

## Message Text

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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/COMMERCAIL 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,  
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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, TELEMATION 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. TELEMATION IS PRESENTLY CONDUCTING A STUDY FOR TELEVISION BOLIVIANA. TELEMATION 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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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 TELEMATION. IN ADDITION, TELEVISION BOLIVIANA HAS CONTRACTED WITH TELEMATION 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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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Draft Date:** 30 AUG 1974  
**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
**Disposition Authority:** martinml  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
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**Reference:** STATE 164164  
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**Review Authority:** martinml  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 09 SEP 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <09 SEP 2002 by kelleyw0>; APPROVED <05 MAR 2003 by martinml>  
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30 JUN 2005

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**Review Referrals:** n/a  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** STANDARDIZATION OF COLOR TV PROJECT--ANDEAN AREA  
**TAGS:** BEXP, CO, VE, PE, EC, CI  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005