arabsat
Palm Trees	Iraqi TV	3.2.86
Al Sahra al Arabia from Qatar	Qatar TV	10.2.86
Tunisian Sahara Festival	Tunisian TV	10.2.86
Al Sahra of Arabia from Kuwait	Kuwaiti TV	17.2.86
Mosques in Algeria	Algerian TV	17.2.86
Al Sahra al Arabia from Oman	Omani TV	24.2.86
On Our Land	PLO	24.2.86
"Al Sahra al Arabia" from N. Yemen	Yemeni TV	3.3.86
The Glass	Syrian TV	3.3.86
Al Sahra al Arabia from Morocco	Moroccan TV	10.3.86
Our Food from our Production	Co-production: ASBU, ALESCO, Tunisian TV	10.3.86
Historical Play	Tunisian TV	17.3.86
Art in Syria	Syrian TV	17.3.86

Program Name	Producer (Country/ Organisation)	Date of Transmission through Arabsat
A Play: The Interior Immigration	Iraqi TV	24.3.86
Palestinian Roots	Syrian TV	
"Al Sahra al Arabia" from Palestine"2	PLO and UAE TV	31.3.86
Total Confronting	ALESCO	31.3.86

Table 5.6: Programs exchanged through Arabsat during the experimental period (November 85 - March 86)

2. From Palestine again because of the day of the land celebration.

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5.2.5 Arab TV Exchange Experiment and the Eurovision

The Eurovision news exchange system was a good example for the Arab countries to follow, to put a project for a similar system in their region, and which started by the experimental period, because the Eurovision news exchange is the basis of the international one, due to the fact that it is the oldest regional system on the one hand, and the most active on the other. Its exchange policy is the freedom of offer and demand, and the free transmission of news, which means that each station receiving news items from other stations is free to do what it likes with them, it can reduce them, not broadcast them on its national TV, etc. as it can give them its personal comment.

Eurovision exchange operation includes 28 stations in 23 countries in West Europe and North Africa (Algeria, Morocco, Tunisia and Libya) also Jordan and Israel, besides the main American TV networks. In 1981 for example, 6822 items were exchanged through Eurovision.[1] For the exchange operation, Eurovision uses earth networks, while Arabvision uses both Arabsat network and earth links which link between some Arab countries. Regarding program exchange, the example which the Arab countries tried to follow was the European program experiment using OTS2 satellite and called Eurikon Experiment in 1982.[2] It was the first experiment for a European co-production TV program within EBU. The experimental period was for 5 weeks chosen between May and November 1982, where 15 countries participated, but only 5 prepared it and they were the UK, Italy, Austria, Holland and

1. Kandil, 1935.
2. Kandil, 1935.

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West Germany. Each week, one of them coordinated the exchange operation and put the plan for the programs to be transmitted and which it collected from the other TV stations of country members or not of EBU, and then combined with its own, and transmitted them to the other 14 countries participating in the experiment.

Three main points had to be answered by the experiment and were at the same time its objectives:

1. The kind of programs which could be watched by all European Western countries, which means the production of programs which could attract 200 million viewers with different preferences and cultures. Studies had shown that informative programs and news bulletins were the best to attract European viewers so the second objective was;

2. The high capability of producing such programs;

3. The third objective was about the language differences. The participating countries viewers spoke 11 different languages. So in the experiment, translators broadcasters and different equipment were required to translate the program texts.

Arab program exchange experiment was different from the Eurikon experiment. However, ASBU had benefited from the European experiment final result and its recommendations which were:

1. Eurikon experiment was interested in good programs such as cultural and scientific ones and not in violent programs.

- Eurikon programs were different from those of the European national TV stations, by being more European.

- Eurikon experiment had big technical and professional problems regarding the link between different languages to illustrate the audio dubling.

2. Informative programs: Eurikon informative programs attracted large audiences, so they should increase the viewers knowledge about the European institutions and clarify the European political resolution and their consequences on the national level, and give information about different European countries, to strengthen the mutual understanding for one European society.

3. Entertainment programs: They are also important in order to attract more viewers.

4. Eurikon must have regular programs about all European countries in order to make each country's viewers feel like the program was national.

Criteria for accepting TV programs are different from one country to another. Eurikon must be aware of these differences and must know

very well what is liked and disliked on each national level.

On 31 March 1986, the Arab experimental period for news and programs exchange ended after 6 months. The number of hours of exchanged news and programs in the period between 22 August 1985 and 31 March 1986 was 92,000 minutes = 1,533 hours and 20 minutes of transmission and 29,000 minutes = 483 hours and 20 minutes of reception. 3

An analysis of the experimental period was necessary to know and determine its result on which would be made recommendations for the following period.

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3. ASBU, 1986: Page 4.

5.2.6 The Analysis of the Exchange Experimental Period

The analysis of the experimental period was necessary to see the problems faced by the experiment and the mistakes made during the exchange operation, in order to avoid them in the future and in order to put recommendations for the following period.

The problems faced by the experiment were:

- The microwave links used in the exchange operation, were bad sometimes which led to cuts in pictures and decreased in their artistic quality.

- The Arabsat network was not fully used because of lack of people in some Arab TV stations, which led to some problems such as delays in the coordination operation and cuts in some transmissions.

- The Arab studios signals were not corresponding with the international ones which gave bad pictures.

- Lack of continued technical and program coordination between the ASBU centre in Tunis and the different Arab capitals made phone calls difficult during transmissions.

\- The fact that the experimental period was free, led to an exaggeration in the use of the Arabsat network. In November for example, the lines were used for 14 hours a day and most of the transmissions were not important. Recommendations were made regarding these technical problems:

1. Broadcasters should make more efforts to increase the pictures technical quality.

2. Technical control on a regular basis and a data exchange regarding the technical quality of the lines are necessary in order to lay down rules for a better exploitation.

3. Coordination lines should be lay down in important centres to facilitate communication during the connection operation.

5.2.6.1 Analysis of the Experimental Period Regarding News Exchange

The News Exchange experiment was successful. However there were mistakes made during the operation regarding:

1. The content of the exchanged news: It was noted that Arab TV stations did not follow completely the News Committee recommendations because:

    A. Some news items were entirely local which could not be used in the exchange.

    B. Some were technically poor.

    C. Some were long (more than 2 1/2 minutes and up to 20 minutes).

    D. Most of them were political and sportive, while there was a lack of cultural, social and economic news.

    Recommendations taken here were:

    1. ASBU General Assembly recommendations should be followed.

    2. Exchanged news should not reflect any conflict between Arab countries, in any way because the main objective of the exchange is to bring Arab countries closer.

3. News items should not be longer than 3 minutes in time.

4. The content should be important.

2. <u>The news items transmission</u>: Some items were sent very late, about one or two days after their events happened. Such a situation is contradictory with the use of the Arab satellite, because if the news can be late, there is no need to use a satellite for their transmission.

So the recommendations were that news items should be sent i n time for exchange.

3. <u>The text of the exchanged news</u>: It was noted that:

A. Many texts included further details which were not necessary.

B. Some others were too short and did not give any information about the event.

C. Many texts were more than 5 outlines .

D. They were often sent late to Tunis.

The recommendations were:

1. That the Arab TV Organisations should have a telex equipment

in Arabic to facilitate the exchange operation because the
texts were sent by telex in English or French.

2. The number of Arab news items should increase.

4. <u>The details of the events</u>:

A. Some events were of a daily routine.

B. Some had a lot of official details with a high level of
protocol (presidential, ministerial visits etc. ...) which was
not necessary at all in news items.

5. <u>News and informative programs</u>: Recommendations were that there
should be no confusion between the TV news item and the TV
informative program, and between what can be included in the news
package and the bilateral or multilateral transmission between
countries which want it. The news item time should not be longer
than 2 1/2 minutes, while regarding the informative program, the
station which wants to transmit it to others, has to tell them
about it directly or through ASBU and it will be sent to those
who want it, outside the hours designated for the transmission of
the news package.

6. <u>Tables for the use of news</u>: These tables were sent by the ASBU
to all Arab TV stations to be filled up in order to know how many

news items each station used. What was noted was that some
stations did not send back any table she received, to ASBU. So
the recommendations were:

1. To emphasize the importance of such tables which help to know
   what kind of news Arab stations would like to ex change.

2. The stations which did not send back their tables should take
   the situation more seriously and fill them in and send them
   back immediately after receiving them from the ASBU.

3. The tables should be sent once every 2 weeks.

4. Every 3 months, a study should be made by the ASBU General
   Secretariat regarding the exchange operation based on the
   information in the tables, and distribute them to the Arab TV
   stations.

5. Also, each station should make every month a similar study
   based on the news it receives.

5.2.6.2   <u>Analysis of the Experimental Period Regarding Program</u>
           <u>Exchange</u>

It was noted that:

1.   Most Arab TV stations had received the programs sent to them,

     through Arabsat, Intelsat or microwave links.

2.   The UAE and Qatar had used Intelsat network to receive the

     exchanged programs, and they paid the expenses.

3.   Most stations which received the musical programs "Al Sahra al

     Arabia", broadcast them on their National TV on Tuesdays as was

     recommended.

Regarding the experiment itself:

-    It was seen as very important.

-    So, exchange should continue because it tried to bring Arab

     peoples closer by giving information about each other.

-    It should continue because Arab viewers will get used to see

     programs coming from other Arab countries.

     And like in the case of news exchange, mistakes were made also in

the program exchange operation:

1. Some programs were not well prepared, which made them less capable of attracting viewers.

2. Some stations were not good enough to produce the musical program "al Sahra al Arabia". This can also be an ASBU fault which recommended to the Arab stations to produce the musical program while it had to give them the choice of preparing or producing any kind of programs they liked, which would give on the other side varied produced programs for exchange.

3. Many of the musical programs included artistic and cultural items while they neglected the human factor.

4. They included also archives items which decreased the artistic quality of the TV picture, especially when compared with the recent one in the same program.

5. Most programs were very long which made them boring.

6. Some programs contained propaganda which made it difficult to exchange them.

7. Exchanged programs can be transmitted through Arabsat directly from their original countries to the others, instead of transmitting them to the exchange centre.

ALESCO programs: The News Committee recommendations regarding Alesco
programs in the experimental period were: That ALESCO educational,
cultural and scientific programs would be transmitted once a week for
one hour and recorded by the Arab stations to be broadcast on their
televisions. During the experiment, 12 ALESCO programs were
transmitted during the first 12 weeks, and it was noted that:

- These programs were more educational and teaching programs than
  cultural.

- They were not individually following the same method.

- Some of them were produced by the Gulf States Co-production
  Organisation and had already been seen by its countries.

Conclusion

The experimental period was successful for both news and programs, in
spite of the mistakes made which were expected actually, because it
was the first experiment of its kind in the Arab region using the
Arab satellite. It was made to determine the situation of the
exchange operation, as it was the first step towards an Arab exchange
system through Arabsat system.

The experiment made it possible to see the mistakes of the exchange
operation in order to avoid them in the future.

The Arab satellite was a very important means in the exchange operation. it made it possible for the Arab viewers to see daily news coming from the other Arab countries as well as political, economic, cultural, sportive, social, etc. activities.

The experiment was the basis for the preparation of the exchange operation for the following period. This period which would know a new accomplishment in the exchange field: the establishment of the new Arab centre for TV news and programs exchange in Algiers.

5.2.7 <u>Arab Centre for TV News and Program Exchange</u>

The idea of establishing an Arab centre for TV exchange, emerged with
the proposition of the Algerian TV organisation with the proposition
of the Algerian TV organisation to the ASBU, to build such a centre
in Algiers, in order to exchange news and programs between the Arab
countries. 1

And in its 10th session in Kuwait, in January 1981, the ASBU General
Assembly accepted this proposition.

Since then, and for years, studies and reports had been made about
the possibility of establishing the centre, when ASBU sent many
groups of experts to Algiers, to see and analyse the situation on the
spot.

And in the 12th session of the ASBU General Assembly, Algeria
presented her study regarding the plan for the centre, and it was:

That the Algerian TV Organisation put at the ASBU's service, 2 floors
in a technical building. The first one would shelter the electronic
equipment, while the second would be destined to assure the
administrative functions of the centre such as planning.

it was decided that the centre would be in the technical building of
Bouzareah, situated in Algiers suburb, and which is linked through

1 .ASBU, 1984.

microwave networks, to the Algerian TV station, as it is linked to
satellite station of Al Akhdaria.1 This situation facilitates the
link of the building with any point in the world.

Algeria had accepted to contribute in the financing of the project,
to illustrate the complete preparation of the two floors for the
centre, (electricity, decoration, etc.), and to provide the executive
artistic staff to operate it, and she accepted to finance the centre
for one year, when starting operating.

She presented another proposition regarding the creation of a
committee to organise the centre work.

In May 1983, a conference was held in Tunis regarding the use of the
Arab satellite and the earth networks in the creation of an Arab
centre for TV news exchange, and the recommendations adopted were:

1.   that the creation of a centre for news exchange was necessary in
     order to facilitate exchange of:

     - The daily Arab news

     - The regional news

     - The bilateral news

     - The special events.

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1.   70 Km. from Algiers.

2. the centre had to be built in an Arab country having satellite links and microwave networks, through which, it is connected with the other Arab countries.

3. The centre had to keep the exchanged material until a visual news library would be established. And in its 12 meeting held in Tunis in December 1984, the ASBU General Assembly, formed a committee for the study of all the matters and plans regarding the use of the Arab space network in the radio and TV field, and it was concluded that without an exchange centre, there would be no real exchange. It was in Algeria that the centre was built, because she has got space and earth networks.

A. The Space Network

- An earth station connected with the satellite over the Atlantic Ocean with radio and TV reception and transmission equipment.

- An earth station connected with the satellite on the Indian Ocean, with radio and TV reception and transmission equipment.

- An earth station connected with Intersputnik system, with TV transmission equipment. And all these stations are situated in Al Akhdaria.

-   15 small earth stations distributed all over the country for TV
    local coverage, connected with Intelsat system.

B. The Earth Network

1. With the outside

-       2 ways TV Channel with Tunisia
-       2 ways TV Channel with Morocco
-       2 ways TV Channel with Spain, and from it to Eurovision.

2. Inside the Country

In the technical centre of Bouzareah, the incoming and outgoing
TV signals are assembled through space and earth networks, and
then distributed to the different regions as follows:

-       The centre is connected wit TV studios by microwave links.
-       It is connected with Al Akhdaria earth stations through
        three TV channels from Bouzareah to Al Akhdaria, and
        through TV channel (1 + 1) system from Al Akhdaria to
        Bouzareah.

The delegation which visited the centre and the earth stations, found
them of a high technical standard, as she found that Bouzareah area
had got all the incoming and the outgoing TV signals from and to

Algeria.

The establishment of an Arab network for TV news and programs exchange became much more important and necessary, with the preparation for the launch of the Arab satellite through which the exchange was supposed to take place. This network was seen then, as a medium for extending the social, economic and cultural relations between the Arab countries.

And after years of preparation and studies, the Arab centre for TV exchange was established in Algiers, in the technical centre of Bouzareah. It had started operating on 11 March 1987.1 The functions of the centre were defined as follows:

- Collection of information regarding the news items or events with interest to the Arab TV stations for the exchange operation.

- Conduct of the daily exchange of the news items including the daily audio-journalistic discussion between the Arab TV stations.

- Organisation of the bilateral exchange.

- Proposition of plans and organisation of the broadcast operation of the special events coverage.

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1. See its structure in appendix.

- Conduct of the actuality exchange operation.

- The Centre puts the Arab news sent by the Arab countries in a package and sends it to any Arab country who asks for it, through the Arab satellite or/and earth networks.

- Reception and preparation of news sent by foreign organisations land with interests to the Arab countries.

- Conduct of the Arab news transmission operation to the foreign broadcasting unions.

- Strengthening the relation between the exchange network and the Arabsat Organisation in order to organize the function of the Arab news exchange through the Arab satellite.

- Strengthening the relation between the ASBU and the other broadcasting unions regarding the news exchange operation and its problems.

- Transmission of TV programs between the Arab countries.

- Check of the technical quality of the exchange operation items, and the financial matters. The transmission function of the centre is multilateral, bilateral and unilateral as well, when countries ask individually for TV programs.

The purposes of the centre are: (the objectives)

-   To break the dependency on the international foreign film
    agencies regarding the coverage of the events in the Arab region.

-   To obtain a news coverage of the important events in the foreign
    countries, directly from their organisation members of the ASBU,
    to relieve the dependency on the foreign news agencies.

-   To encourage the Arab countries to present a coverage of their
    important events to the other country members of the ASBU and to
    those of other broadcasting unions such as EBU.

-   To develop the Arab news services.

-   To organise the reception operations of the international news by
    the Arab TV organisations collectively.

-   To have enough programs to be used in the exchange operation.

-   To develop the criterions of the TV programs exchange within the
    social objectives of this operation.

The centre faces technical problems as well as lack of trained
people. It needs more technical facilities and a higher number of
technicians especially as it is expected to be operational for 7 days

a week in the near future.

5.2.8 TV Exchange through Arabsat after the Experimental Period

The main characteristic of the experimental period was that it was
free from all expenses or charges for all Arab TV stations. The
period following is a commercial one which means that Arab stations
have to pay for the use of the Arab satellite and its earth stations
operating with it in the Arab countries. The first commercial period
was between 1 April 1986 and 10 March 1987, and during this period
the exchange was operating from Tunis, by the ASBU General
Secretariat sometime,s but most of the time by the Tunisian
television, waiting for the Arab exchange centre in Algiers to
operate. And as soon as it started operating which was on 11 March
1987, the exchange operation centre moved from Tunis to Algiers and
the second period of exchange started then.

The analysis of the experimental period led to the conclusion that
the funds and efforts for the use of the Arab satellite network were
limited and not corresponding with the capacity of the network
regarding services it could provide in media, culture and development
field, on the local and regional levels. More funds and efforts are
necessary in order to benefit from the network which has a huge
capacity of services especially in TV broadcasting. These efforts
include the installation of the missing earth stations operating with
Arab satellite.

The Arab satellite network is a big communication project and the

main purpose for establishing it, was the exploitation of all its

capacities, in order to strengthen communication between the Arab

countries in the field of media and culture. The planning for TV

news and programs exchange for the period following the experimental

one, started before this latest ended, and it was decided then to

continue the exchange, both for news and programs, avoiding the

experiment mistakes as much as possible.

5.2.8.1   TV news exchange after the Experimental Period

The 1986 meetings recommendations regarding news exchange in the new period were:

-   Continuation of news exchange through Arabsat.

-   Necessity to avoid the mistakes of the experimental period.

-   Each TV station has a fixed time for the transmission of its news to Tunis.

-   Each station transmits its news summary by telex to ASBU General Secretariat before 1.00 p.m.

-   The transmission of the daily news package from Tunis is between 4 hours and 4 hours 45 minutes.

Regarding expenses, each TV station has to pay for its news items transmission to Tunis, while the ASBU pays for the news package one.

And so, the exchange news operation has continued from Tunis until March 1987, operating for 6 days a week while it was operating for 5 days before.   Gulf countries began to send their news directly to Tunis through Arabsat after the installation of their earth stations operating with the system.

Exchange operations were operating from Tunis by the Tunisian TV

station for the first three months (April, May and June 1986), then

by ASBU General Secretariat starting from 1 July 1986, with limited

means. Then by the Tunisian TV station again, starting from

10 November 1986 due to technical problems in the ASBU equipment.

In the period between 1 April 1986 and 30 September 1986, 622 news

items were exchanged. What was noted was that this number was much

lower than that exchanged in the same period of time during the

experiment (1326 items). This was due to:

-   The fact that the Arab stations became more careful in choosing

    and exchanging news because of the operation cost.

-   The exchange operation period included the summer (June, July,

    August) which is characterised by lack of activities in the Arab

    countries, besides the fasting month which came in June that

    year.

It was noted also that the percentage of use the news package items

had increased in some countries. In November 1985 during the

experiment, Kuwait for example had used 67% of the package items,

while in April 1986, its use had increased to 89%, and the same for

the UAE which had used 45% of the package items in the first period,

and 61% in the second.

Starting from October 1986, the exchange percentage increased. During October and November 304 items were exchanged (144 in October and 160 in November) Eleven (11) TV stations were participating in the exchange operation.

The 13th meeting of the News Committee held in Tunis in November 1986, discussed the exchanged news content, the technical and artistic matters and the following exchange period from the new centre in Algiers about which it was said:

- That a new era for exchange was expected in the year 1987 with the new exchange centre.

- That the exchange should continue in the same way and the news content should be more important than anything else, because a good content gives a good exchange.

- That technical sound equipment linking Arab TV stations with the exchange centre was necessary for the daily discussion, in order to facilitate it.

- More Arab countries were asked to contribute in the exchange operation .

- Cultural, scientific news and news reports were asked to be included also in the exchange operation which was limited only to

political news.

Regarding sports events, the first time the Arab satellite ;was used to transmit International events was in 1986 when it transmitted the football world championship. The transmission operation was made via the Algerian television with ASBU help including all the match games. The satellite transmitted also other sports events such as the Asian games and the Arab championship both in 1986.

The News Exchange centre and the news exchange operation

The exchange operation continues through Arabsat from the new centre in Algiers which started operating in March 1987. 13 TV stations are contributing in the operation belonging to: Jordan, the UAE, Bahrain, Tunisia, Algeria, Saudi Arabia, Iraq, Oman, Qatar, Kuwait, Libya, Morocco and North Yemen. The other countries are not contributing, or because their operations earth stations are not installed yet or because of economic reasons.

The centre receives from time to time, from the United Nations TV in New York, news reports about the organisation and its activities. It includes them in the daily package.

The news exchange operation continues in the same way (transmission of items to the centre which re-transmits them to the Arab stations in a package). The time of the package transmission had changed and

it is now at 2.30 p.m. during the summer months and at 3.00 p.m.
during the winter months.

The Tunisian TV station covers and transmits the Tunisian news as
well as the ASBU ones. During the first four months (March, April,
May and June 1987), 768 news items were transmitted from the Arab
stations to the centre through Arabsat as follows:

March: 172; April: 273; May: 106 and June: 217.
(See Table 5.7)

It was noted from the Table that the number of transmitted news items
decreased int he month of May, because of the fasting month.

Also, it was seen clearly that some countries were more active than
others regarding their number of items and that some were not active
at all.

Algeria was the most active with the highest number of transmitted
items, followed by Saudi Arabia and Kuwait, while the least active
were Libya with the lowest number followed by Morocco and Bahrain.
The number of exchanged news items during the same period (March –
June 1987) were 383 items, from the 768 sent by the Arab stations.
(See Table 5.8). It was noted from the Table that Algeria was again
in the lead regarding the number of exchanged news followed by Saudi
Arabia, Iraq, then Kuwait in fourth place. The Table shows also, how

Country	March 11-31	April	May	June	Total by Country
Jordan	3	23	6	15	47
UAE	18	19	9	12	58
Bahrain	10	1	1	3	15
Tunisia	4	30	16	22	72
Algeria	32	51	13	36	132
S. Arabia	27	35	15	44	121
Iraq	15	42	20	19	96
Oman	13	12	2	7	34
Qatar	12	17	2	17	48
Kuwait	34	34	15	21	104
Libya	-	-	1	8	9
Morocco	3	2	4	2	11
N. Yemen	11	2	7	1	21
Total	172	273	106	217	768

Table 5.7: Transmission of Arab news in the period: March-June 1987

Country	Number of Items Sent	Number of Items Exchanged
Jordan	47	21
UAE	58	33
Bahrain	15	9
Tunisia	72	45
Algeria	132	60
S. Arabia	121	56
Iraq	96	49
Oman	34	13
Qatar	48	22
Kuwait	104	47
Libya	9	6
Morocco	11	7
N. Yemen	21	15
Total	768	383

Table 5.8: Exchange of news in the period:
March - June 1987

news is selected when being sent by the TV stations, so if we take the first country on the list for example, we can see that Jordan sent 47 items and only 21 were good for exchange, and so on.

In the period between July and December 1987, 736 news items were exchanged. And so, from March to December 1987, 1119 items were exchanged through the new centre in Algiers.

In the year 1988 and during the first 7 months (January - July), 1333 items were exchanged, and this demonstrates the increase in the number of the exchanged news items. (See Table 5.9)

The daily average of the number of stations participating in the exchange is 5, and the monthly average of exchanged news items is 150.

However, the news exchange centre is still facing technical problems because it was built with a minimum financial budget ($300,000). There is today a plan for its equipment by stages. The Centre also sends the exchanged news to EBU.

Through the centre also, big Arab events are given special importance, to illustrate the Arab summit held in Amman (Jordan) in November 1987 and the Algiers Summit in June 1988. The centre played a great role in covering news of the 2 summits and operating the news exchange with the help of the Jordanian and Algerian TV

Number of Exchanged News

TV Stations	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Total of months for each TV Station
Jordan	1	12	3	5	7	4	11	7	5	7	11	16	12	10	2	7	44	164
UAE	8	11	6	8	3	1	9	11	6	18	11	9	19	17	13	5	3	158
Bahrain	5	1	1	2	1	2	8	7	1	18	12	8	8	-	2	-	1	77
Tunisia	4	17	11	13	11	10	7	9	14	22	22	23	28	14	11	13	6	235
Algeria	15	21	9	15	14	6	9	8	15	20	34	29	35	29	26	46	13	344
S. Arabia	11	16	8	21	22	8	14	18	13	39	42	34	30	17	10	22	16	341
Iraq	8	19	10	12	12	8	21	13	13	11	16	27	36	39	24	24	25	318
Oman	5	4	1	3	2	1	2	9	7	4	19	10	19	22	4	4	2	118
Qatar	6	7	2	7	5	4	3	13	4	12	18	18	11	9	4	4	4	131
Kuwait	13	15	9	10	15	5	12	21	12	46	42	32	26	30	14	7	10	319
Libya	-	-	1	5	4	8	7	7	4	12	8	1	8	1	1	4	-	71
Morocco	-	2	3	2	4	-	1	-	2	-	2	3	9	7	1	-	-	36
N. Yemen	2	5	2	6	10	3	10	4	5	7	5	21	5	13	5	4	6	113
United Nations	-	-	-	-	-	-	2	3	3	-	2	3	3	2	3	5	1	27
Total for each month	78	130	66	109	110	60	116	130	104	216	244	234	249	210	120	145	131	2452

Table 5.9: Exchange of News between 11.3.87 and 31.7. 88

stations.

In the Arab Summit held in Jordan, the news exchange operation started on Friday 6 November with the first news package of 15 minutes sent through Arabsat to the centre in Algiers. 204 news packages were transmitted during the 6 day summit, through Arabsat, Intelsat and microwave links, with 114 hours of transmission. 84 packages were transmitted through the Arab satellite.

Regarding sport news, it was noted that the exchange was not active, and it was recommended that each TV station should prepare a weekly sports package of 5/8 minutes including the main sports events of the week with the following recommendations:

-       The package should contain all sorts of sports activities and not only football.

-       It should contain comment on the events.

-       Necessity to use tables for the sports results.

-       Necessity for training for sports journalists.

-       Necessity to link sports departments to the news departments on the TV stations.

International and Arab sports events are followed careful by the centre and the ASBU to ensure a good coordination of their coverage, for the Arab TV stations.

After more than 2 years of exchanging news, following the system of recording news and then retransmitting them in a daily package, the ASBU has explored the possibility of adapting a more developed news system which is the immediate or hot transmission of news meaning the transmission of news in the same time of their events, and this is very important for the use of the satellite, because there is no purpose of using the Arab satellite if the events are not transmitted immediately.

The hot transmission of news has advantages to illustrate reduction of expenses for TV stations when transmitting and receiving news through the satellite, and a better quality of TV signals, and of course it leads to the increase ;of exchange between the Arab stations. But what is needed to adapt this system is to hire a TV channel on the Arab satellite, from the ASCO. Discussions about the matter have been made between ASBU and ASCO in order to come to a final agreement for the adaptation of the system which will replace the actual Arab news exchange system and change its nature.

5.2.8.2   TV Program Exchange after the experimental period

(The Common Arab TV Program)

The use of the Arabsat network in program exchange is important as much as news exchange.

Experiences from the past had showed that the use of the traditional transmission ways in exchanging programs between Arab TV stations, did not lead to the expected results because of the transcription operations, the operation of obtaining the video tapes and the customs operations in both countries, the sender and the receiver which discouraged responsible people to exchange, especially in the multilateral one. Also the difficulty of broadcasting programs for exchange sent in unexpected time, and this situation did not help to building exchange plans for the long term (weeks, months).

Although, transmission expenses through the Arabsat network are a little higher than the traditional ways, Arab countries which contributed to the cost of the network, share the profit and the loss together.

The main question facing, for years, the exchange of programs through the Arabsat has been: What kind of programs can be exchanged through the network? This means programs which can be accepted by all Arab countries with their different tendencies, and broadcast on their small screens.

And as it was said earlier, planning for such programs had been tried for years, even before the launch of the Arab satellite.

During the experiment, the successful program which started to be exchanged was the musical and entertainment program of "al Sahra al Arabia". The program has continued after that, following the recommendations of the conference for news and programs exchange through the Arabsat, held in Tunis from 27 February to 2 March 1986, because of the popularity it gained during the experiment, also because the program exchange operation tried before by airfreight did not succeed and that the exchange expenses of the program through the Arab satellite is less expensive compared to the cost of buying commercial programs. So it was recommended that TV stations continued to exchange "Al Sahra Al Arabia", according to a time table made by the ASBU and the following points:

- The program can include one or many items, and is between 60 and 75 minutes.

- Each producer country should follow ASBU News Committee recommendations.

- Each station pays the expenses of its programs transmission to the other stations, while the receiving stations pay the reception expenses.

- Each station should broadcast the program on its TV during the week of its reception.

The exchange operation of "al Sahra al Arabia" was better during the experimental period in the sense that most participating stations produced it regularly and on time. The situation has changed since then. The number of countries participating in the exchange operation has decreased from 15 during the experiment to 12 today. In 1987, they were: Bahrain, Algeria, Saudi Arabia, Sudan, PLO, Qatar, Kuwait, Libya, Morocco, Mauritania, Tunisia and Iraq. It was noted that some of them did not participate in the experimental period exchange, while others which did, were not present. (See Table 5.10)

During the same year (1987), many TV stations did not produce their programs in time, or did not produce them at all. (See Table 5.11)

Countries participating in "Al Sahra" exchange during the experimental period	Countries participating in "Al Sahra" exchange in 1987
Algeria	Algeria
Bahrain	Bahrain
Iraq	Iraq
Jordan	-
Kuwait	Kuwait
Lebanon	-
Morocco	Morocco
N. Yemen	-
Oman	-
PLO	PLO
Qatar	Qatar
Saudi Arabia	Saudi Arabia
Syria	-
Tunisia	Tunisia
UAE	-
-	Libya
-	Mauritania
-	Sudan

Table 5.10: Countries participating in the exchange of "Al Sahra al Arabia" program in 1987

TV Stations	Expected Date for the program transmission	Observation
Bahrain	3.8.87	transmitted in time
Algeria	10.8.87	transmitted in time
Saudi Arabia	17.8.87	transmitted in time
Sudan	24.8.87	delayed to non-fixed time
PLO	31.8.87	transmitted in time
Qatar	7.9.87	transmitted in time
Kuwait	14.9.87	did not participate
Libya	21.9.87	not transmitted
Morocco	28.9.87	transmitted on the 21st
Mauritania	5.10.87	did not participate
Tunisia	12.10.87	did not participate
Iraq	19.10.87	transmitted in time
Tunisia	16.11.87	delayed
Saudi Arabia	23.11.87	transmitted in time
Iraq	30.11.87	transmitted in time
PLO	7.12.87	delayed to 1.1.88
Qatar	14.12.87	delayed
Libya	21.12.87	transmitted in time
Bahrain	28.12.87	transmitted in time

Table 5.11: "Al Sahra al Arabia" program exchange in 1987

As it can be seen from the table, many stations were not bound to the time table made by ASBU for the exchange purpose. Some delayed the time, fixed for the presentation of their programs for exchange, others did not present theirs at all, in spite of their participation in the operation.

ASBU had contacted Arab TV stations, in order to know how much they benefit from the exchange of "al Sahra al Arabia", but only received answers saying that most of them broadcast the program on their TV networks. In 1988, the exchange operation for the same program has been more bound to ASBU time table, but it has not been operating regularly, and it had stopped many times in the period between 7 March and 13 May. Also, some stations participated more than others. All this situation is due to some problems:

- As it is known, every year, ASBU General Secretariat, lays down a time table for program exchange, including the countries which participate in the operation.

This year (1988), it included only countries which were ready for the exchange.

- Many stations participating in the exchange are late, when answering about the plan of the time table, to give their personal opinions about it, but then they apologise for not participating in the exchange.

\-   Some others give their opinions about the time table, in time and accept it, then they apologise for not participating when only one day is left for the transmission. The number of countries participating in the exchange in 1988 was also 12, but there are some changes in countries. (See Table 5.12)

The transmission of the "al Sahra al Arabia" program, in the exchange operation, from January to August 1988 is shown in Table 5.13). It was noted from the table that some countries were participating more than others. Tunisia for example, participated 3 times during this period, while Libya or Oman participated only once, and because of this situation, those countries which participated more often, replaced those which participated less.

Also, it was noted that the exchange operation stopped during this period (January – August 1988), first for 2 weeks from 7 – 28 March, then again for 3 weeks from 28 March to 25 April, and then for 4 weeks from 25 April to 30 May and finally for another 2 week from 30 May to 13 June. Since then, the operation has been going regularly each week.

The "Al Sahra al Arabia" program is an interesting Arab program. It is for entertainment, and is liked by most Arab viewers. It has permitted,since its first broadcast on Arab television screens in November 1985, the possibility of seeing different aspects of the Arab art (songs, music, dance, and other activities), and it has

Countries participating in "Al Sahra" exchange in 1987	Countries participating in "Al Sahra" exchange in 1988
Algeria	-
Bahrain	Bahrain
Iraq	Iraq
Kuwait	Kuwait
Morocco	Morocco
PLO	PLO
Qatar	-
S. Arabia	S. Arabia
Tunisia	Tunisia
Libya	Libya
Mauritania	-
Sudan	-
-	Jordan
-	North Yemen
-	UAE
-	Oman

Table 5.12: Arab countries participation in the exchange of "Al Sahra al Arabia" program in 1988

TV Stations	Expected date for the Program Transmission
PLO	1.1.88
Jordan	18.1.88
Tunisia	25.1.88
Iraq	1.2.88
Libya	8.2.88
Morocco	16.2.88
N. Yemen	22.2.88
UAE	29.2.88
Kuwait	7.3.88
PLO	28.3.88
Tunisia	25.4.88
S. Arabia	30.5.88
Oman	13.6.88
Libya ·	20.6.88

Iraq	27.6.88
Morocco	4.7.88
PLO	11.7.88
Jordan	18.7.88
Bahrain	1.8.88
Tunisia	8.8.88
UAE	15.8.88²
S. Arabia	22.8.88

Table 5.13: "Al Sahra al Arabia" Program Exchange in 1988

2. Did Not Participate.

brought people of the region closer. For years, for example, there was no Moroccan program on Algerian television, and for the first time since 1975, the year of the Algerian - Moroccan Conflict, a Moroccan program was seen in Algeria in 1986 and this was the "Al Sahra al Arabia" program from Morocco.

Although this program is a musical one, and does not necessitate a big budget to produce, only half of the Arab countries participated in its production and exchange.

"Arab Television" program project

The February 1986 conference recommended besides the continuation of the "Al Sahra al Arabia", the production of a common Arab TV program, including items produced by different Arab countries and good for exchange. The idea of producing such a program is a new experiment trying to encourage and increase the exchange, but more importantly, to make it accepted by all the Arab countries because it is a common production. Its idea emerged because of the difficulty of producing programs individually, on the one hand and the difficulty of accepting the individually produced program by the Arab countries in the exchange, on the other hand.

The purpose of the program is the use and benefit from the satellite in the exchange of programs and TV transmission in all the region, because of the use of the traditional transmission ways did not help

in the exchange when dealing with more than two countries. So, an Arab multilateral exchange necessitates the use of the satellite network.

"Arab Television" programs differ completely from the musical program "Al Sahra al Arabia" which is produced by an Arab TV station to be transmitted to the others. The latter reflects the national culture of the producer country, and its purpose is to bring Arab peoples closer by knowing about each other more, while the purpose of the "Arab Television" program is the presentation of an Arab picture in its generality without emphasizing any Arab country individually. Its items (programs) will be produced by all Arab countries participating in it, and its programming will be made collectively. From here comes the importance of this project.

The Common European TV program and the Common "Arab Television" program project

A Project for a common regional TV program was experimented with in Europe in 1982 and this was the Eurikon experiment. Its purpose was the possibility of laying down a time table for the transmission of a common European TV program, which would attract viewers all over the European broadcast region and be accepted by them, and going beyond their different cultures and languages. The program was to be transmitted on the channel provided to EBU by ESA on the DBS Olympus, so the viewers could receive it directly at home. Items chosen to be

included in the common program are:

Informative programs: include current affairs, documentaries, news, sport, teaching and social programs, religious programs.

Entertainment programs: include art, comedies, plays, children's programs and long feature films.

The purpose of the common European program is to show the common European face to all viewers in the region covered by the European broadcast (including Arab countries in North Africa). From here also came the necessity of producing a common Arab program, benefiting from the European experiment.

Categories of programs included in the common Arab program

It was decided from the beginning that the common program could include: 1

- Informative programs: including documentary programs, TV reports, TV conferences and meeting programs, review programs and special programs.

- Artistic and entertainment programs: including plays, variety show programs and folklore programs.

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1.Arab Broadcasting Institutions Review, 1987.

-    Co-production programs.

Regarding criterion of programs included in the common program for the exchange operation, they are the same criterion recommended by the News Committee for all the exchanged programs between the Arab countries. Stations participating in the common program experiment were asked to send programs to the ASBU. The total time for each,was limited as a minimum to 6 hours.

Programs which the ASBU received from the Arab TV stations, did not include all the categories recommended for the "Arab TV" program. Many of them belonged to the first category of programs (Informative) especially documentaries, while there were only for a few programs from the second category (Artistic).

After the examination, analysis and selection of these programs, the final project for "the Arab Television" program was made in March 1988, followed by the coordination Committee in May 1988 which decided that the experimental period would be for 3 months (13 weeks), that the program would be, a weekly one hour program, and that the experimental period would not include long plays because of the lack of time, but rather documentaries, variety shows and folklore programs. Stations which did not send their programs, should do so, because it was decided that the common program "The Arab Television" would be broadcast in its first experiment, through Arabsat, by the end of September 1988. Regarding the program

transmission operation, it will be exactly like the one of the

musical program" Al Sahra al Arabia". It will be transmitted from

the exchange centre in Algiers to Arab TV stations, a day before its

broadcast on TV screens of the Arab countries. However, the

experiment is having a delay because of the lack of programs sent by

the stations, in spite of the ASBU persistence with them to send

their programs as soon as possible. There is not a final agreement

between the Arab stations regarding some aspects of the program

project to illustrate the time of broadcasting it on Arab small

screens: morning, afternoon or evening, also for how long it should

be, one or two hours and for how many occasions it should be

broadcast, weekly, one or more often?

Also, it has not been decided yet which method should be used in the

presentation of the program. Should it be the free method meaning

that every week, the program is presented differently with different

items, for example:

Program No.1: First week

21.00 p.m.: Documentary program about a touristic place from
         Morocco.

21.15 p.m.: TV report about Sahara sand movement from Saudi Arabia.

21.50 p.m.: Variety show from Kuwait.

22.10 p.m.: A play from Jordan.

Program No. 2: 2nd week

21.00 p.m.: Folklore program from the UAE.

21.15 p.m.: Conference about the future of the Arab book in the TV

era, from Bahrain.

21.45 p.m.: Short play, from Lebanon.

22.15 p.m.: Variety show from Oman.

Regarding the second method, it is that every week, the program is
presented in the same way, same order and has the same kind of
program items. For example:

21.00 p.m.: TV report.

21.15 p.m.: Cultural program: review, conference or meeting.

21.45 p.m.: Variety show program.

22.15 p.m.: A play.

The third method adopts the first and the second method which means

that the program will always contain one or two permanent items, while the others will change every week. It is thought that the third methods could be adopted for the program.

The "Arab Television" common program is the most important project made in the region using the Arabsat system. Besides, items produced by Arab TV stations, the program can include also items produced by public TV production organisations, Arab and International institutions ex ALESCO, UNESCO, and private Arab and International Organisations.

Besides the "Al Sahra al Arabia" program and the "Arab Television" program project, other projects were made after the experimental period to illustrate the project for the production of the Arab song festival program. Also, special programs are produced by individual stations for exchange and are about festivals, artistic, cultural and religious occasions, to illustrate the program produced by the Tunisian television and was about the Maghreb song festival including songs from Mauritania Morocco, Algeria, Tunisia and Libya. The program was transmitted through Arabsat to the other Arab countries. Although many program projects were made, they are still waiting due to a lack of finances.

Conclusion

Only one program then, is being exchanged regularly through Arabsat

between the Arab countries in a multilateral way and it is the "Al Sahra al Arabia" program, but only half of the Arab countries are participating in its production for exchange, while the project of the "Arab Television" program is still facing problems like the lack of produced programs needed for its operating. The bilateral exchange still occasionally exists.

Today with an Arab satellite network available in the region to facilitate the multilateral exchange, and program projects already made mainly the "Arab Television" one, there is still a lack of coordination in the aspects of the exchange operation. Only half of the Arab countries do the exchange, and even among these, are countries which rarely produce.

With the new project, only a few countries sent their programs to ASBU, thought it is a common Arab program.

One thing can be said: there are still obstacles facing the program exchange operation, years after the launch of the Arab satellite and they are due to many problems: Lack of production, financial problems, quality problems, lack of experience in the exchange field, but more importantly, the political problems which lead to the lack of will.

5.2.9 Arab satellite, TV Exchange and Political Problems in the Arab Region

The reason behind the Arab satellite project was a political reason going back to 1967 with the Arab military defeat with Israel. Arab Ministers of Information then, decided in their meeting to use satellites to inform about the common Arab matters, and this necessitated the launch of an Arab satellite for and by the Arab countries. But at that time, there was no plan or study made about the possibility of using space networks in the region.

The idea of launching a satellite for the region, was adopted very quickly without a deep and real study of the matter. Although the transmission and exchange of programs through Arabsat network is very important, it was only in the beginning of the 1980s, when only a short period was left for the launch of the satellite, that this matter began to be discussed more seriously. When the satellite was launched, there was a great lack of produced programs for exchange through the new technology.

The question of what kind of programs were required and good, to be transmitted through the Arabsat, was discussed for years, and when the launch occurred, there was still no conclusive answer. During the experimental period, only the musical program "Al Sahra al Arabia" was exchanged by the Arab countries, and which was produced by those participating in the experiment. The answer to which

programs were required to be exchanged through the Arabsat is not only a matter of program quality, and not only a financial or expenses matter, but it is also actually the matter of finding a common link, because the question which must be asked here is: can a program produced in Tunisia for example, according to Tunisian criterions, be broadcast on the Saudi Arabian TV?

Each national TV station has got determined criterions for TV programs, and this is also one of the biggest problems faced by the private producers when producing programs that are going to be distributed in different Arab countries.

For years, meetings and studies were made to determine common criterion for exchanged programs, the main criterion was that the exchanged program should not include any political propaganda, and should not provoke reasons for political differences between Arab countries. This was also declared when the ASBU delegation visited the Arab countries in 1983 to discuss if they were ready to use Arabsat, and many of them said that the exchanged programs should avoid as much as possible politics, as they told the delegation that the exchanged programs experiment between some Arab stations were not encouraging and that some programs included a direct propaganda.

The delegation found then, that the TV exchange had increased but only marginally. This was due to political factors, lack of program quality, lack of exchange experience and lack of an Arab TV exchange

centre.

Political factors have always been strong in the region, because of its political tension due to its history and all the events happening there.

The Arab region has always been a region of sudden and violent change, rapidly shifting alliances and often unpredictable twists and turns.[1] In the 1980's for example, many political events and changes have occurred until now to illustrate a few, the Iraq-Iran War, the assassination of President Sadat, the Israeli invasion of Lebanon, a coup d'etat in Sudan, another coup d'etat in Tunisia, the political reconciliation between Algeria and Morocco, the assassination of the Lebanese Prime Minister, etc.

It is the political factors which determine relations between the Arab countries. If a political conflict or difference emerges between two countries of the region, a total break is created between them in all activities, to illustrate the Algerian Moroccan conflict in 1975 which led to a total break down between the two countries in all activities including the Diplomatic, the economics, the political and tourism etc., and it was this conflict which led to the destruction of the Maghrebvision, when the two countries stopped exchanging TV news and programs between them. More than 10 years later, when the reconciliation happened, the Maghrebvision was again born.

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1 .Hunter, 1936.

Since the 1970s, the Arab political scene has been very tense. In 1983, the ASBU delegation in its report concluded that the political circumstances in the region preceding the launch of the Arab satellite were not suitable for the launch, and many were not sure of the possibility to accomplish a common Arab work through the Arabsat network. Past experiences had shown that political factors were always strong and should not be ignored. TV exchange has always suffered from these factors which determine it. Through the past, exchange was more between countries with similar political systems, it also used to increase between countries when political relations were good and decreased or disappeared when a conflict or problem happened between them.

This situation has continued after the launch of the satellite, and the question of what kind of programs were required for exchange through the Arabsat is still under discussion.

Although criterions and categories for the exchanged programs were determined, this did not help to promote exchange. Arab countries are still suspicious regarding the exchanged programs, because the exchange thermometer is still following the politics thermometer.

Exchanged programs can be broadcast on the national TV of the receiver country, but they cannot if they contain some propaganda. For example, if an Algerian program is received by Saudi Arabia or any other Gulf country in the exchange operation, and it contains

some items about socialism in Algeria, even if it is not considered

propaganda, it will still be seen by the Saudi Government as

propaganda, and the program will not be shown to the viewers because

socialism is condemned in Saudi Arabia. Such a situation does not

help to improve and increase the exchange, they only create obstacles

for it.

Although the lack of exchange is due to many reasons mainly the lack

of TV production, financial problems and lack of trained people and

experience in the exchange operation, political factors, the lack of

will from the Arab Governments and lack of confidence towards each

other, are the determining reasons and factors in the exchange

operation. If each TV station in the region produces only a few good

programs, there will be enough programs to be exchanged, if there is

a real will, because to say that the problem of exchange is a problem

of production only is not true. Some TV productions do not

necessitate a big budget or many trained people, like in the case fo

the musical program.

The exchange can start by producing small programs, individually or

collectively for those countries with individual production problems.

Political relations between Arab countries have always been tense and

changeable because of the importance given to the political

differences between them. Arab countries have different political

systems from the monarch group, (ex. Saudi Arabia and the Gulf

countries, Jordan and Morocco) to the revolutionary group (ex.

Algeria, Syria, Iraq) passing by the immediate group (ex. Lebanon and Tunisia). They are capitalist, socialist, fundamentalist, with one single party or multiparty system of power.

These differences in the political system have always influenced the exchange which used to disappear, sometimes for a long period before appearing again.

Today, years after the launch of the Arab satellite, exchange is still weak and limited like it was before, in spite of the necessity to use the Arabsat network and exploit all of its capacities for exchange. Until now, the network has not been exploited as it should, like earth networks which were not used properly for exchange according to the experts.

Both earth and space networks should be exploited especially to exchange TV programs. This leads to a discussion about the community TV channel in the Arab satellite. The channel's main purpose is the transmission of TV programs to isolated areas in the Arab region (Sahara desert, mountainous areas ...) directly or almost directly using small earth stations or private antennas, with lower expenses. The channel can be used in an extended way for cultural and educational purposes by each Arab station, but it cannot be used by all the stations at the same time. Each station then can use it alone in a fixed time. But the problem is that the Channel has not been used until now, in spite of the recommendations of benefiting

from it in transmitting community programs.

The Arab Satellite Committee had recommended an experiment to use the Channel in an Arab country with a huge area and isolated places to transmit educational programs to the population there, but most Arab countries refused to be chosen for the experiment, as they refused to use the Channel at the present time because of political reasons or differences in the methods of the educational and cultural national policy of each country. The political reasons are that using the Channel means that programs will be broadcast directly without passing by the national TV stations to be controlled. Because of this, Arab Governments have refused to buy the small earth stations or antennas operating with the Channel.

The situation today is that if Arab countries do not use the Channel before the Satellite life time finishes, all that spent on the Channel will be lost. Also, the possibility of benefiting from the extraordinary services which the Channel can provide for the isolated populations in need for education and development, will be lost.

The problem of the Arab satellite as "Hamdi Khandil"1 said it is not a financial problem. It is a problem of politics and policies at the same time. A problem of politics because of political differences between the Arab countries and a problem of policies because there is no common Arab communication policy.

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1. Director of UNESO free flow of information and
   communications Policies department.

5.2.10   Conclusion: An alternative scenario

Communication has an essential role to play in the Arab societies
which is to strengthen the national unity, increase the cultural
level of the masses, guard the heritage, improve the education system
etc. ... This role is very important due to the fact that the Arab
region had suffered from the colonial period which had damaged Arab
societies infrastructures and led to many bad consequences to
illustrate the spread of illiteracy.

Also, the international circumstances surrounding the Arab region,
lead it to receive many communications and information messages from
outside and most of them do not correspond to the objectives of the
region. Although the Arab region is special because of the common
language, religion, culture, heritage and some geographical areas,
the difference in political systems between the countries of the
region leads sometimes to a lack of informative and cultural exchange
and the mediums of information and communication become mediums of
provocation. there are in the region, many communication policies.
Their general practices are:

-     That it is the governments in the Arab countries which have the

      monopoly over the communication sector, to illustrate the

      monopoly over the radio and television organisations, and the

      national press agencies. Regarding the cinema and the press, in

      some countries they are a complete governmental monopoly while

in others, the duo is divided between the government and the
private sector (individuals, companies, etc.).

- Communication practice is characterised by the centralisation
  regarding the geographical distribution of means. Everything is
  centralised in the capital city - radio and television
  broadcast, press agencies, the cinematographic production and
  newspapers. The administration is also centralised, which is
  why the main decisions are always made by the government in the
  capital city and this led to the fact that communication
  practices are directed to the satisfaction of the cities'
  populations needs on the one hand, and to the middle and high
  classes on the other.

- Communication practices are directed to political and propaganda
  activity, while the other roles of communication are neglected.

- Arab governments try to link between communication and cultural
  activities which is explained in many countries by one ministry
  for both communication and culture. However this situation
  faces obstacles because of the lack of coordination and long
  term planning.

In the Arab region, there were some successes regarding the TV
exchange, like the Maghrebvision, the Gulfvision, the Arabsat event
etc. but these successes are limited because many factors are

preventing the reach of a full and extended success.

Personally, I think what should be done in this context is that:

The communication infrastructure in the Arab region needs to be developed more because there are still countries with limited communication operations to illustrate limited resources in the television network. The infrastructure needs to be developed because it is one basis for the communication practices.

Regarding communication technology and after the launch of the Arab satellite, an Arab communication policy becomes necessary to coordinate the work of the Arab countries in using the satellite on the one hand and to join their efforts for a good and proper use of the satellite on the other. TV exchange is one of the main purposes of using the Arab satellite for both news and programs, because it encourages Arab stations to produce. When each one produces one hour programs, it will receive 10 hour programs or more from the other stations and this increases the percentage of the Arab programs on each national TV programming, in the Arab countries especially those with a high importation level.

Through the exchange, Arab people get to know each other better than before especially because there are a high number of countries (22), and they will feel closer, exchanging experiences, knowledge and information. The TV exchange, through the satellite, provides more

communication and an intensive one between people and countries of the region.

But the exchange can only be possible by producing programs because without TV productions, there is no exchange. Today with the satellite,what is needed is not only programs but good ones and better than the ones that already exist. This necessitates planning for a production policy which should be developed according to the characteristics of the political, economic and social Arab environment, using the method of production which starts from the public by understanding its needs and priorities in order to produce the required programs, and not producing programs first and then pushing or obliging the public in one way or another to accept them, taking the production into consideration, while ignoring and neglecting the publics needs and choices, as it exists today in the region.

In the Arab countries there are governmental and private television productions. The latter is produced by two kinds of producers - big and small private companies and they produce programs such as social, historical, detective serials, variety shows, concerts, plays, comedies, etc. To develop a production policy in the Arab region is in order to improve both governmental and the private production and to solve problems and obstacles facing them. Regarding the TV governmental production, the national TV organisations must lay down long term production plans taking into consideration the available

capacities and the viewers needs at the same time, in order to avoid
the quick production of programs.

- National TV organisations must limit the number of broadcast
  hours in order to make it correspond to the capacity of
  producing.

- National TV organisations should create production units with an
  administrative financial independence, to control the production
  operation and to avoid problems and obstacles of the
  administrative routine.

- The creation of production institutions, independent from the
  broadcast units, financed by TV organisations and all those
  contributing in the production.

- The creation of regional governmental production institutions
  like the Gulf States Coproduction organisation, to prepare the
  field for the creation of regional institutions specialised in
  the production of particular programs types (childrens, drama
  ...).

- The necessity of training for people working in the production
  field.

- Larger budgets should be devoted to the TV production.

-   Research studies should be made before producing programs.

-   Research studies should be made also regarding the produced
    programs, to know their effect on viewers.

Regarding the private TV productions, the private sector can co-
produce with the government, for example, the governmental TV
organisations can give projects to the private companies to produce
them. This situation can improve the private production quality and
make it correspond to the TV organisations cultural and developmental
needs and objectives, and it can also help the TV organisations to
avoid the broadcast of commercial production.

-   Private production companies should use experts to provide the
    scientific material needed for production.

-   Arab Governments should provide the minimum of production
    technical means to both private and governmental sectors.

-   National TV organisations should reconsider prices criterions
    for copyrights of privately produced programs, in order to take
    into consideration the program quality and not how long it is,
    because it is not right that the good and the bad programs are
    given the same price just because they are both of one hour
    duration for example, which does not encourage the production of
    good programs, on the contrary, it gives more free space to

produce commercial programs.1

- Production institutions should also have good and specialised TV writers, by giving training and including writers in the production sector, in order to learn how to write TV scrips.

- Academics should help with scientific methods and research, to use them to lay down criterions to analyse the TV work.

But the most important element is that more autonomy is needed and a greater role for creative workers in decision making is needed along with greater freedom of expression by writers, producers and directors to use their creativity for better quality programs.

For some Arab countries, it is difficult to produce because TV production costs are high and the budgets are to small. The better way for them to produce is the co-production.

Co-production becomes necessary, to avoid and overcome the lack of individual production and its expenses and to join efforts, experiences and knowledge to produce. A good example which can be given here is "Open Sesam" children's program produced by the Co-production organisation of Gulf countries, which has been successful for years all over the Arab world.

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1. There are those programs which have superficial contents and are made in a quicker way for commercial purposes only, like many of the Egyptian serials of the 1970s.

It necessary for the Arab countries to think about the establishment of an Arab institution which will lay down the co-production plans, coordinate and execute them. With regard to the common Arab TV program, the "Arab Television", it is very important to produce its serials by the Arab countries, because it is a very good experiment since it is the first common project to be produced by a high number of Arab countries and transmitted through the Arab satellite.

There is only one way for the Arab countries today, to provide programs for the Arab satellite. Production and/or co-production in order to exchange, but the co-production is the best way for them to follow. A country with a financial lack for example can co-produce with another with a lack of producers, actors and TV experience, because both of them face individual production problems.

Good TV production then becomes an urgent necessity not only in order to provide programs for exchange through the satellite, and to exploit its capacities before its life time finishes, but also in order to decrease the high percentage of importation. The lack of production in the Arab countries led to a high level of importation mainly a commercial production, especially American serials. Almost half of the broadcast programs in the Arab countries are imported, and 40% of them are for entertainment.

National and Arab culture must be guarded and protected and this cannot be if there an imbalance in quantity and technical quality

between the national and Arab programs on the one hand and the

foreign Western programs on the other, in the Arab TV programming.

How can Arab children and youth have an Arab culture if most of what

they watch everyday on TV is imported from Western countries and

reflecting Western life, customs and believes.

Arab countries are going to face more difficulties with the DBS

coming from Western countries, when there will be a total invasion of

Western culture on Arab TV, without having the possibility to stop it

or select programs. And if the Arab viewer faces already a partial

cultural alienation today, tomorrow he will face a complete one

unless an Arab production and exchange policy is laid down to provide

programs reflecting the real Arab life with its problems and hopes.

This does not mean to stop importation. Arab regions should be open

on the outside world including importation from other countries. But

importation should include programs selection according to the Arab

criterion, and it should include educational and cultural programs as

well as entertainment ones. Importation should also be from

different countries, from the west and from the east, from the

developing and the developed countries including all continents.

Television cannot play its role successfully unless efforts are

joined between intellectual people, artists and thinkers on one hand,

and TV organisations and production institutions on the other.

But the situation cannot improve from what it is today, if the

political differences and problems between the Arab Governments are not treated exclusively from the other activities. Because of a political problem between Morocco and Algeria over the Western Sahara for example, all activities between them were suspended. No TV exchange, no economic exchange, no diplomatic relations, no touristic relations, etc. The same example regarding Egypt. Because of the Camp David agreement, Egypt was excluded from all its activities in the Arab region, and today it is still absent from the exchange operation as it was during the experimental period. Egypt is the largest potential audience in the region, and the source of most Arab popular entertainment material and concerts which most readily cross Arab boundaries. Its film industry in particular has a truly pan Arab appeal overriding any differences in dialect and attracting all Arab audiences.

Arab governments should stop interfering politics in everything and stop being suspicious in their relations with each other because of their political differences. The political system is the choice of each country due to its historical, economic, political and social circumstances, and it should be respected. So Arab governments should stop exaggerating political differences and problems, because such differences and problems happen and exist anywhere in the world and at any time. Spain, for example, does not stop TV program exchange with the U.K. and does not stop broadcasting British programs on its televisions, because there is a political conflict between them over the Gibraltar region. Also, the conservative

European Countries did not stop broadcasting French programs because a socialist party in France took power, (Mitterand). Also the Scandinavian countries established a TV exchange network called Nordvision, although Norway is a member in the Atlantic treaty, Sweden is a neutral country and Finland tends to have close relations with the USSR.

And so should the Arabvision behave, the Arab TV exchange network in overcoming Arab political differences, should be based on the principle of the Arab citizens right to information and respond to the common cultural needs of Arab people. Political differences in the Arab world should not diminish the intense popular hunger for cultural exchange across Arab boundaries, especially after the launch of the Arab satellite through which TV exchange should be intensified, because a truly Arab satellite system should never be short of material.

The Arab satellite system is an opportunity for the Arab countries to control their own technology in one vital area of modern life. This opportunity should be exploited to the full in common, because "the Arab satellite as "Mustapah Masmoudi"2 said, is the biggest common Arab accomplishment", and this accomplishment cannot be neglected.

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2. Ex-Tunisian Ambassador at the UNESCO.

APPENDIX

Program	Category	Time	Local	Arab	Non-Arab
Musical concert	entertainment	35 mns.	x		
Economical documentary	informative	45 mns.			American
Religious discussion	religious	25 mns.	x		
Cartoons	children's	15 mns.			American
Detective film	entertainment	1 hr. 20 mns			American
Social serial	entertainment	25 mns.			French
Social serial	entertainment	42 mns.		Egyptian	
Detective serial	entertainment	1 hr. 15 mns.			American
News journal	informative	5 mns.	x		
Scientific documentary	informative	25 mns.			French
Games program	entertainment	1 hr. 30 mns.	x		
News bulletin	informative	25 mns.	x		
Weekly TV programs	informative	35 mns.	x		
Western film	entertainment	1 hr. 30 mns.			American
Musical concert	entertainment	2 hr. 00 mns.			British
News bulletin	informative	30 mns.	x		
Social film	entertainment	2 hrs. 00 mns.			Soviet

14 Hrs. 42 mns.

Table 3.2: Thursday 21 July 1988: Broadcast programs

Friday 22 July 1988

Program	Category	Time	Local	Arab	Non-Arab
Cultural Program	Children's	30 mns.		Gulfvision	
English Lesson	Educational	40 mns.			Great British
Women Program	Educational	30 mns.	x		
Cultural Program	Children's	55 mns.	x		
Religious Program	Religious	35 mns.	x		
Games Program	Entertainment	1 hr. 15 mns.	x		
Sports Program	Entertainment	2 hrs.		Jordanian	
News Journal	Informative	5 mns.	x		
Historical Serial	Entertainment	1 hr.			Japanese
Cartoons	Children's	1 hr. 40 mns.			American
News Program	Informative	15 mns.	x		
News Bulletin	Informative	24 mns.	x		
Educational Program	Educational	15 mns.	x		
Western Serial	Entertainment	1 hr. 20 mns.			American
News Bulletin	Informative	20 mns.	x		
Musical Program	Entertainment	1 hr. 30 mns.		Lebanon	
Total					

794 minutes =
13 hrs. 14 mns.

Table 3.3: Broadcast programs

Program	Category	Time	Local	Arab	Non-Arab
Cartoons	Children's	35 mns.			Japanese
Educational Documentary	Informative	15 mns.			German
Cartoons	Children's	20 mns.			American
Musical Concert	Entertainment	45 mns.	x		
Economical Documentary	Informative	30 mns.			French
Cartoons	Children's	15 mns.			American
Varied Program	Children's	24 mns.		Egyptian	
Cultural Documentary	Informative	25 mns.			Polish
Historical Serial	Entertainment	45 mns.			Japanese
News Journal	Informative	5 mns.	x		
Social Serial	Entertainment	42 mns.		Egyptian	
Artistic Program	Entertainment	1 hr. 10 mns.	x		
News Bulletin	Informative	26 mns.	x		
Festival Program	Entertainment	42 mns.	x		
Religious Program	Religious	25 mns.		Saudi Arabia	
Historical Serial	Entertainment	1hr. 10 mns.			British
Social Serical	Entertainment	1 hr.			Australian
News Bulletin	Informative	20 mns.	x		
Musical Program	Entertainment	1 hr. 30 mns.	x		
Total					

704 mns. =
11 hrs. 44 mns.

Table 3.4: Broadcast Programs - Saturday 23 July 1988

Program	Category	Time	Local	Arab	Non-Arab
Eid Prayer	Religious	1 hr.	x		
Educational Program	Children's	20 mns.	x		
Cartoons	Children's	20 mns.			Japanese
Historical Documentary	Informative	35 mns.			French
Cartoons	Children's	12 mns.			American
Fiction Serial	Entertainment	1 hr. 25 mns.			British
Cartoons	Children's	30 mns.			American
Historical Serial	Entertainment	25 mns.			German
Cartoons	Children's	52 mns.			British
Musical Concert	Entertainment	8 mns.	x		
News Journal	Informative	5 mns.	x		
News Program	Informative	20 mns.	x		
Social Serial	Entertainment	42 mns.		Egyptian	
Social Serial	Entertainment	45 mns.			Brazilian
Informative Program	Informative	10 mns.	x		
News Bulletin	Informative	21 mns.	x		
Art Program	Cultural	20 mns.	x		
Musical Concert	Entertainment	10 mns.	x		
Religious Film	Entertainment	2 hrs.		Egyptian	
News Bulletin	Informative	25 mns.	x		
Variety Show Program	Entertainment	1 hr 20 mns.	x		
Total					

735 minutes =
12 hrs 15 mns.

Table 3.5: Broadcast Programs - Sunday 24 July 1988

Program	Category	Time	Local	Arab	Non-Arab
Cartoons	Children's	25 mns.			Japanese
Scientific Documentary	Informative	20 mns.			French
Cartoons	Children's	20 mns.			American
Serial	Children's	25 mns.		Egyptian	
Variety Show Program	Entertainment	1 hr.	x		
Cartoons	Children's	15 mns.			American
Sports Documentary	Informative	25 mns.			German
Social Serial	Children's	30 mns.		Egyptian	
Historical Serial	Entertainment	1 hr. 5 mns.			Japanese
News Journal	Informative	5 mns.	x		
Social Serial	Entertainment	42 mns.		Egyptian	
Cultural Program	Cultural	30 mns.	x		
News Bulletin	Informative	20 mns.	x		
Scientifc Documentary	Informative	25 mns.	x		
Musical Song	Entertainment	5 mns.	x		
Comedy Film	Entertainment	1 hr. 30 mns.			American
News Bulletin	Informative	20 mns.	x		
Variety Show	Entertainment	45 mns.			American
Total					

567 minutes =
9 hrs. 27 mns.

Table 3.6: Broadcast Programs – Monday 25 July 1988

Program	Category	Time	Local	Arab	Non-Arab
Cartoons	Children's	25 mns.			Japanese
Educational Documentary	Informative	20 mns.			French
Silent Screen Film	Entertainment	25 mns.			American
Informative Program	Informative	30 mns.		Lebanese	
Cartoons	Children's	15 mns.			American
Variety Show	Entertainment	25 mns.	x		
Cartoons	Children's	25 mns.			American
Historical Documentary	Informative	40 mns.			French
Historical Serial	Entertainment	25 mns.			German
Cartoons	Children's	50 mns.			British
News Journal	Informative	5 mns.	x		
Informative Program	Informative	15 mns.	x		
Social Serial	Entertainment	42 mns.		Egyptian	
Social Serial	Entertainment	45 mns.			Brazilian
News Bulletin	Informative	20 mns.	x		
Economical Documentary	Informative	35 mns.	x		
Social Film	Entertainment	1 hr. 45 mns.			American
News Bulletin	Informative	25 mns.	x		
Variety Show Program	Entertainment	1 hr. 20 mns.		Moroccan	
Total					

652 minutes =
10 hrs. 52 mns.

Table 3.7: Broadcasted programs - Tuesday 26 July 1988

Program	Category	Time	Local	Arab	Non-Arab
Cartoons	Children's	25 mns.			Japanese
Scientific Documentary	Informative	15 mns.			French
Cartoons	Children's	20 mns.			American
Sports Documentary	Informative	25 mns.			French
Cartoons	Children's	15 mns.			American
Variety Show Program	Entertainment	1 hr. 20 mns.	x		
Sports Documentary	Informative	23 mns.			German
Historical Serial	Entertainment	42 mns.			Japanese
News Journal	Informative	5 mns.	x		
Informative Program	Informative	15 mns.	x		
Social Serial	Entertainment	42 mns.		Egyptian	
Social Serial	Entertainment	45 mns.			Brazilian
News Bulletin	Informative	24 mns.	x		
Artistic Documentary	Informative	1 hr.			Switzerland
Social Serial	Entertainment	1 hr. 40 mns.			Australian
News Bulletin	Informative	15 mns.	x		
Drama Film	Entertainment	1 hr. 20 mns.			American

Total

631 minutes =
10 hrs. 31 mns.

Table 3.8: Brodcasted programs - Wednesday 27 July 1988

395

Thursday 21 July: News Bulletin - 25 minutes

News Category	Content	Time
International News	Iran-Iraq War: The question at the UNO	3 minutes
	Palestine: Situation in the Occupied Territories	5 minutes
	South Africa	3 minutes
Flash News	Elections in the USA	4 minutes
	Vietnam and Cambodia question	
	A storm in South China	
	Fire in Alaska and Nevada (USA)	
National	Visits of two ministers to the City of Annaba (East Algeria)	4 minutes
	Fire in an agricultural land in Algiers	2 minutes
	Competition of the Algerian Cuisine in Tipaza: Distribution of Prizes	2 minutes
	Weather	2 minutes

Table 3.28: The Thursday News Bulletin Content

Friday 22 July: News Bulletin - 24 minutes

News Category	Content	Time
International News	Gulf: Iran-Iraq War and the UNO involvement	6 minutes
	Palestine: Demonstratins and Confrontations in Gaza and Nahies	3 minutes
	Lebanon: Preparation for the Presidential Elections	2 minutes
	Discussion of Cuba - Angola Question	3 minutes
	The African Elections Preparation	2 minutes
Flash News	The American Elections Preparation	2 minutes
	The storm in South China (more details)	
	News about the European Satellite "Asian"	
National News	The end of the 2 eme international festival of friendship in Tipaza (Algiers)	3 minutes
	The end of the National Martime Games in Mostaganem (West Algeria)	1.5 minutes
	Weather	1.5 minutes

Table 3.29: The Friday News Bulletin Content

Saturday 23 July: News Bulletin - 26 minutes

News Category	Content	Time
National News	Preparation for the religious celebration: El Eid.	3 minutes
	"Mecca" Prayer from Saudi Arabia.	2 minutes
International News	Palestine: No Eid celebration because of confrontations - many injured	2 minutes
	Gulf: Iran-Iraq war and the UNO	2 minutes
	South Africa: M S Mandela visit to her husband in prison.	2 minutes
Flash News	Soviet-American meeting regarding the nuclear weapons	6 minutes
	Preparation of the Washington-Athens Agreement	
	Political Terrorism in Ireland	
	Production of an American Group of Scientists to stop experiments leading to nuclear weapons use	
Natinal News	Lack of water in Algeria this year and lack of rain	4 minutes
	Fantasia competition in Algeria	3 minutes
	Weather	2 minutes

Table 3.30: The Saturday News Bulletin Content

Sunday 24 July: News Bulletin - 21 minutes

News Category	Content	Time
National News	El Eid Celebration in Algeria	5 minutes
	Mecca Celebration of El Eid	3 minutes
International News	Palestine: Confrontations in the day of El Eid	2 minutes
	Gulf: Iran-Iraq War: The War continues	4 minutes
	Lebanon: Political discussion for a new President	2 minutes
Flash News	Heavy rain in Paris led to accidents	3 minutes
	Heavy rain in India led to transport problems	
	Touristic and Sporting activities in Yugoslavia	
National News	Weather	2 minutes

Table 3.31: The Sunday News Bulletin Content

399

Monday 25 July: News Bulletin - 20 minutes

News Category	Content	Time
International News	Palestine: dead and injured people due to confrontations	2 minutes
	Gulf: Continuation of War in spite of the ceasefire	2 minutes
	New changes in the Tunisian Charter	1 minute
	Indonesia: The Cambodian Peace Congress	2 minutes
Flash News	Discussions regarding the American bases in Greece	2 minutes
	The ex-Minister of Thailand prepares his new government	
	Ms Akino speech to her people	
National News	An agricultural plan between Algeria and Mali	8 minutes
International News	Boxing Competition in Korea	1 minute
National News	Weather	2 minutes

Table 3.32: The Monday News Bulletin Content

Tuesday 26 July: News Bulletin - 20 minutes

News Category	Content	Time
National News	Preparation for the 6th FLN Congress	2 minutes
International News	Gulf: The War Continues	3 minutes
	Palestine: Confrontations. Death of a 13 year old girl	2 minutes
	Philippines: The question of the American Military bases is till without solution	3 minutes
Flash News	Tunisia: A new Prime Minister	3 minutes
	URSS: Discussion for change in Foreign Policy	
	The situation in Lebanon	
	Accident in the Japanese sea	
International News	Spain: The arrestation of 4 men involved in the international drug traffic	2 minutes
National News	The Algerian Swimming Competition	4 minutes
	Weather	1 minute

Table 3.33: The Tuesday News Bulletin Content

Wednesday 27 July: News Bulletin - 24 minutes

News Category	Content	Time
International News	Gulf: The Continuation of the War	2 minutes
	Palestine: General Strike	2 minutes
	Indonesia: Discussion of the Cambodian Question	2 minutes
	Discussion of Cuba - Angola Question	2 minutes
Flash News	Burma: Nomination of a new minister	1 minute
	Message from Libya to UNO about the Zionist Terrorism	
	Question of hostages between Iran and the USA without solution	
National News	The Algerian Minister's Visit to Japan	1.5 minutes
	A meeting in the city of Chile regarding the industrial companies	1.5 minutes
	A national campaign against the microbial water	4 minutes
International News	Preparation for the Olympic Games in Seoul	2 minutes
National News	The Algerian Swimming Competition	3 minutes
	Sea Accidents	1 minute
	Weather	2 minutes

Table 3.34: The Wednesday News Bulletin Content

IRAQ

Programs sent to:		Programs received from:
Country	Time (Hours)	Time (Hours)
UAE	47	20
Bahrain	8	1
Saudia Arabia	41	50
Qatar	71	10
Kuwait	45	10
Oman	45	12
Total	257	103

Table 4:1

PROGRAM EXCHANGE AMONG GULF VISION MEMBERS IN 1979

QATAR

Programs sent to:		Programs received from:
Country	Time (Hours)	Time (Hours)
UAE	42	1
Bahrain	122	1
Saudia Arabia	42	1
Oman	42	30
Iraq	42	9
Kuwait	42	10
Total	332	52

Table 4:2 PROGRAM EXCHANGE AMONG GULF VISION MEMBERS IN 1979

Programs Categories and Time			
Countries receiving Kuwaiti programs	Entertainment P Time	Educational P Time	Total for each country
UAE	35h 24mn	6h 21mn	41h 45mn
Bahrain	5h 53mn	6h 39mn	12h 32mn
Saudia Arabia	14h 27mn	6h 32mn	20h 59mn
Total for all countries	55h 44mn	19h 32mn	75h 16mn

Table 4:3 Kuwaiti Programs sent to the Gulf Countries in 1980

Name of program	Burned Candle
Kind of Program	Drama
Number of episodes	13
Time for each episode	30mn
Script-writer	Fawzi Badawi
Producer	Nabil Acer
Main actors	M El Mofreh
	Rashid El Mansour
Subject of program	A young man having
	difficult family problems,
	overcome in the end
Color system	Secam
Year of Production	1978
Ask for program from	Saudian TV Organisation

Table 4:4 The Program exchange form sent by Saudia Arabia to ASBU

KUWAIT

Programs sent to:		Programs received from:
Country	Time (Hours)	Time (Hours)
UAE	5 7	4 0
Qatar	49 30mn	17 30mn
Bahrain	3 6	3
Saudia Arabia	3 0	8
Oman	2 9	1
Iraq	2 0	8 30mn
Libya	4 3	8 30mn
Yemen Democratic	67	2
Morocco	28	4
Algeria	10 30mn	3
Tunisia	10 30mn	2 30
Total	380h30mn	9 8 h

Table 4:5 PROGRAM EXCHANGE BETWEEN KUWAIT AND THE
ARAB COUNTRIES IN 1979

ALGERIA

Programs sent to:		Programs received from:	
Country	Time	Country	Time
Tunisia	18h	Yemen Republic	50mn
Libya	19h	Libya	1h15mn
Lebanon	1h	Syria	18mn
Yemen Democratic	2h8mn	Jordan	48mn
Jordan	12h	Iraq	2h
Saudia Arabia	1h	UAE	50mn
Kuwait	3h30mn	Somalia	35mn
Yemen Repulic	5h24mn	--	--
Total	62h02mn		396mn=
			6h 36mn

Table 4:6 TV programs exchange between Algeria and the Arab
countries in 1979

ALGERIAN PROGRAMS SENT TO ARAB COUNTRIES IN 1980

Country receiving Algerian Programs	Programme category and time			Total for each Country
	Entertainment P Time	Informative P Time	Cultural P Time	
Yemen Republic	2h	1h37mn	0	3h37mn
Syria	8h10mn	16h22mn	25mn	24h57mn
Kuwait	4h36mn	6h42mn	55mn	12h13mn
Iraq	2h15mn	11h32mn	28mn	14h15mn
Libya	9h21mn	19h48mn	25mn	29h34mn
Saudia Arabia	50mn	4h48mn	40mn	6h18mn
Jordan	14h39mn	3h47mn	1h15mn	19h41mn
Total	41h51mn	64h36mn	4h08mn	110h35mn

Table 4:7 ALGERIAN PROGRAMS SENT TO ARAB COUNTRIES IN 1980

SAUDIAN PROGRAMS SENT TO ARAB COUNTRIES in 1980

Countries receiving Saudian Programs	Programs Category and Time					
	Entertainment P Time	Informative P Time	Children's P Time	Religious P Time	Cultural P Time	Total for each Country
Tunisia	53h05mn	0	0	0	18h20mn	71h25mn
Iraq	24h51mn	0	0	2h20mn	0	27h11mn
Morocco	19h50mn	0	5h	0	18h20mn	43h10mn
UAE	38h	0	0	0	0	38h
Qatar	18h22mn	2h	2h	0	1h	23h22mn
Kuwait	28h10mn	33mn	0	6h30mn	13h	48h13mn
Bahrain	57h43mn	0	0	7h30mn	18h	83h13mn
Yemen	9h08mn	0	0	5h	5h	19h08mn
Total	249h09mn	2h33mn	7h0mn	21h20mn	73h40mn	353h342mn

Table 4:8 Saudian Programs sent to Arab Countries in 1980

KUWAIT			
Programs Categories and Time			
Countries receiving Kuwaiti programs	Entertainment P Time	Educational P Time	Total for each country
Yemen Democratic	30h 27mn	0	30h 27mn
Sudan	15h 10mn	0	15h10mn
Syria	2h 00mn	0	2h 00mn
Jordan	3h 00mn	0	3h 00mn
Yemen Republic	7h 45mn	0	7h 45mn
Oman	6h 11mn	44mn	6h 55mn
Iraq	9h 37mn	44mn	10h 21mn
Morocco	5h 28mn	30mn	5h 58mn
Tunisia	2h 00mn	0	2h 00mn
Algeria	2h 00mn	0	2h 00mn
Lebanon	3h 00mn	0	3h 00mn
Libya	2h 00mn	0	2h 00mn
Total for all countries	88h 38mn	1h 58mn	90h 36mn

Table 4:9 Kuwaiti Programs sent to the Arab Countries in 1981 in the period 1 January - 31 March.

KUWAITI PROGRAMS SENT TO ARAB COUNTRIES

Country receiving Kuwaiti Programs	Entertainment Time	Informative Time	Religious Time	Cultural Time	Total each country
Yemen Republic	1h30mn	1h00mn	0	0	2h30mn
Yemen Democratic	99h00mn	0	5h00mn	30mn	104h30mn
Jordan	13h10mn	0	0	30mn	13h40mn
Tunisia	30mn	35mn	0	30mn	1h35mn
Syria	11h00mn	0	0	30mn	11h30mn
Libya	2h45mn	37mn	0	30mn	3h52mn
Morocco	1h46mn	35mn	0	30mn	2h51mn
Sudan	30mn	0	0	30mn	1h00mn
Algeria	30mn	32mn	0	30mn	1h32mn
Lebanon	2h40mn	0	0	30mn	3h10mn
Total for all countries	133h21mn	3h19mn	5h00mn	4h30mn	146h10mn

Table 4:10 Kuwaiti Programs sent to Arab Countries in the period
1 October - 31 December 1981

KUWAIT

Country receiving:	Number of Hours
Bahrain	45
UAE	66
Qatar	61
Oman	15
Iraq	16
Saudia Arabia	46
Yemen Republic	2
Yemen Democratic	2
Tunisia	47
Syria	1
Total	294h

Table 4:11   Number of hours of programs sent by Kuwait to the Arab
countries in the Period of 1 January - 30 June 1983

Arab Country	TV Institution (Represented by 3 Letters)
Jordan	JTV
UAE	UTV
Bahrain	BTV
Tunisia	RTT
Algeria	RTA
Djibouti	DTV
Saudi Arabia	STV
Sudan	SUT
Syria	SYT
Somalia	SOT
Iraq	IBT
Oman	OTV
Palestine	PLO
Qatar	QTV
Kuwait	KTV
Lebanon	LTV
Egypt	ETV
Libya	LJB
Morocco	RTM
Mauritania	MTV
North Yemen	YTR
South Yemen	DYT

Table 5.2: Arab Television Institutions initials

ATT: ASBUCOORD

REF:

RE: Offer for AVN

ORG: Offers the swearing in ceremony of the new Cabinet. Item
            is in colour U/Matic with intl. Sound duration 2 minutes
            30 seconds. Expected to show Prime Minister and some
            Ministers taking the Oath, few close ups and pans.
            Regards.

Name:

Org.:

ATT: ASBUCOORD

REF:

RE: Offer for AVN.

ORG: Offers the opening of the meeting of Arab Interior
            Ministers. Item in colour U/Matic without sound. Shows
            arrival of some Ministers into the Conference premises,
            interior shots with some close ups. Duration 1 minute
            50 seconds. Regards.

Name:

Org.:

ATT: ASBUCOORD

REF:

RE: Offer for AVN

ORG: Offers the opening of the 5th Arab Youth Festival. Item
            in colour with intl. Sound Duration 3 minutes. Expected
            to show general scenes of the stadium, the teams passing
            by, the rising of the flag, some speeches etc. ...
   Regards.

Name:

Org.:

Table 5.3: Arab Telex Letters

Country	Classification number
Jordan	1
UAE	2
Bahrain	3
Tunisia	4
Algeria	5
Djibouti	6
Saudi Arabia	7
Sudan	8
Syria	9
Somalia	10
Iraq	11
Oman	12
Palestine	13
Qatar	14
Kuwait	15
Lebanon	16
Libya	17
Egypt	18
Morocco	19
Mauritania	20
North Yemen	21
South Yemen	22

Table 5.4: Classification of the Arab TV Stations by Alphabetic
Order of their Country names
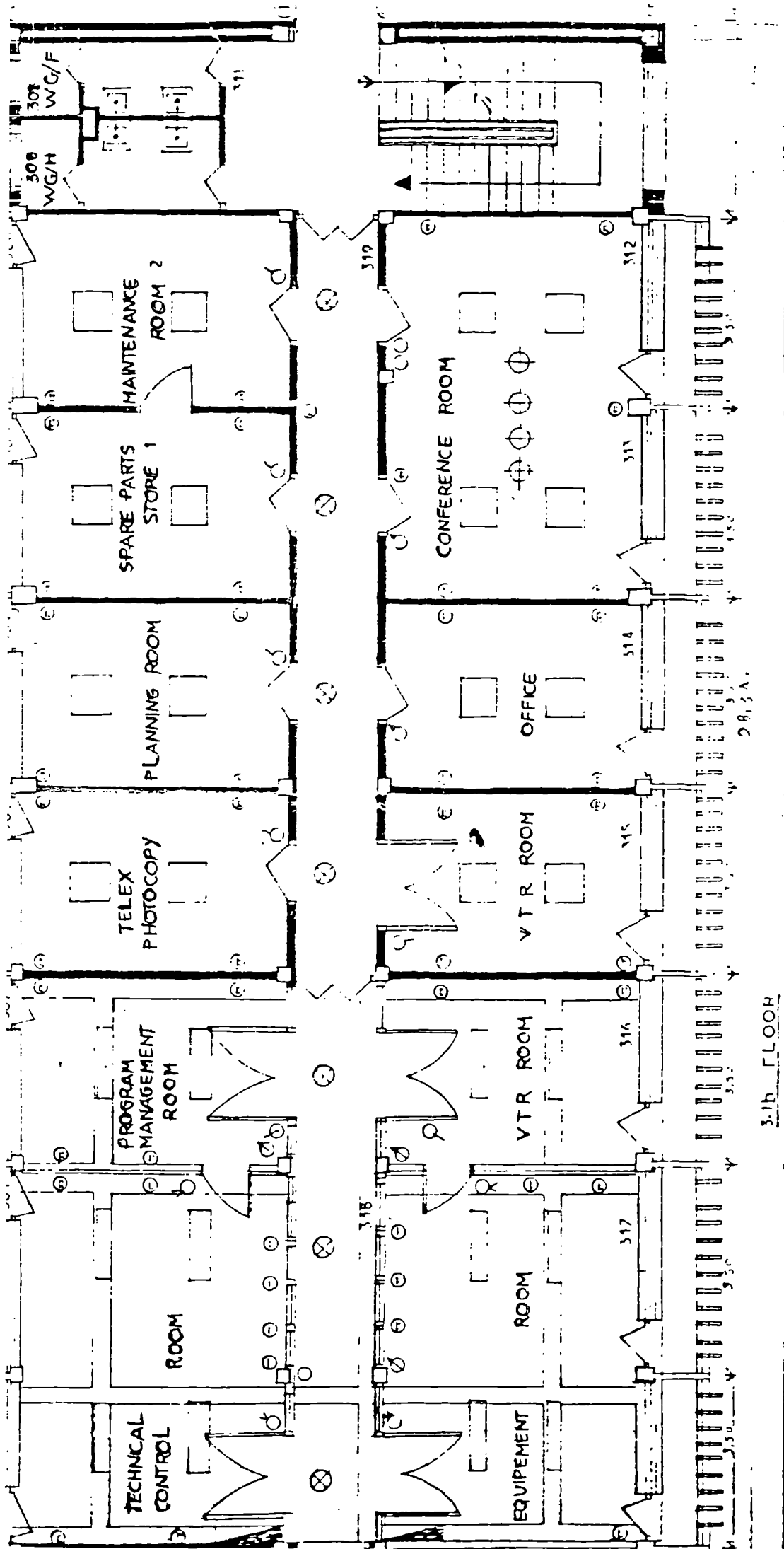
Figure 5.7: Radiodiffusion Television Algerienne – Arab States Broadcasting Union News and Program Exchange Centre

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