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PROGRESS ACHIEVED BY THE NON-SELF-GOVERNING TERRITORIES
IN PURSUANCE OF CHAPTER XI OF THE CHARTER

MASS COMMUNICATIONS IN THE NON-SELF-GOVERNING TERRITORIES

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NOTE: The following symbols are used:

Three dots (...)		data not available
Dash (-)		magnitude nil or negligible
Slash	1948/1949	crop or financial year
Hyphen	1948-1949	annual average

INTRODUCTION

1. The following survey of the use of the mass communication media (press, radio and cinema) in Non-Self-Governing Territories during - roughly - the first ten years after the last world war, has been based exclusively on official sources, mainly general reports of territorial Governments or reports of their Departments of Education, Public Instruction, Information, Public Relations, Community Development or otherwise. When available, information transmitted by the Administering Members has also been used. Finally, several United Nations and UNESCO publications have been used for reference.
2. The impression gained from the study of these sources is that, although quite often interesting facts and figures are provided, the relationship between individual sources of information and their continuity has not been sufficiently observed. This lack of cohesion and of continuity in reporting has made it difficult, if not sometimes virtually impossible, to secure adequate evidence for appreciating developments and for measuring results. It would be desirable if, besides containing purely statistical information, reports would describe the role played by the mass communication media in the development of Non-Self-Governing Territories.
3. In preparing this study, the term "newspaper" has been used for all press publications appearing regularly more than once a month (dailies, bi- and tri-weeklies, weeklies, fortnightlies) and the term "periodicals" for all others. Press, radio and cinema, used for educational purposes, are dealt with in the paper entitled Education in Non-Self-Governing Territories (A/4131), under the heading "Audio-visual media".

I. AFRICAN REGION

A. Press

4. The local press. The African region offers a wide variety of press activities, going from nothing (no newspapers and periodicals in 1946 and none in 1956 in Bechuanaland, population around 1950 - 289,000, and in the Comoro Archipelago, population around 1950 - 165,000), to a multitude of dailies, weeklies, monthlies and other publications in European and vernacular languages (143 in 1951/1952, compared with 254 in 1956 in the Belgian Congo, population around 1950 - 11,285,000). On the lowest rungs of the African press ladder are some Territories which published no dailies during the period under review: Basutoland (population around 1950 - 574,000); British Somaliland (population around 1950 - 500,000); French Somaliland; Nyasaland (population around 1950 - 2,500,000); and Swaziland (population around 1950 - 197,000).
5. These Territories have few regular publications of any kind. Besides a newspaper in the language of the administering Power - and even this is lacking in British Somaliland - some others are published in the vernacular, often by the Government or by the Protestant and Catholic missions, but generally their circulation is very small, even if it can be assumed that such papers go from hand to hand and are read by far more people than official circulation figures indicate. Some of the above-mentioned Territories rely for their vernacular press on other Territories within the region or in neighbouring countries. Thus, in British Somaliland, in 1950 an Arabic newspaper, edited in the Protectorate, but printed in Aden, appeared, but after a few issues ceased publication. Only in 1953 did the Government start publishing a fortnightly in two versions - Arabic and English - produced on an automatic duplicating machine, as there is no printing press in the Territory, with a circulation of about 2,000. Another example is Basutoland, where a Bantu paper published in Johannesburg (Union of South Africa) is distributed for the Basuto community living there. In exchange for a yearly subsidy paid by the Government of Basutoland to the publishing firm, the administration of the Territory utilizes a page of the paper for local news and official announcements. An English weekly, serving the interests of the European community in Basutoland, is also

published in the Union of South Africa. In Nyasaland, South African and Rhodesian newspapers, European as well as vernacular, have a fair circulation. Bantu newspapers, published in the Union of South Africa had, during the period under review, a gradually expanding market in Swaziland. The only local vernacular newspaper in that Territory, published by the Government, progressed from a quarterly in 1946 to a monthly in 1950, and a weekly in 1953, in which year it had a circulation of some 2,500.

6. Press matters are slightly more advanced in Gambia (population around 1950 - 273,000), Sierra Leone (population around 1950 - 1,880,000) and Zanzibar (population around 1950 - 274,000). Gambia is the exceptional Territory in the region in so far as it has the only government-owned daily. This daily, as well as a few African-owned weeklies, is published in English; there is only one publication in the vernacular, a monthly. In Sierra Leone the only vernacular publication is also a monthly, the other newspapers (three dailies and four weeklies in 1947, compared with three dailies and six weeklies in 1954 and four dailies and three weeklies in 1955) are all published in English. Circulation of the privately owned dailies and weeklies (respectively about 4,000 and 2,500 in 1947) remains largely stationary; the circulation of the government weekly, containing local and world news as well as official announcements, rose from 3,500 in 1946 to 5,000 in 1950 and 5,500 in 1955. On Zanzibar all dailies and weeklies (respectively one and five in 1946 and three and six in 1955) are published in English and vernacular or in vernacular only. Circulation figures are extremely low: the two dailies in Gujerati print seventy-five and 100 copies a day.

7. Partly due to the fact that most of the remaining Territories in the African region have a considerably larger population than those referred to above, the picture is more varied and gives the impression that the press plays a still modest, but nevertheless increasingly stimulating role in the emancipation of the African continent. Not only is the number of newspapers and periodicals generally growing, but so also is their circulation, and, in several Territories, more papers were published in vernacular at the end of the period under review than at its beginning. Thus, in Negeria, in 1947, there were six dailies, seven weeklies, one fortnightly and one quarterly, and in 1956 thirteen dailies, two semi-weeklies, thirteen weeklies and fifteen monthlies

and quarterlies. In 1948 the seven vernacular newsheets published in Nigeria (in Hausa, Tiv, Efik, Ibo, Ibo-Udi, Yeruba, Ilaro and Yeruba-Ado-Ekiti) had an estimated circulation of 119,000, while in 1955, the Yoruba and Hausa publications alone had a circulation of 39,000. In Madagascar (population around 1950 - 4,300,000) in 1948, thirteen newspapers and periodicals were published in French, twelve in Malagasy and six were bilingual; figures for 1955 were respectively seventeen, thirty-seven and none. The inhabitants of the Belgian Congo, in 1951-1952, had at their disposal fifty-five newspapers and periodicals of which fifteen were published in French and forty in various African languages; in 1956, 115 newspapers and periodicals (in French, Dutch, English and Portuguese) catered for European readers and 139 (of which thirty-eight were in French and 101 in vernaculars) for African readers.

8. Sometimes the information available on a certain territory gives the impression that the press is losing instead of gaining ground. Thus, on Mauritius, (population 1957: 545,000) government monthlies, one bilingual (French and English), one in Hindustani, established in 1942 and circulated in 6,000 and 5,000 copies respectively, were discontinued in 1950, with no indication as to whether their informational and educational task had been taken over by other publications in the Territory.

9. In Uganda (population 1957: 5,425,000), quite drastic changes have taken place from time to time: in 1956, eight vernacular newspapers out of twelve ceased publication and were replaced by nine new ones. Up to 1954 there was not a single daily in the Protectorate; in 1955 only two dailies were mentioned, one in English and one in Luganda. In 1953 the aggregate print of the whole of the commercial press was estimated at not more than 70,000 copies a week, while the Government was putting out an additional 50,000 copies of vernacular weeklies. In spite of some difficulties faced by the Uganda press, the circulation in 1955 was: 87,500 commercial vernacular newspapers, 85,000 government vernacular newspapers, 44,500 commercial vernacular periodicals, 20,000 government vernacular periodicals, 6,100 English newspapers and 14,500 English periodicals.

10. Mutations in the press field seem to be a common feature for the whole African region. Some examples have already been mentioned; Northern Rhodesia (population 1956: 2,180,000) furnishes a few others. Mutende, an African

newspaper, published by the Information Department of the Government, had in 1946 a circulation of 20,000; in 1947, after its impact on Africans had been emphasized its circulation was reported to be 18,000; in 1948 it was only 16,200; and in 1949 just over 18,000. In 1950 it fell to 11,000. In 1952 it closed down and gave way to a privately published weekly, The African Eagle, which had a circulation of 18,000 in 1955. In 1955 the Government consolidated in an African News Service its steady output of press communiques concerning activities of African interest, but this service, published in English and the vernaculars, was discontinued in 1957.

11. The over-all picture of the press situation in the African region is, according to the information available, not a very heartening one. With a few exceptions, where Governments and/or individuals succeeded in improving news supply and expanding circulation, the situation is rather difficult, due to quite frequent fluctuations, out-of-date equipment, a badly functioning distribution system and the frequently low level of journalistic standards. A good step in the direction of improving this situation has been made in certain cases, such as for instance in organizing professional training in journalism. An African member of the staff of the Uganda Department of Information attended a year's journalism course at the London Polytechnic. Also in Uganda, in 1953 and 1955, a residential course in journalism and newspaper production was organized, in co-operation with the Extra-Mural Department of Makerere College. In other Territories similar activities have taken place.

B. Radio

12. Systems of broadcasting. With the exception of Basutoland, the Comoro Archipelago (where it is proposed to establish a radio station in 1959), Gambia, Nyasaland and Swaziland, all Territories in the African region have their own broadcasting stations. Besides direct broadcast reception, a re-diffusion service operated in the Gold Coast - where the number of wired relay stations increased from sixteen in 1946 to twenty-eight in 1955 - in Nigeria, in Sierra Leone (the pioneer of wired broadcasting services in Africa), and in Uganda.

13. Broadcasting stations and transmitters. Several of the African Territories started direct broadcasting only towards the end of the period under review: French Somaliland in 1955, Nigeria in 1949. Sierra Leone in 1955, Uganda in 1954 and Zanzibar in 1951. In French West Africa, Mauritania began broadcasting operations in 1957, Guinea in 1955, Sudan in 1957, the Ivory Coast in 1950 and Dahomey in 1952. In French Equatorial Africa, Chad launched its station in 1955. Radio Dakar and Radio Brazzaville were already on the air in 1946, as were the radio stations in African Territories other than those mentioned above.

14. From the establishment of all these new radio stations the conclusion can be drawn that broadcasting in the African Territories of the African region developed appreciably after the last war. This is also shown by the improvement in broadcasting power and equipment in various Territories. In Kenya power went up from 11.6 kW in 1947 to 25.5 kW in 1957; the figures for Northern Rhodesia were 3.3 kW and 20 kW respectively and for all the United Kingdom Territories in the region together 22.5 kW and 104.5 kW. Up till 1953 the French Territories were served by the stations in Dakar and Abidjan (French West Africa), Brazzaville (French Equatorial Africa) and Tananarive (Madagascar) and by short-wave broadcasts from France, but this proved to be largely insufficient, and the French Government decided to take the necessary steps to improve technical facilities and broadcasting operations. This resulted in the establishment early in 1956 of the "Societe de Radiodiffusion de la France d'Outre-Mer" (Sorafom), a State company with civil independence and financial autonomy, exclusively entrusted with the improvement and development of broadcasting services in the French overseas Territories.

15. Ownership of stations. In the African Territories under French administration the stations belong to the Sorafom network, with the exception of Radio Brazzaville (French Equatorial Africa), an international station, and operated by Radiodiffusion Television Francaise (R.T.F.), the official French radio and television organization. However, Sorafom is allowed to make use of the technical facilities of Radio Brazzaville for broadcasting a programme for the benefit of local listeners. Sometimes two different radio stations share the same broadcasting installations, for instance, Radio Senegal and Radio Mauritania share those of Saint Louis (Senegal).

16. In the Belgian Congo, the two main stations are in the capital, Leopoldville; one, "Radio Congo Belge", is operated by the Government of the Belgian Congo, and the second, "The Goodwill Station", by the Foreign Broadcasts Department of the I.N.R. ("Institut National de Radiodiffusion", National Broadcasting Institute), Brussels, Belgium. In addition, there are a few privately owned stations, of limited power, some of which are operated by Catholic educational institutes.

17. Of the radio stations which existed at the end of the period under consideration in the United Kingdom Territories, those of British Somaliland, the Gold Coast, Mauritius, Northern Rhodesia, Sierra Leone, Uganda and Zanzibar were government-owned. In Kenya, the Kenya Broadcasting Service is conducted by a private firm under licence from the Government. This firm originates and completely controls, in both programme and technical aspects, all broadcasting to Europeans and Asians in the Territory, while the Government Department of Information is responsible for all broadcasts to Africans and Arabs. The latter broadcasts are produced in the Government's own studios and transmitted by the Government's own transmitters in Nairobi, Mombassa, Nyeri and Kisumu. In connexion with the expiration in 1956 of the charter granting a monopoly of broadcasting to the aforementioned firm, a British Broadcasting Corporation (BBC) a Commission visited the colony in 1954 and recommended on the future of broadcasting. On the basis of these recommendations the Government of Kenya has decided to establish its own broadcasting system in 1959, following expiration of the present charter. In Nigeria, the Nigerian Broadcasting Service was started in 1951 as a government service, but was replaced in 1957 by a public corporation, the Nigerian Broadcasting Corporation, set up on the pattern of the B.B.C.

18. It appears therefore that in the whole of the African region, with a few exceptions of minor importance, broadcasting stations are owned and run either by the Governments of the Territories or by bodies which have an official status, (e.g., R.T.F., I.N.R., Sorafom).

19. There is no advertising on the African air, with the exception of Kenya, where for ten minutes daily spot advertisements are accepted on the European and Asian services in Nairobi, and of Zanzibar where five minutes daily are set aside for this purpose.

20. Languages. The multitude of languages in the African region is, to a restricted but increasingly expanding extent, reflected in the broadcasts of the various stations, although there were and still are substantial differences between the Territories. In Kenya, in 1948, of the fifty-six hours broadcast a week, 12.5 per cent was in Hindustani, 12.5 per cent in Swahili and other African vernaculars, and 75 per cent in English, while, in 1957, on thirty-one and three quarter hours broadcast a day, 10 per cent was in Hindustani, 10 per cent in Arabic, 55 per cent in African vernaculars and 25 per cent in English. In Northern Rhodesia, broadcasting time increased from fifteen hours a week in 1949 to sixty-three hours a week in 1957, out of which, in 1949, were ten hours in six vernaculars, and in 1957 forty-three hours in eight vernaculars. In 1951, Radio Congo Belge had two programmes a day, one for Europeans (almost eight hours) and one for Africans (one and a half hours); since 1952 the duration of the latter programme has been increased to three and a half hours a day. The programmes for Africans are broadcast in French and four Congolese vernaculars, French being apparently the language which is more used than the others. In 1951, Radio Dakar (French West Africa) broadcast on a total of 135 hours a week, between 15 and 20 per cent in eight vernaculars; although in 1957 the broadcast time had gone up to more than 145 hours, this percentage dropped to about 12.5 per cent with an increase in the number of vernaculars to twelve. On Mauritius, in 1948, English and Hindustani were the two languages used in broadcasting; in 1952 English, French, Hindustani and two Chinese dialects were spoken, while token programmes were broadcast in Tamil, Hindi, Urdu, Gujerati and Swahili.

21. Broadcasting hours. Under the previous heading some examples have already been given of the increase in broadcasting time during the period under review and these examples must be considered as illustrating the general trend in the region. Radio Mauritius was on the air for five and three quarter hours daily in 1946, for six in 1947, for seven and a half in 1950, for fifty-two and a half hours a week in 1952 and for fifty-eight and a half in 1954 and 1957. British Somaliland

went up from six hours a week in 1946 to more than nineteen hours in 1957. From a daily broadcast of one hour in Luganda and one half hour in English, with which Uganda modestly started in 1954, the number of broadcasting hours rose to twenty-seven and one quarter a week in 1955 and forty-three in 1957.

22. Keeping pace with this development, the hours of wired broadcasting in the Territories where re-diffusion exists also increased considerably.

23. Listeners. Only in those Territories where receiving sets have to be licensed and yearly fees paid can a fairly accurate estimate be made as to the number of sets in use, although generally no conclusions can be drawn as to the number of people listening regularly to broadcasts. When audience figures are given or quoted, therefore, extreme caution is called for. It seems that only in Nigeria can such figures be accepted with reasonable confidence: during a listeners' survey carried out in 1948 and in which hundreds of subscribers to the Wired Broadcasting System in Lagos took part (see below under "Contents of broadcasts"), a careful analysis suggested that the average number of listeners per "box" was roughly 5.5 in the morning, 5.9 in the afternoon and 10.5 in the evening, which means that the evening programmes in Lagos, where 3,600 boxes are installed, reach some 40,000 people. The number of subscribers to the re-diffusion services increased to some 57,000 for the Territory in 1957. Although the increase of individually-owned boxes has undoubtedly the tendency to decrease the number of listeners per box, it can safely be assumed that at least 500,000 Nigerians are each night listening to wired broadcast programmes. At the same time the number of licensed receiving sets rose from 1,855 in 1949 (with an estimated number of listeners per set of four) to 6,857 in 1956 (with an estimated number of listeners per set of six), and therefore quadrupled, which could be called surprisingly little, in view of the fact that in 1955 more than 23,000 receiving sets were imported. Even if, for customs and excise purposes, boxes of the wired broadcasting system are classified as receiving sets, this import figure is not accounted for, as from 1955 to 1956 receiving set licences went up only from some 4,500 to some 6,800 and the number of box holders from some 54,000 to some 57,000.

24. The French Overseas Territories also showed a considerable increase in privately-owned receiving sets. For French West Africa the figures for 1952 and

1956 were some 4,800 (with an estimated equal number of undeclared ones) and 40,000; for French Equatorial Africa some 1,700 (with at least twice this number clandestine) and 18,000; for Madagascar 12,000-15,000 and 20,000.

25. In so far as privately-owned sets are concerned, the Belgian Congo seems to lag somewhat behind. The number of sets was 5,206 in 1948 and approximately 6,000 in 1955.

26. In several of the African Territories receivers are installed in communities, often financed by the Government but sometimes jointly purchased by the Government and the inhabitants of the community. However, great differences exist, even in the United Kingdom Territories for which, it may be noted, generally more information is available than for any of the others. In Nigeria, in 1949, government-financed community sets were in operation in a number of towns, while in 1957 these facilities disappeared completely, probably due to the sharp increase of wired broadcast subscribers and private receiving set owners during these years. In Northern Rhodesia a similar development took place: in 1949 there were some 120 community sets, paid for by the Government, town management boards and managers of industries, while in 1957 the Government withdrew from these activities, the existing sets having been taken in charge by the holders. Sierra Leone has remained unchanged, with no community listening facilities. Somaliland Protectorate, however, made a big leap: from some thirty community sets, mostly installed on the market squares of the main towns, in 1949, the number increased to some 200, part of which are used by touring officials, including sections of tribal police who patrol regularly among the nomadic tribesmen. In Uganda the number increased from none in 1949 to 260 in 1957; and in the Gold Coast from 153 in 1949 to 235 in 1957. In so far as commercial wired broadcasting listening facilities are concerned, the number of community wireless receivers has remained by and large the same - twenty-five and twenty-three respectively. On Mauritius, communal wireless receivers are owned either by village councils or by the Department of Education; they numbered respectively twenty-nine and eleven in 1949 and fifty-seven and eighty-one in 1957. The most striking progress in community listening facilities, however, is offered by Kenya, where the number of sets increased from some 100 in 1949 to approximately 2,500 in 1957, provided by the Government in main township areas - hotels, market places, social centres,

information rooms, housing estates, home-guard posts, etc. This progress seems, however, to be due largely to the emergency in the Territory. The Nyeri broadcasting station, for instance, started as an emergency measure for the Kikuyu population and established itself as a popular feature in Kikuyu life only after nearly all the villages were provided with wireless sets.

27. In the Belgian Congo the number of communal sets was fifty in 1951, but only forty-two in 1952. In 1953 one or more sets were installed in thirty-five communities for the inhabitants of the towns and for the military forces. Hitherto the Government had acquired sixty-seven installations of which forty-one were in operation and the others were to be put in service as soon as possible. In towns where no community listening facilities exist receivers are placed in many information centres. For 1955 it was reported that eighty public receiving sets with three amplifiers each operated in the Territory, while the number of towns with community receiving facilities in 1956 was forty-seven.

28. Information on the French Territories indicates that there are community listening facilities, but no figures are given on the number of sets available.

29. Listener research. During the period under review, only a few attempts were made to find out how programmes were received and which programmes had people's preference. Nigeria made, in 1948, a "modest" start with listener research. To some 3,000 holders of wireless licences and wired broadcast boxes in Lagos a questionnaire was sent containing more than thirty questions, designed to elicit information concerning the popularity of both local and relayed programmes and the technical efficiency of the re-diffusion service. Only 10 per cent replied, most of them Africans. Local programmes were favourites and there was a general desire for more locally produced broadcasts. A substantial majority asked for more news bulletins in African languages, but replies were almost equally divided between the maintenance of the number of vernaculars already in use and the addition of other ones. It is interesting to note that only 7 per cent of those who replied indicated that they listened only to the programmes in their own vernacular. The results of this research, as well as the wishes expressed in letters from listeners, the continual contacts the Nigerian Broadcasting Corporation keeps with its indigenous audiences, the nomination of representatives of several population groups on its staff with senior service rank, its staff training courses, operated both locally and abroad and the help of the BBC have

apparently led to considerable improvement in programme contents and in the technical aspects of broadcasting and reception. The putting into operation of four fully-equipped mobile recording vans in 1956 proved so successful in establishing closer and more fruitful relations with the population that three further units are planned.

30. In Kenya, through the African Broadcasting Services Club, with seventy-five branches at the end of 1955, and its vast correspondence, the radio stations' management got a much clearer picture of listeners' requirements than had previously existed. This enabled them to introduce a large number of changes, resulting in a far better balance between entertainment and information. It appears that notably objective and reliable news broadcasts are very much appreciated.

31. The most comprehensive and sustained listener research into programme contents seems to have been carried out in Northern Rhodesia. It started in 1950, when 3,000 questionnaires were sent out of which the surprising number of 2,900 were intelligently completed, although some were barely legible. One of the most interesting features which appeared from the survey was the speed with which taste in music changes. Two years before tribal music had been the most popular; the next year "hilly-billy" was in the limelight, and at the time of the survey people's preference went to "tsaba-tsaba" - a music in which the guitar has almost entirely replaced instruments of indigenous origin. For gathering material from which African tastes can be deduced, four principal methods are used: record request programmes, questionnaires, programmes giving examples of every kind of music, followed by an inquiry into the preferences of the listeners and, most important of all, the formation of an "African Listeners Club". This club, initially limited to 300 members, chosen from the most enthusiastic and literate listeners, acts as a snowball as each member has to form his own listeners' group, largely consisting of illiterate Africans, on whose tastes regular reporting is requested. Listener research was intensified in 1951, and in particular carried out in connexion with certain routine programmes and with more or less advanced and politically conscious listeners. In 1952 research was largely concerned with a break-down of comparative listening figures on various nights. In later years it dealt with the number of African-owned wireless sets and wireless listeners and with the extent English programmes were listened to by Africans.

32. It is worth mentioning the way in which Uganda launched its own radio services in 1954. In order to arouse interest in broadcasting and to encourage the purchase of receivers, the Government took the following steps:

- (a) Removal of import duty from cheap sets which resulted in the sale of more than 5,000 sets in 1951.
- (b) Installation of a large number of community receivers in clubs and institutions.
- (c) Special broadcasts to enable dealers to demonstrate receivers.
- (d) Organization of a radio and electrical exhibition (the first held in East Africa) at Makerere College Hall, Kampala, in January 1955. The exhibition was an outstanding success, attracting nearly 20,000 visitors and resulting in the placing of orders valued at many thousands of pounds; in the two months following the exhibition Kampala dealers disposed of no less than 1,000 low-priced battery receivers.

C. Cinema

33. Commercial distribution. There is at least one commercial cinema in each of the African Territories, with the possible exception of British Somaliland. Several Territories, which presumably had had no cinemas in 1946, began installing them during the period under review: Basutoland (one in 1956); Bechuanaland (six in 1955); Comoro Archipelago (two, and one under construction, in 1954); Gambia (two in 1954/1955); and Swaziland (four in 1953). However, no indication can be given as to whether these cinemas are 35 mm or 16 mm.

34. The number of cinemas and the seating capacity in most Territories has increased considerably. In the Gold Coast the number of cinemas almost doubled from sixteen in 1947 to twenty-nine in 1955. Kenya had, in 1947, fourteen cinemas, with, in addition, a concern called "Mount Kenya Touring Talkies", operating with 16 mm sound films and giving shows in most of the main towns not served by permanent cinemas. In 1954, twenty cinemas and eight mobile units were in operation. In Nigeria, there were twenty-one cinemas in 1947, thirty-five in 1951 and forty in 1955. In the latter year, thirty-six mobile units of the Federal Eastern Nigeria, Northern Nigeria and Western Nigeria Information Services gave, in most cases, daily shows, while in the Western Region, in addition, twenty mobile

units were usually operating daily. It is not indicated, however, whether all, some or none of these units were commercially run. On a population of some 30 million in 1955 the attendance at permanent cinema shows was approximately 3 1/4 million and at mobile units shows approximately 9 million. Uganda doubled its cinemas, from six in 1948 to twelve in 1955. In Zanzibar the number increased from three in 1948 to seven in 1956 and in Nyasaland, from four in 1948 to seven in 1956. The development in Northern Rhodesia is interesting; the number of 35 mm cinemas, presumably patronized exclusively by Europeans, remained roughly the same: eight in 1948 and ten in 1956. The number of stationary 16 mm cinemas for Africans however rose from sixteen in 1948 to twenty-six in 1949 and this rise is said to continue with three or four new stationary 16 mm cinemas a year. In Sierra Leone the situation had not changed much, the number of commercial cinemas being two in 1949 and three in 1954, seconded in both years by two non-commercial cinemas, owned and operated by two mining companies. In Mauritius the number increased from twenty-five in 1948 to thirty-one in 1951 and thirty-seven in 1952, remaining the same in 1956.

35. The information available on the Belgian Congo does not give a clear picture of development in the commercial cinema field in the post-war years. The first figures are for 1951: twelve cinemas in the whole Territory, of which two cater for African audiences, one of them open-air. Only three out of these cinemas showed 35 mm films, the others 16 mm. Furthermore there were about eighty-four other places (hotels, clubs, etc.) which show commercial entertainment films; of these nineteen exhibit 35 mm films and the remaining sixty-five 16 mm films. In 1953 it is reported that twenty-six cinemas existed and in 1955, eighteen, with additionally 200 halls where film shows were taking place regularly. The latest figure available is for 1956 and it indicates, without further specification, that approximately 236 permanent cinemas exist. It may, however, be assumed that most of these "permanent cinemas" are halls, built and normally used for other purposes, in which films are projected more or less regularly on Saturdays or Sundays.

36. As to the French Territories no precise information is available. In 1951, nine 35 mm cinemas and twenty-one 16 mm cinemas, with a seating capacity of 17,000, operated in French Equatorial Africa and the total annual attendance was estimated

to be between 1.5 and 2 million; in 1952, thirteen cinemas gave daily shows and thirteen gave shows twice a week, for an estimated annual audience of some 1.1 million. In 1957, it was reported that, during the last ten years, the cinema had considerably developed and that twenty-two were in operation, with a seating capacity of 10,200. It was also reported that further shows were given by an unspecified number of private mobile cinemas.

37. For French West Africa, the figures are as follows for 1951: forty 35 mm cinemas, twenty-eight 16 mm cinemas and eighteen cinemas for both 35 mm and 16 mm projection, a total of eighty-six fixed cinemas (seating capacity 45,000) with an additional six commercial mobile cinemas. It was also indicated that three more cinemas were being built and six others in the planning stage. In 1953 there were ninety-six fixed and ten mobile cinemas, while the figures for 1957 were: eighty-eight fixed cinemas with a seating capacity of 59,100 and an unspecified number of mobile cinemas. No information is available as to the annual cinema attendance.

38. In Madagascar, in 1951 there were seventeen permanent 35 mm cinemas with a seating capacity of 8,000, and twenty-five public halls, equipped with 16 mm film projectors serving as cinemas with a seating capacity of 10,000, making a total of forty-three cinemas and a seating capacity of 18,000. It is reported that several attempts were made to organize mobile cinemas on a commercial basis which, however, did not succeed because of the long distances involved. For 1952, 1953 and 1955, it was reported that forty permanent cinemas and forty mobile cinemas were in operation in the Territory. According to the information available, there were sixteen permanent 35 mm and fifteen permanent 16 mm cinemas in the Territory in 1956, and fifty-one permanent cinemas with a seating capacity of 14,000 in 1951. It would appear from the statistical figures concerning French Africa that only slight progress has been made in the field of cinema in French Territories.

II. ASIA-PACIFIC REGION

A. Press

39. The local press. The Territories of the Asia-Pacific region may be roughly divided into two main groups. To the first category belong Territories which are universally known as important trade and tourist centres, at the cross-roads of civilizations and intercontinental relations, and where the press is well established and generally of good professional quality, has a fairly wide circulation and reflects the diversity of this population. These Territories are Hawaii, Hong Kong and Singapore. The other group is poor in press activities. From the scarce information available it appears that during the period under review no dailies were published in the Solomon Islands, Brunei, New Hebrides, Niue Island, Papua and Tokelau Islands. Other Territories enjoy as their only daily paper a government publication, often in mimeographed form and generally with a very limited circulation. On American Samoa, for instance, the Office of Information and Adult Education launched an English-language daily, in 1955, in 300 copies. The stencilled government daily in Netherlands New Guinea increased its circulation from 850 copies in 1952 to 2,200 in 1956.

The Daily Bulletin issued by the Government of the Seychelles increased from 300 in 1948 to 430 in 1953. On the Gilbert and Ellice Islands during the period under review the Government has published news-sheets, the Gilbert version in some 1,000 copies and the Ellice one in some 100. In all of the above-mentioned Territories almost no other publications existed except government-produced weekly or monthly news-sheets and more or less regular bulletins published by Catholic and Protestant missions.

40. The remaining Territories - Borneo, Fiji, Guam and Sarawak - had, during the whole period under review one or more commercial dailies (with the exception of Guam). Guam had a government-owned daily in 1948, which was handed over in the same year to the local administration; sometime between 1949 and 1952 it was turned over to private enterprise. In these four Territories, other newspapers and periodicals also were published and, although no spectacular changes have taken place in the post-war years, the press appears to be slowly but gradually expanding. In Borneo, in 1947, there was one daily (Chinese) with

a circulation of 220, which in 1955 had increased to some 1,800; also, in 1955, there were two more dailies (one Chinese, circulation 1,700 and one English, Malay, Dusum, circulation between 1,500 and 1,800). In Fiji, at the end of 1949, there was one daily, three weeklies, one fortnightly and one monthly. In 1956 there was one daily, five weeklies, one fortnightly and one monthly or, according to another source for the same year: one daily, seven weeklies and two monthlies.

41. Besides the one daily on Guam, there are several weeklies. Sarawak shows a steady increase in the number of newspapers and periodicals: in 1948, three dailies and one paper, appeared every third day; in 1949, four dailies, one bi-weekly, two weeklies, one monthly; in 1954, five dailies, one bi-weekly, one weekly and four monthlies; and in 1956, five dailies, one thrice weekly, one bi-weekly, one weekly, four monthlies and the Radio Times of Sarawak, which seems to be a weekly.

42. In Hawaii, in 1950 and in 1956, some twenty newspapers (including seven dailies) and some twenty periodicals were published. In the Federation of Malaya there was between 1948 and 1950 a considerable drop in the number of newspapers - probably due to the insecurity of communications in this period - decreasing from thirty-nine (including twenty dailies) to twenty (including thirteen dailies).

43. The situation has not changed essentially since 1953. In Singapore, some fifteen dailies are published and more than 100 other newspapers and periodicals. The larger Singapore dailies have a considerable circulation outside the Territory, especially in the Federation of Malaya. Of all the Asia-Pacific Territories Hong Kong has the most developed press, which is thriving and apparently still growing. From eighteen in 1948 the number of dailies increased to twenty-eight in 1955, and the total number of newspapers and periodicals rose from seventy in 1949 to some 150 in 1956.

44. Circulation. As has already been indicated, practically no reliable or comparable figures on circulation are available, so that any attempt to measure developments in this respect would be impracticable. According to existing information, the circulation figures of Hong Kong dailies in 1951, 1952 and 1956 were around 350,000. In Singapore, dailies had a circulation of some 410,000 copies in 1951 and some 415,000 copies in 1952 and 1956.

45. Languages. In addition to some publications in the language of the metropolitan countries, most newspapers and periodicals in the region are published in languages spoken in the territory itself or in neighbouring territories. In Singapore, of the fifteen dailies, six were in English, five in Chinese and the others in Indian languages and Malay; in the Federation of Malaya of the thirteen dailies, three were in English, four in Chinese and the others in Indian languages and Malay. Hawaiian newspapers and periodicals are published in English, Japanese, Chinese, Filipino and Korean. In Hong Kong, the press is predominantly published in Chinese, the language of the majority of its population; of the twenty-seven dailies published in 1953, only four were in English, and of the forty-nine other newspapers and periodicals only nine were in English.

B. Radio

46. Systems of broadcasting. It appears that during the period under review there were no broadcasting stations in operation in the Cook Islands, Niue and Tokelau Islands or in New Hebrides. Occasionally, however, government radio communication facilities have been used for messages and announcements, aimed at keeping the inhabitants of the scattered islands in touch with the government and with the world. In New Hebrides the Condominium Teleradio Network is, from time to time, made available for this purpose. All the other Territories now have one or more broadcasting stations. In addition to a direct broadcasting system a re-diffusion service exists in Hong Kong (1948), the Federation of Malaya (1949) and Singapore (1949).

47. Broadcasting stations and transmitters. In a number of Territories direct broadcasting operations were started only in the course of the period under review, often after one or more years of experimental broadcasting. In American Samoa the station went on the air with a regular programme in 1953 after a year of irregular experiments. In Brunei, a pilot service was started early in 1957 and the main scheme was initiated in December 1958. In the Gilbert and Ellice Islands the broadcasting of news in the vernacular was started on an experimental basis in 1949, and became a regular service in 1952. In the Solomon Islands the broadcasting station was opened in 1952, in Guam in 1954, in Netherlands New Guinea in 1950 and in Sarawak in 1954.

48. North Borneo was already experimenting in 1946, using a Government Posts and Telegraphs 250 watts transmitter. Early in 1955 a new transmitting station was built and regular broadcasting with territorial coverage was started.
49. The remaining Territories of the region have had broadcasting services during the entire period under review. With one exception - the Seychelles - they have all increased the power and/or the number of their stations or transmitters. The inhabitants of Papua had at their disposal one station in 1948/1949 and two stations in 1954/1955, all owned and controlled by the Australian Broadcasting Commission. Hawaii had eight commercial radio stations in 1948, and in 1951/1952 twelve plus one relay station - with two 100kW shortwave transmitters - of the Voice of America. Fiji had one station of 400 watts in 1948 and two stations and four transmitters in 1952 with a total power of 5,875 watts. Broadcasting power in Hong Kong increased from 4,000 watts in 1948 to 6,500 watts in 1956 and in Singapore, from 20,000 watts to 52,500 watts in the same years. In the Federation of Malaya, with substantially the same number of transmitters, power increased from some 20,000 watts in 1949 to some 35,000 watts in 1956. In the Seychelles, however, power dropped from 100-130 watts in 1948 to 40 watts in 1956. This decrease is most probably connected with the transfer of the station from private to government ownership in 1948/1949.
50. Ownership of stations. In Hawaii, with the exception of the Voice of America relay, all broadcasting stations are privately owned, as is the only station on Guam, established in 1954. In American Samoa, however, the station belongs to the Office of Information and Adult Education. In three other Territories broadcasting began as a private enterprise but the stations were taken over by the Government or a statutory body created by the Government during the period under review. The first transfer took place in Netherlands New Guinea when the private station, established in 1950, passed to the Government in 1951/1952, and in the Seychelles, where the purchase took place in 1948/1949. In Fiji, in 1954, the responsibility for broadcasting was relinquished by the private Fiji Broadcasting Company and taken over by the Fiji Broadcasting Commission.
51. In Papua broadcasting is the responsibility of the Australian Broadcasting Commission, the national broadcasting service in Australia, set up as a public corporation and financed from the proceeds of licence fees. All other broadcasting

stations in the region are government owned and run. A close relationship has been established between the broadcasting services in Singapore and Malaya; since 1946 all broadcasting has been in the hands of the pan-Malayan Department of Broadcasting responsible to the Governments of Singapore and of the Federation of Malaya and operating stations at Singapore, Kuala Lumpur, Penang, Ipoh and Malacca. The British Broadcasting Corporation has its Far Eastern Station in Singapore.

52. The re-diffusion services, existing in Hong Kong, Malaya and Singapore are all privately owned and are subsidiaries of Broadcast Relay Service (Overseas) Ltd., London.

53. Languages. The main languages of broadcasting in the region are, besides those of the metropolitan countries (English and Dutch) Malay and a variety of Chinese and Indian languages. In addition, several Territories have programmes in other languages or in one or more vernaculars. For instance, Hawaii has broadcasts in English, Chinese, Japanese, Filipino, Korean and Mabuhay. Broadcasting in Borneo (thirty-two and a half hours a week in 1956) was approximately 40 per cent English, 30 per cent Chinese, 25 per cent Malay and 5 per cent in Dusun, and broadcasting in Sarawak (fifty hours a week during 1956) was approximately 30 per cent in English, 30 per cent in Malay, 30 per cent in Chinese and 10 per cent in Iban. In Papua eight vernaculars are used, including Police Motu, the lingua franca of the Territory. Hong Kong had two programmes seventeen hours a day in 1949 (as well as in 1956), one in English (with one hour a week in French) and one in several Chinese dialects. The Federation of Malaya has been making a distinction between its "blue network" with broadcasts in English and Malay and its "red network" in Chinese and Tamil. Singapore broadcasts three programmes simultaneously: one in English, one in Chinese and one in Malay and Tamil. Finally, the British Broadcasting Corporation's Far Eastern Station in Singapore broadcast in five different languages in 1949 and in fourteen languages in 1956.

54. Broadcasting hours. The number of broadcasting hours in all Territories has increased during the post-war years. The extent of the increase varies from Territory to Territory. Singapore, for instance, broadcast 125 hours a week in 1948, 160 3/4 hours in 1951, 187 1/2 hours in 1953 and 260 hours in 1954. In

Seychelles, there were two hours broadcasting a week in 1948 and seven hours in 1956; in American Samoa, twenty-five hours a week in 1954 and forty in 1957; in Netherlands New Guinea, seventeen hours a week in 1952 and thirty-six and a half in 1955, and in Hong Kong approximately 100 hours a week in 1948 and 148 in 1956.

55. Re-diffusion hours have not changed in Hong Kong: they were seventeen hours a day with two programmes in 1948 as well as in 1956. Comparable figures for Singapore are missing. The only information available is for 1953 during which re-diffusion was on the wire with the gold network, using the more important Chinese languages and the silver network, using English, Malay and the less widely spoken Chinese languages for a total of 224 hours a week.

56. Listeners. As in other regions, the number of people who listen regularly to broadcasts can only be deduced from the number of wireless or wired receiving licences issued and the estimated number of listeners per receiver. Such calculations, however, can only be made in Territories where a licence system exists. With a few exceptions, it may be stated that each year more people are turning to the radio for entertainment and, especially, for news. The only Territories in which little or no expansion has been observed are the following: in the New Hebrides (population 53,000 in 1956) there were 200 licences issued in 1948 and the same number in 1956. The situation in the Cook Islands, Niue and Tokelau Islands, in Seychelles, on the Gilbert and Ellice Islands and in the Solomon Islands have undergone little modification during the post-war years.

57. All other Territories in the region show a marked increase in privately owned receiving sets and in subscriptions to wired re-diffusion services. In Sarawak, in 1949, there were 810 licensed sets and at the end of 1957 - after a broadcasting station had been opened in 1954 - approximately 24,000. In Fiji the number of licences issued went up from 1,567 in 1948 to 10,950 in 1955 and 16,000 in 1956 with - in the latter year - an estimated 6,000 sets unlicensed. The only information available for Hawaii is that in 1954, with a population of some 550,000, 200,000 owned a receiving set. In Borneo the increase was from 300 in 1948 to 6,800 in 1956. In Hong Kong the number of wireless receiving licences more than doubled from 30,000 in 1948 to 63,600 at the end of 1957, while the

number of wired broadcasting subscriptions went up from none in 1948 - when the system was introduced in the Territory - to 62,500 at the end of 1957. Singapore issued 16,531 wireless licences in 1948, 54,370 in 1956 and 61,901 in 1957 and the wired broadcasting subscriptions increased from 4,400 in 1949 to 35,000 in 1956 and some 37,500 in 1957. The estimated number of listeners per wireless receiving set was 5.1 in 1956 and 6.3 in 1957 which gives a total of some 550,000 people, who are regular radio listeners in a population of some 1,215,000. In Malaya, finally, the increase seems the most spectacular of the whole region: 17,737 licences for wireless sets were issued during 1948 and 150,263 in 1956; approximately 1,200 people subscribed to the re-diffusion services in 1949 and 23,300 in 1956.

58. Judging from the information available no community receiving sets seem to be in existence in American Samoa, Borneo, Brunei, Guam, Hawaii, Hong Kong or Sarawak. In most of the other Territories special efforts have been made for, and considerable funds allocated to, the installation of community receivers in villages and other suitable localities. In Papua, for instance, in 1948/1949 the Government had already made available some ninety specially made receiving sets for schools, native labour compounds, police depots, hospitals, etc., and according to recent reports it continues to do so. The Government of Netherlands New Guinea installed twenty-five cheap battery receivers in various places in the Territory in 1955 and in view of apparent success an expansion of this experiment was considered. In the Seychelles, (in 1948 and 1950) there were ten government public receiving stations supplemented by a number of listening groups formed by private owners. To encourage the formation of such groups the Government is offering to recharge the batteries free, if desired. In 1948, Singapore had forty community sets in rural areas, schools, social welfare institutes etc., and in 1956, 194 in rural areas alone. In Malaya, in 1948, there were forty sets installed by the Government. In 1956, 1,047 sets were installed by the Government, 518 by the owners of rubber estates and 150 by the owners of tin mines, making a total of 1,715 sets.

59. Contents of broadcasts. It has already been mentioned that one of the main characteristics of the post-war development of broadcasting in the Asia-Pacific region has been the increased time allocation to the news service, as well as the

increase in the number of languages in which the news is broadcast. Singapore, for instance, had twenty-five news bulletins in various languages each day in 1951, and in 1955 the number was thirty-three. In Borneo, in 1955, news occupied 23.8 per cent of the Chinese broadcasting time, 22.3 per cent of the Malay and 18.3 per cent of the English broadcasting time, and in Hong Kong in 1954, 8.91 per cent of the English and 20.61 per cent of the Chinese broadcasting time.

60. Apart from the normal broadcast features - classical, traditional and popular music, variety shows, plays, talks, sport, religion - radio in some Territories has been used extensively for political purposes, to explain the work and the policy of the Government as well as important local, regional and international developments. Territorial and other elections receive major coverage, both before and afterwards. Time devoted to adult educational programmes and school broadcasts has increased appreciably in several Territories.

61. Privately owned broadcasting stations are run commercially but in Territories where this system does not exist, advertising (sponsored programmes and spot advertisements) is usually debarred from the air. However, there are a few exceptions from this rule. In the British Solomon Islands ten minutes three times a week are made available for small advertisements. In Fiji fifty-three hours out of the weekly 120 are set aside for commercial advertising in the three languages used in broadcasting: English, Fijian and Hindustani. In this way the Fiji Broadcasting Commission has managed to recuperate approximately one-half of the station's running costs.

62. The wired broadcasting services in the region are privately owned. No information is available on whether, in Singapore and Malaya, commercial advertising forms part of the re-diffusion programmes. In Hong Kong, in 1948, four hours a day in English and Chinese were sponsored; in 1956 six and a quarter hours in English and fifteen hours in Chinese were sponsored with an additional four and a quarter minutes in English and thirty and a half minutes in Chinese for spot advertisements.

63. Of all the Asia-Pacific Territories, Hawaii and Guam are the only two which have television: since 1952 two television stations have been in operation in Hawaii and since 1956 one in Guam.

C. Cinema

64. Commercial distribution. No commercial cinemas existed in the Cook Islands, Niue and Tokelau Islands, in Papua or in Pitcairn. In the Solomon Islands, there was no cinema in 1947, but one was established in 1956. In the Gilbert and Ellice Islands, there was no cinema in 1947, but two 16 mm commercial permanent cinemas were established in 1952. New Hebrides had no cinemas in 1947 but had three 35 mm cinemas in 1951. In 1947 the Seychelles had occasional commercial shows of 16 mm silent films. In 1954 these shows were regularized and by 1956 a permanent cinema had been opened. Until 1949 the only existing cinema in American Samoa was government-owned. During 1949-1950 seven permanent 16 mm theatres were opened but the number dropped to four in 1956. Brunei had five cinemas in 1952, six in 1953 and five in 1955. In Borneo, Guam, Netherlands New Guinea and Sarawak the figures are as follows: Borneo, eight cinemas in 1947, seventeen in 1955 and fifteen in 1956; Netherlands New Guinea: two cinemas in 1952, six in 1955 and ten in 1956; Guam: two in 1948, sixteen in 1951, fifteen in 1954 and twelve in 1956; Sarawak: twelve in 1952, twelve in 1955 and twenty-four in 1956.

65. Fiji started with fifteen cinemas in 1947 and increased this number to thirty-eight in 1955 and thirty-nine (twenty-two for 35 mm and seventeen for 16 mm) in 1956. In Hawaii, for 1950, it was reported that there were more than 100 35 mm cinemas (and no commercial 16 mm film exhibition) and for 1953/1954 the number of 108 was given. Hong Kong increased the number of its cinemas from thirty-two in 1947 to sixty-three in 1956. Malaya had 102 cinemas in 1947, 150 in 1953 and 178 in 1955. For 1947 it was reported that between fifteen and twenty commercially run mobile projection units were operating in rural Malaya and Singapore and that it was the intention of the organizers to put fifty mobile units into operation. Singapore owned twenty-two cinemas in 1947 and forty-five in 1955, of which nine were open-air cinemas in rural areas.

66. No figures are available which would enable comparisons of the seating capacity and attendance during the period under review. The only Territory where some comparison between annual attendance figures is possible is Netherlands New Guinea: 724,000 in 1952, and 1,500,000 in 1956. For all the other Territories only isolated figures can be quoted. Guam, with a population of 33,000 (1953) estimated

the annual cinema attendance in 1953/1954 at 300,000. Fiji, with a population of some 300,000 had in 1949 some 8,500 cinema seats at its disposal. Malaya and Singapore with a population of under 6 million in 1947 (almost 7 million in 1953) imported 500 to 600 films annually. In Malaya, in 1955, the annual cinema attendance was estimated at 50 millions, with an additional 10 million attendance at mobile unit shows. In the capital, Kuala Lumpur, with a population of some 175,000 (in 1947), 100,000 people went to the cinema every week.

67. Under a quota law cinemas in Hong Kong were required to show British films at least seven days out of seventy, and cinemas in Singapore to show 10 per cent of films of British origin.

68. Film production. In the Asia-Pacific region, Hong Kong and Malaya, and to a certain extent, Singapore, are known for their film production.

69. Hong Kong was the fourth film-producing country in the world after the United States of America, India and Japan. The annual production of feature films in Mandarin and Cantonese averaged approximately 200 (188 in 1954, 227 in 1955, 215 in 1956): they were shown throughout the whole of South-East and East Asia. There was no local production of newsreels.

70. In the Federation of Malaya, the Malaya Film Unit was established towards the end of the war as a governmental film organization to produce educational and informational films. In 1949, it was put on a semi-commercial basis and its production was nineteen films during the period 1947-1949, fifty-two films in 1950, 111 in 1951, fifty-five films and thirty-eight news films in 1953, fifty-nine in 1954 and seventy-four in 1955. As nearly all the films were made in more than one language and often in all languages spoken in the Territory (English, Malay, Chinese and Tamil) the number of reels produced and the number of prints in 35 mm and 16 mm were respectively: 145,880 and 4,690 in 1953, 214, 1,316 and 4,725 in 1954. Besides a considerable outlet in the Territory's cinemas (more than 6,000 35 mm prints of Malayan Film Unit films were shown in commercial cinemas in 1955 and 173 cinemas used MFU films regularly) and abroad; the films were extensively used for educational purposes as the ninety-two mobile units of the Department of Information were the principal customers of the 16 mm prints.

71. In Singapore, a number of local production companies produced feature films, mostly in Malay but some of them in Chinese languages, to be distributed in Singapore, Malaya and Indonesia. In 1953 twenty-three films were completed, and in 1955, nineteen. The studios dubbed imported films in Malay.

III. CARIBBEAN REGION

A. Press

72. During the period under review all newspapers and periodicals in the Caribbean area were, with a few exceptions, published in English. These exceptions are Puerto Rico, where an important part of the press is written in Spanish; Jamaica with, in the latter part of the period, some publications in Chinese; and Trinidad, where, in the beginning, a few periodicals in Chinese existed, although no information is available as to whether they were still in existence. In other Territories with ethnic groups speaking other languages than English, like Bermuda (Portuguese), British Guiana, Jamaica and Trinidad (Hindustani), apparently no press is published in those languages, although in Bermuda and British Guiana they are used in broadcasting. In British Honduras, where about one-fifth of the broadcasting is done in Spanish, a bi-lingual periodical is published.

73. On the basis of the information available it is estimated that in 1946 the number of newspapers (dailies, bi-weeklies, tri-weeklies, weeklies and fortnightlies) and the number of periodicals (monthlies, quarterlies and annuals) in the Caribbean were respectively sixty and fifty, and in 1956, ninety and sixty-five which indicates an increase of 50 per cent for newspapers and of 30 per cent for periodicals. As, however, comprehensive figures on circulation are lacking, no conclusive indications as to the spreading of the press in the Caribbean can be drawn from the increase in the number of newspapers and periodicals alone. From some figures at hand, it seems plausible to assume that the Caribbean press has extended its audience during the post-war years, for instance, in Bermuda, where between 1946 and 1955, the circulation of dailies increased by 15 per cent and of bi-weeklies by 30 per cent, and in Jamaica where the circulation of dailies goes up by a few per cent yearly.

74. The majority of the newspapers and periodicals are privately owned; some of them are financially backed by the Government of the Territory. Most Governments, through their information or public relations services, supply the press with local official news, either by regular press conferences or by bi-weekly or weekly information bulletins. In Territories under United Kingdom administration the Governments also distribute news and articles supplied by the Central Office

of Information, London, either telegraphically by its subsidiary, the London Press Service, or in the form of stereos. Mostly the press relies heavily on non-professional correspondents in various parts of the Territory for its news supply, especially if the Territory is made up of several islands. Only in the larger islands do papers have subscriptions to international news services. Often the Government publishes its own weeklies, fortnightlies or periodicals: in British Guiana, the Government puts out The Official Gazette, a weekly with a circulation of some 1,000 copies, while The British Guiana Bulletin is distributed on an average of 40,000 copies a week.

B. Radio

75. System of Broadcasting. All Territories have their own broadcasting stations with the exception of Barbados where a re-diffusion service exists. Direct broadcast reception is supplemented by a re-diffusion service in Jamaica (covering Kingston and nearby suburbs and certain other parts of the island) and Trinidad.

76. Number of broadcasting stations and transmitters. The Territories in this area have each one broadcasting station, with the exception of the Leeward Islands, where there is one station in Antigua, and one in Montserrat; the Virgin Islands, where there are two stations; and Puerto Rico which had twenty-three stations in 1951/1952. In Trinidad the station was established in 1947, in Montserrat, in 1952, while the Windward Islands (Grenada) got theirs in 1954, and Antigua in 1956. All other stations already existed in 1946. In the course of the post-war years much has been done in most of the territories to increase the power and to improve the technical facilities of their stations. In the United Kingdom Territories power increased from around 10,000 watts in 1948 to more than 50,000 watts in 1957, British Guiana increased from 700 watts to more than 11,000 watts, British Honduras from 200 to 6,000, Jamaica from 1,200 to more than 15,000 and Trinidad from 3,050 to 8,000. Radio Jamaica has seven transmitters, Radio Trinidad four, and Radio Demerara (British Guiana) two.

77. Ownership of stations. The radio stations in British Honduras and on the Windward Islands are government owned and non-commercial, while the station in the Bahamas, being government owned has operated since 1950 on a restricted commercial basis, from which it derives a substantial income. In Bermuda, Jamaica and

Trinidad, the owners, who run their stations commercially, are subsidiaries of the Broadcast Relay Service (Overseas) Ltd., London. In British Guiana where, originally, the station was financed by local firms and individuals and run under the name of British Guiana United Broadcasting Company Ltd., a controlling interest was purchased by Overseas Rediffusion Ltd., in 1950. In Puerto Rico, in 1951/1952, all stations were privately owned, with the exception of one, belonging to the Government. In most of the Territories, where private stations are operating, the broadcasting companies require a licence from the Government. The licence is generally granted under the condition that the Government be entitled to a certain percentage of air time while, occasionally in the United Kingdom Territories, the companies are obliged to allocate a certain number of hours per week to re-broadcasts of B.B.C. programmes. Thus, in Bermuda, the Government has one hour a day at its disposal; in British Guiana ten and a half hours a week; in Jamaica eleven and a half hours a week; and in Trinidad one and a half hours a day. With the exception of British Guiana, the Government generally use only part of the time to which they are entitled and often not on a regular basis.

78. Languages. The predominant language used in the area since 1946 is English and in most Territories broadcasting still takes place exclusively in English. An exception was Puerto Rico where broadcasts in Spanish have had an important place. Broadcasting in a second language also takes place in British Guiana, where broadcasts are transmitted in Hindustani (1957: three and a half out of 117 hours per week); in British Honduras in Spanish (approximately six hours out of thirty-five hours a week); in Bermuda in Portuguese (half an hour out of 122 hours a week).

79. Number of broadcasting hours. Since 1948, the number of broadcasting hours has increased considerably in practically the whole region. In the Bahamas, the increase was from five and a half hours per day (1949) to 114 hours per week (1957), and in British Guiana from 66.5 hours per week (1948) to 117.5 hours per week (1957). In 1957, Trinidad was broadcasting seventeen hours per day (thirteen to fifteen hours in 1949) as was Jamaica. Bermuda was on the air for 122 hours a week (1948 and 1957); British Honduras for thirty-five hours a week (1957), the Windward Islands (Grenada) for almost thirty-seven hours (1957), and the Leeward Islands two hours a week on Antigua and almost two hours a week in Montserrat

(1957). The hours of re-diffusion on Barbados increased from fifty-six a week in 1947 to 114 in 1956. No figures are available for the number of broadcasting hours in the Virgin Islands.

80. Number of listeners. No exact figures exist as to the number of people listening regularly to broadcasts. Attempts to estimate that number in the various Territories have been made by multiplying the number of radio licences or subscriptions to a wired re-diffusion system with the number of people who on the average are supposed to listen on each **receiving** set, but this is obviously only a very rough and unreliable calculation. However, in general it can be said that the number of listeners has increased in the course of the past ten years.

81. In Trinidad the number of radio licences rose from 8,422 in 1947 to about 23,700 in 1956, the number of re-diffusion subscribers from 4,000 in 1948 to 22,000 in 1956, the estimated number of listeners from 120,000 in 1949 (total population 618,000) to 252,000 in 1956 (total population 700,000). In Barbados the number of subscribers to the re-diffusion system was 1,800 in 1947 and 18,000 in 1957. In British Honduras the number of radio licences increased from 776 in 1947 to some 3,500 in 1957. It is estimated that in Jamaica, of a total population of 1,563,700 (1957) about 600,000 people listen regularly to broadcasts.

82. In several Territories, community receivers exist and their number has also increased during the last ten years. In the Bahamas, for instance, community receivers, supplied by the Government, increased from twenty-eight in 1948 to a total of sixty-two in 1957; they are generally installed in the Out Islands. British Guiana had fifty community receivers in 1957, compared with none until 1955, when forty-two receivers were installed.

83. An exceptional case is Barbados: in 1948, seventeen wired communal listening points existed, which disappeared completely in 1957, as did the wireless community receivers (fifteen in 1949): this development may be due to the sharp increase in subscriptions to the re-diffusion system.

84. Contents of broadcasts, Little information is available on the contents of the broadcasts. In several United Kingdom Territories B.B.C. programmes are re-broadcast - sometimes the broadcasting company is under obligation to do so under the licence granted by the Government. For instance, in the Bahamas about one-fifth

of the air time, in Bermuda about one fifteenth, in British Guiana about one-fifth, in British Honduras about one-fourth, and in Jamaica one-sixth is re-broadcast. Furthermore, transcriptions of Tower of London, and of the Voice of America and several other United States sources are used. These re-broadcasts and relays consist largely of newscasts, musical programmes, both classical and light, talks and plays.

85. The changes which have taken place during the last ten years, in the Caribbean area, found their echoes on the air. In 1949, the Government in Trinidad used its time on Radio Trinidad for a series of sixteen instructive and informative talks on the constitution of the Territory and on constitutional development.

C. Television

86. The only Territory with television facilities is Bermuda.^{1/} The United States armed forces on this island began broadcasting for its personnel in 1955. At the outset, the station's range was restricted as much as possible to the base area, and was therefore unable to reach the many service families living off-base. After negotiations with the Government, the station started island-wide broadcasting in 1956. Bermuda's first commercial television station began operations early in 1958 on a night-time basis. Interest in this station is shared by the Bermuda Broadcasting Company and the Bermuda Press and Mid Ocean News Ltd., publishers of the Territory's two daily newspapers. As no television receiving licences are required, the exact number of television sets is not known, but they are estimated at 4,000 with four viewers per set (population about 42,000).

D. Cinema

87. All the Territories in the Caribbean area have 35 mm. cinemas, while some have in addition 16 mm. permanent cinemas (for instance, the Windward Islands, Grenada and Santa Lucia) and 16 mm. mobile cinemas (for instance, the Windward Islands, Grenada and Dominica). Often these cinemas are quite small, but in the main towns the first run cinemas especially have an appreciable seating capacity

^{1/} Television was introduced in Puerto Rico after 1952, which is the last year covered by the present survey for that Territory.

and good projection and sound equipment. In the period under review the number of cinemas increased considerably; in Jamaica from eighteen in 1946 to thirty-four in 1950; in Trinidad from forty-nine in 1952 to fifty-seven in 1956; in Bermuda from thirteen in 1947 to fifteen in 1951; in the Bahamas from three in 1947 to five in 1954/1955, and in Barbados from four in 1947 to ten in 1951. In addition, several old cinemas have been replaced by new ones; in British Guiana, where the number of cinemas apparently remained the same (thirty-eight in 1947, thirty-nine in 1951 and in 1956), but the seating capacity was increased.

88. Figures are lacking for the exact increase in attendance between 1946 and 1956, but some estimates may be given. Thus, it is supposed that in Jamaica, 1 million people went to the cinema annually in 1946, and 3 million in 1957. An estimated increase from 3 to 5 million is noted in British Guiana. In 1951 Puerto Rico had 167 permanent 35 mm. cinemas with an estimated attendance of 20 million.

89. Generally, the important cinemas change programmes twice a week, the smaller ones more often, sometimes even every day. The programme consists usually of a feature film, news-reels, a documentary or cartoon and trailers. In the United Kingdom Territories there is a satisfactory commercial outlet for short films provided by the Central Office of Information, London. These films play a dominating role in the shows which are put up by mobile units, especially those by government departments.

90. There is no established feature film production in the Caribbean. For its feature films the Caribbean relies heavily on the United States of America: in the various Territories between 80 and 100 per cent of the films shown are American. In the United Kingdom Territories the remaining part is generally made up of British films and, in the Territories with important Hindustani groups in the population (British Guiana, Jamaica, Trinidad), with Indian films. In several United Kingdom Territories there exists a protective arrangement for British films. For instance in Trinidad legislation requires that British feature films be shown to an equivalent of 20 per cent of the footage of films exhibited each year. In certain instances, such legislation is accompanied by certain requirements with regard to obligatory showing of British short or news-reel films in 35 mm. cinemas. The same requirement applies also to West Indian films to encourage the production of such films in the region. In most Territories increasing use is being made of mobile cinema vans which visit even remote villages regularly and show programmes, generally of short films.

IV. MEDITERRANEAN REGION

A. Press

91. The Mediterranean region consists of four Territories of which, during the period under review, there were two (Morocco and Tunisia) under French administration and two under United Kingdom administration. In all these Territories the press was multi-lingual, French and Arabic in Morocco and Tunisia, English, Greek and Turkish in Cyprus, and English and Spanish in Gibraltar. Although certain changes have taken place in so far as certain publications disappeared and others were published (in Cyprus, for instance, between 1949 and 1955 two Greek dailies were replaced by three others), the over-all picture of the press in these Territories remained almost unchanged.

92. In Morocco there were, in 1949, eight dailies (two were in Arabic) and 115 other newspapers and periodicals (six in Arabic and five bi-lingual); in 1952 there were seven dailies (two in Arabic) and 134 other newspapers and periodicals (ten in Arabic) and in 1955, eight dailies (two in Arabic) and more than seventy-two other newspapers and periodicals (at least two of which were in Arabic). Tunisia had, in 1949, nine dailies (three in Arabic) and fifty other press publications and in 1953, eight dailies (three in Arabic) and seventy other newspapers and periodicals (fourteen in Arabic).

93. In Cyprus, the number of dailies rose from eleven in 1946 to twelve in 1948 and to thirteen in 1955, while for each of those years the dailies in Greek and Turkish remained the same, namely six and four. Of the other newspapers and periodicals, thirty altogether in this period, in 1946 approximately 10 per cent were published in English, 20 per cent in Turkish and 70 per cent in Greek; the figures for 1948 being respectively: 10 per cent, 10 per cent and 80 per cent, and for 1955, 10 per cent, 10 per cent, 65 per cent with 15 per cent bi-lingual or tri-lingual. In Gibraltar, the number of dailies dropped from three (one in English and two Spanish) in 1946 to two (one English and one Spanish) in 1948; the figure remained unchanged in 1954/1955.

94. No information is available permitting a comparison of circulation figures during the period under review.

B. Radio

95. Systems of broadcasting. The two Territories which were under French administration during the period under review had a broadcasting station of their own. In Cyprus transmissions started in 1948 with a Forces Broadcasting Station but, in 1950, the Cyprus Broadcasting Service was established. It began experimental broadcasting in 1952 and regular evening transmissions in 1953. The third station on the island is the Near East Arab Broadcasting Station, programmes of which are intended for abroad. In Gibraltar there was only a wired broadcasting service until 1946 when the Government commenced broadcasts, but only for short, occasional transmissions. The transmitter was replaced at the beginning of 1958 by a stronger one and since then Gibraltar has been on the air daily.

96. Broadcasting stations and transmitters. In 1948 Morocco had one station and seven transmitters and Tunisia one station and two transmitters. In 1957 Cyprus had three stations and eleven transmitters and Gibraltar had one station and one transmitter.

97. Ownership of stations. In all the Territories of this region the broadcasting stations are government owned and operated with the exception of the Forces Broadcasting Station in Cyprus, which is the property of the War Office, and the Near East Arab Broadcasting Station on the same island, which is privately owned. The wired broadcasting service in Gibraltar is owned by the War Office of the United Kingdom. During the period under review none of the stations used air time for advertising, but the new Gibraltar station, opened early in 1958, reserved almost 60 per cent of its broadcasting time for commercial programmes.

98. Languages. In Morocco the main broadcasting languages were French and Arabic in almost equal proportions: in 1949 transmissions also took place in Spanish, and in 1955 in both Spanish and English. In Tunisia, French and Arabic (in 1949, in the ratio of 60 per cent French and 40 per cent Arabic) were used. In Cyprus, in 1956, with 132 1/2 hours a week on the air, approximately 20 per cent of the programmes were in English and the remaining time almost equally divided between Greek and Turkish. The transmissions of the Near East Arab Broadcasting Station were done in Arabic. The new Gibraltar radio will broadcast in English and Spanish; the wired broadcasting service in that Territory is exclusively English.

99. Broadcasting hours. All Territories showed a remarkable increase in the number of broadcasting hours. In Morocco, for instance, in 1949 broadcasts were transmitted for eight hours a day in Arabic, for eight hours in French (thirteen hours on Sunday) and for an hour and three quarters in Spanish - a total of about 130 hours a week. In 1955 Radio Morocco was on the air for some 165 hours a week, divided into eighty hours in Arabic, seventy-five hours in French, five hours in Spanish and five hours in English. In Cyprus, in 1954 (the year after the Cyprus Broadcasting Service started regular evening transmissions), the station was on the air for forty-six hours a week; in 1956 the number of broadcasting hours had increased to 132 1/2 hours a week. The wired broadcasting service in Gibraltar operated sixty-nine hours a week in 1948 and about eighty-one and one half hours a week in 1956.

100. Listeners. No sufficiently reliable figures on the number of regular radio listeners exist for any of the Territories. However, for the whole region the licence figures went up considerably during the period under review.

101. In Morocco the number of receiving sets officially declared was 93,000 in 1949 (of which some 36,000 were owned by Moroccans); 180,000 in 1952, (87,000 Moroccan-owned), and 276,000 in 1955 (153,000 Moroccan-owned). In Tunisia, about 30,000 sets were licensed in 1947 and about 82,000 in 1952.

102. In Cyprus the number of licensed sets increased from 5,584 in 1946 to 59,000 in 1955 and 92,000 in 1956. Gibraltar had 2,000 wireless receiving sets licensed in 1948 and 4,500 in 1956. The wired broadcasting system in that Territory - which is primarily intended for the armed forces - had 255 civilian subscribers in 1949 and only fifty-eight in 1956.

103. With the exception of Cyprus - where in 1956 some 1,500 receiving sets were installed in coffee shops and clubs - no information is available on community receivers and community listening in the region.

C. Television

104. Television was organized in Morocco in 1954 (and transmitted a twenty-hour weekly programme in 1955) and in Cyprus in 1957 with an initial transmission time of eight and a half hours a week. In Morocco the station was operated by a private company under government concession. Programmes included advertising which, according to the terms of the concession, had to be of an artistic nature.

D. Cinema

105. Commercial distribution. During the period under review there were cinemas in all the four territories of the region and, with the exception of Gibraltar, their number increased considerably. Gibraltar had in 1947 as well as in 1954/1955 three commercially run cinemas. In 1948, Cyprus had thirty-three cinemas of which seven were open-air ones operated only during the summer season; in 1953 there were sixty-eight, of which thirty-one were open air cinemas. Seasonal theatres also exist in Tunisia but no indication is given as to their number. In 1953, however, their seating capacity was 12,000 out of a total of 44,000 for fifty-five 35 mm and sixteen 16 mm cinemas. In 1948 there were fifty 35 mm and six 16 mm theatres in Tunisia along with two mobile 35 mm and two mobile 16 mm cinemas. Morocco progressed from ninety-five permanent cinemas (ninety for 35 mm and five for 16 mm films) and five mobile units (one for 35 mm and four for 16 mm films) in 1948 to 152 permanent cinemas (120 35 mm and thirty-two 16 mm) and ten mobile units. The three Gibraltar cinemas had in post-war years a seating capacity of 2,200 while, in 1953, annual attendance was evaluated at 200,000.

106. Film production. Film production in Morocco started in 1946. Morocco also had produced a number of documentaries and informational films, under the sponsorship of the Moroccan Cinematographic Centre, sometimes in collaboration with other governmental services or with Moroccan and French companies. The number of such films produced rose from five yearly in 1946 to some ten yearly a few years later. Production facilities existed also in Tunisia but they were mainly used for the making of short films, mostly documentaries, sponsored by the Government.

V. OTHER TERRITORIES

A. Press

107. Aden. One daily appears to have been published during the period under review by Reuter News Agency, apparently in English. Apart from the official Government Gazette, published once a week, there were half a dozen other weeklies, mostly in Arabic, and some monthlies. The situation has undergone only minor changes; circulation figures seemed to have increased moderately.

108. St. Helena. The Government issues a weekly news sheet (since 1955), a monthly with news and articles of local interest and an Official Gazette periodically; a church monthly is also published.

109. Falkland Islands. Publication of a News Weekly and the monthly Gazette by the Government was started, but the weekly has apparently been discontinued.

110. Alaska. Alaska had a comparatively large and active press, reflecting its good news and communication facilities. During the period under review it had some seven dailies and eight weeklies with a circulation (1953) of 40,000 and 15,000 copies respectively.

111. Greenland. An attempt was made to publish a daily in Greenland in 1951, but it had to be discontinued in 1952. The paper was mimeographed and was bilingual - Danish and Greenlandic. Two fortnightlies, one published by the National Council in Greenlandic and the other by the Government, in Danish, merged early in 1951 to become first a bilingual fortnightly and after some months a bilingual weekly. A dozen other newspapers and periodicals were published in the Territory, including the Church Monthly published by the Administration of Greenland.

B. Radio

112. System of broadcasting. During the period under review Alaska and Greenland had radio stations; both Aden and the Falkland Islands had one in 1954; St. Helena had none. The Falkland Islands was the only Territory in this group where a wired broadcasting service operated. The military forces in Aden have had their own broadcasting station.

113. Broadcasting stations and transmitters. The Falkland Islands had one station and one transmitter in 1956; Aden, respectively one and two in the same year; Alaska eleven and eleven in 1951; and Greenland one and six in 1953.

114. Ownership of stations. With the exception of Alaska where all stations were privately owned, broadcasting in the Territories under consideration has been a government monopoly.

115. Broadcasting hours. When the Aden Broadcasting Service was established in 1954 the station went on the air for some twelve hours a week while in 1955 broadcasting time had more than doubled. The Falkland Islands started, in 1954, with programmes lasting 19 1/2 hours a week and there is no indication that the broadcasting time has changed. In Greenland, broadcasting time was 38 1/2 hours weekly in 1951.

116. Listeners. The number of licences issued in Aden was 535 in 1946; 611 in 1956 and 811 in 1957, but official estimates of receiving sets in operation were 2,000 in 1950, 6,000 in 1956 and 10,000 in 1957. In the Falkland Islands the number of licences for wireless receivers increased from 350 in 1949 to 440 in 1956 and the number of wired receivers from 251 in 1949 to 308 in 1956.

117. In 1951, with a population of some 150,000 it was estimated that Alaska - where a licence system does not exist - had more than 100,000 receiving sets.

118. In Greenland - also a Territory where no charge was made for listening - there were some 1,000 sets in 1950, and between 1,600 and 1,700 in 1954.

C. Television

119. In 1951 Alaska had two privately owned television stations and two more were planned. In the same year 12,000 receiving sets were installed in the Territory, which number increased to 34,000 in June 1956.

D. Cinema

120. St. Helena and the Falkland Islands started the period under review without a cinema and, according to available information, the Falkland Islands is still in the same position. St. Helena had one permanent 35 mm. cinema in 1951, two in 1953 and three, with an additional mobile 16 mm. unit, in 1956, all privately owned. Aden originally had five commercial cinemas and in 1958 had seven, plus

a mobile unit. In Greenland commercial cinemas did not exist; however, an increasing number of community halls were equipped with 16 mm. projection equipment, and such equipment was installed in two Greenland Department boats. In Alaska it was reported that in 1951 there were twenty-two permanent 35 mm. cinemas and seventy permanent 16 mm. cinemas in the Territory (1951). 121. Figures which would enable a comparison of seating capacity and annual attendance at the beginning and end of the period are not available. In Alaska the seating capacity of the permanent 35 mm. and 16 mm. cinemas was estimated at some 10,000 and the annual audience at between 1 and 1.5 million.

VI. CONCLUSIONS

122. It is not easy to draw conclusions from the preceding survey, partly because the information available was often scanty and partly because of the considerable differences which exist between Territories. Some observations on the scarcity and the incompleteness of information have already been made in the introduction to the survey. Progress or recession of the mass communication media can only be evaluated if year by year the indispensable elements for such an evaluation are provided. There is need for a greater uniformity in reporting to enable not only a judgement on developments in a given Territory but also a comparison between one Territory and another, especially when they are administered by different metropolitan Governments.

123. Although practically all Non-Self-Governing Territories underwent transformations in the post-war period, not all were equally affected. While in some the use of the mass communication media under review remained essentially the same or made little progress, in others these media developed considerably and were increasingly used. With only a few exceptions, however, mass communication media progressed quantitatively: more newspapers and periodicals were published, circulation figures increased, more radio stations went on the air, the number of broadcasting hours and receiving sets went up, a greater number of cinema seats were at the disposal of the public, and there was an increase in the number of cinema vans for rural areas and the number of films produced locally.

124. In most cases the sources consulted did not contain specific information on the opinion-forming and attitude changing qualities of the newspapers and periodicals published, the radio programmes broadcast and the films screened. In so far as the press is concerned, reports usually refrained from commenting on journalistic standards. On broadcasting more information was available, undoubtedly mainly due to the fact that in most Territories radio stations were government owned or controlled, which implied government responsibility for programmes. However, apart from providing some statistical data, reports generally restricted themselves to mentioning that the usual features - news, music, drama, talks, etc. - were broadcast, without giving details, for instance,

of special programmes for women, children workers, farmers and other distinct population groups. On cinema programmes, there was a general complaint that films belonged almost without exception to the lowest class of cinematographic production.

125. Creditable efforts have been made in the field of professional training. Journalists are sent abroad for study courses with reputable newspapers and in some Territories and regions journalist training courses have been organized. Broadcasting stations in the metropolitan countries assisted colleagues in the Territories with staff, technical advice and transcriptions, and provided training facilities on their premises (for instance, the British Broadcasting Corporation for United Kingdom Territories, the Studio-Ecole of the Société de Radiodiffusion de la France d'Outre Mer (Scorafom) for the French ones). Training in the production of films and other audio-visual aids was carried out in the administering countries with well-established production companies, locally with such companies or with newly formed territorial production units, and at specially arranged film "schools". All this, however, can only be considered as the first step; many more must follow before the over-all standard of the mass communication media has risen to a level where they can render adequate services to the Territories which are in the process of rapid changes.

A. Press

126. From a purely statistical point of view the progress made in the field of the press has been considerable, especially in the African region. In comparing the situation at the beginning and at the end of the period under review there has not only been an increase in the number of newspapers and periodicals published, but also in the number of languages, often vernacular, in which these publications are issued. There are, however, several obstacles to the further development of the press. There is in the first instance the problem of wide-spread illiteracy, which, in some Territories, embraces more than 90 per cent of the population. The press can only expand in a society in which illiteracy has been eradicated or reduced to only a small minority of the population. The growth of the territorial press, therefore, is closely connected with a reduction in illiteracy.

127. A second obstacle is the often low journalistic standard of the publications. By vastly increasing the number of fellowships for study abroad and the number of local training courses, by establishing a chair in journalism at territorial universities, and similar measures, it may be possible to raise the level of journalism.

128. The third obstacle to a sound development of the press is the shortage of newsprint and the frequently obsolete printing machines.

B. Radio

129. Of all the mass communication media broadcasting has made the most spectacular headway during the period. There were only very few Territories which, in 1956, had no direct broadcasting or re-diffusion facilities of their own and in most others such facilities have increased considerably in power and in transmission time, while the number of individually owned receiving sets has multiplied several times. In some cases great efforts have been made to instal at strategic points in the Territory community receivers for reaching with specially designed programmes those parts of the population which were deprived of individual listening facilities.

130. Uniformity in reporting on broadcasting services in Non-Self-Governing Territories may be obtained. The Information Department of the Colonial Office of the United Kingdom may be quoted as an example. Its yearly publication Handbook on Broadcasting Services in the Colonies, etc. gives useful statistical current and background information. To this should be added information on special experiments in broadcasting and particularly on their results, on audience research (which, for instance, was successfully carried out in Nigeria during most of the period under review), on the establishment and maintenance of listener groups, on the ratio of receiving sets in urban and rural areas, and similar subjects. Only with all this information available can progress be measured and properly evaluated.

C. Cinema

131. On the whole, people in Non-Self-Governing Territories are being served increasingly well with cinema entertainment: new cinemas are being built, the seating capacity has been increased and a considerable number of mobile cinemas, both commercial and governmental, have been put into operation.

132. Governments have tried in two different ways to improve cinema programmes. In some Territories (for instance, Hong Kong and Singapore) legislation requires that a certain percentage of screening time be devoted to films of certain origin which are considered to be of better quality than those normally put on the programme. In other Territories the local production of films has been undertaken with on the whole, remarkable results, not only in so far as their quality was concerned, but also with regard to the response they have evoked, both within the Territory and elsewhere. Although film production is an expensive venture, the results obtained in the Federation of Malaya, several territories under United Kingdom administration in Africa and in Puerto Rico have proved that cinema production could be a successful enterprise.
