

Message Text

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PAGE 01 LA PAZ 05671 302255Z

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ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 USIA-15 DRC-01 RSC-01 /045 W

----- 116013

P R 302115Z AUG 74

FM AMEMBASSY LA PAZ

TO SECSTATE WASHDC PRIORITY 4086

INFO AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY LIMA

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

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E.O. 11652: N/A

TAGS: BEXP, CO, VE, PE, EC, CI

SUBJ: STANDARDIZATION OF COLOR TV PROJECT--ANDEAN AREA

REF: STATE 164164

1. TASK FORCE ESTABLISHED:

- (A) EDGAR L. ROJAS, COMATT, CHAIRMAN.
- (B) ROBERT MINUTILLO, USIS INFORMATION OFFICER
- (C) PHILLIP MCLEAN, ECONOMIC/COMMERCIAL OFFICER

2. GOB DECISION MEMBERS ARE:

- (A) CAPT. DE NAV., WALTER NUNEZ RIVERO, MINISTER DE TRANSPORTE Y COMUNICACIONES, EDIFICIO LA URBANA, AVENIDA CAMACHO, LA PAZ, BOLIVIA; TELEPHONE 26509.
- (B) MR. ALFONSO GUZMAN, SUB-SECRETARY DE COMUNICACIONES, EDIFICIO LA URBANA, AVENIDA CAMACHO, LA PAZ, BOLIVIA, TELEPHONE 26511.
- (C) MAJOR VICTOR AGUILAR DORADO, GENERAL MANAGER, TELEVISION BOLIVIANA, CASILLO 900, LA PAZ, BOLIVIA, TELEPHONE 50481.

3. THE PRIME DECISION MAKER WILL BE MAJOR VICTOR AGUILAR DORADO. THE ZENITH LOCAL REPRESENTATIVE, MR. OSCAR HANDAL, LIMITED OFFICIAL USE

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PAGE 02 LA PAZ 05671 302255Z

AGENCIAS INTERNACIONALES LTDA., ADVISED OF A CONVERSATION

HE HAD RECENTLY WITH MAJOR AGUILAR IN WHICH THE MAJOR TOLD MR. HANDAL THAT THE U.S. COLOR SYSTEM IS PREFERRED. THE REASON GIVEN WAS THE COST OF PROGRAMMING, WHICH IS LESS FOR U.S. SYSTEM.

4. MR. HANDAL HAS SOLD 30,000 BLACK AND WHITE ZENITH TV SETS SINCE THE ESTABLISHMENT OF TV STATION IN 1969. THE TOTAL NUMBER OF ALL SETS SOLD IS ESTIMATED AT 70,000. HE ESTIMATES A MARKET OF 200,000 BLACK AND WHITE SETS.

5. THE U.S. TV BROADCASTING EQUIPMENT COMPANY, TELEMASTION OF SALT LAKE CITY, UTAH, RECENTLY SOLD TELEVISION BOLIVIANA A NEW BROADCASTING SYSTEM. IT CAN BE USED FOR EITHER BLACK AND WHITE OR COLOR AND IS EQUIPPED WITH A CONVERTER TO USE EITHER THE EUROPEAN OR U.S. COLOR SYSTEM. THIS EQUIPMENT WILL SERVE THE LA PAZ AREA. WITH THE EXCEPTION OF A PORTABLE REPEATER SYSTEM IN AND AROUND MINING CENTERS NEAR ORURO, TV IS NOT AVAILABLE ELSEWHERE.

6. TELEMASTION IS PRESENTLY CONDUCTING A STUDY FOR TELEVISION BOLIVIANA. TELEMASTION IS REQUIRED, INTER ALIA, TO RECOMMEND EITHER THE EUROPEAN OR AMERICAN TV STANDARD FOR THE ESTABLISHMENT OF TV BROADCASTING IN THE CITIES OF COCHABAMBA AND SANTA CRUZ. IF THE U.S. STANDARD IS ACCEPTED FOR THESE TWO CITIES, IT IS ALMOST CERTAIN THAT BOLIVIA WILL RECOMMEND THE NTSC COLOR SYSTEM.

7. AS LA PAZ IS NOW ON THE EUROPEAN STANDARD OF 625 LINES, 50 CYCLES, ACCEPTANCE OF THE AMERICAN STANDARD WILL CAUSE TV VIEWING PROBLEMS TO THOSE VIEWERS NOT EQUIPPED WITH TRANSISTORIZED SETS. AS TV BROADCASTING IS ONLY FIVE YEARS OLD, THERE ARE FEW TUBE SETS AND AS THE MARKET FOR BLACK AND WHITE SETS IS NOWHERE NEAR SATURATED, THE RATIO OF TRANSISTOR TO TUBE SETS WILL GROW FAR GREATER. (PERHAPS PROGRAMS WOULD HAVE TO BE INTRODUCED TO SATISFY LA PAZ TV VIEWERS EQUIPPED WITH TUBE SETS BY INSTALLING SUB-CARRIERS.) MAJOR AGUILAR RECOGNIZES THAT U.S. COLOR PROGRAMS ARE AVAILABLE IN GREATER QUANTITY, BETTER QUALITY AND AT LOWER COST THAN PAL PROGRAMS. THEREFORE, WE HOPE THAT ESPECIALLY THE LOWER COST OF PROCURING NTSC COLOR PROGRAMS, WILL CAUSE THE CHOOSING LIMITED OFFICIAL USE

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PAGE 03 LA PAZ 05671 302255Z

OF THE AMERICAN TV STANDARD FOR COCHABAMBA AND SANTA CRUZ.

8. TELEVISION BOLIVIANA IS FAMILIAR WITH THE NTSC SYSTEM AND ITS ADVANTAGES. AT PRESENT, TWO OF THEIR ENGINEERS, INCLUDING THEIR OPERATIONS ENGINEER, ARE UNDERGOING A COURSE AT TELEMASTION. IN ADDITION, TELEVISION BOLIVIANA HAS CONTRACTED WITH TELEMASTION FOR THE COCHABAMBA, SANTA CRUZ STUDY. NATURALLY, THIS U.S. COMPANY IS PROMOTING THE U.S. STANDARD

AND COLOR SYSTEM. WE SEE NO REASON AT THE PRESENT TIME TO USE
THE LEADER GRANT PROGRAM.

9. GOB INTEGRATION OFFICIALS STATE THAT GOB IS ACTIVELY
CONSIDERING POSITION IT WILL TAKE ON COLOR TELEVISION QUESTION
IN ANDEAN CONTEXT AND DECISION EXPECTED IN NEXT FEW WEEKS.
PARKER

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Message Attributes

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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Draft Date: 30 AUG 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: martinml
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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