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**PACIFIC ISLANDS TELEVISION SURVEY  
REPORT 2002**

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## Foreword<sup>1</sup>

*“Culture takes diverse forms across time and space. This diversity is embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind as biodiversity is for nature. In this sense, it is the common heritage of humanity and should be recognized and affirmed for the benefit of present and future generations.” (UNESCO’s Universal Declaration on Cultural Diversity, Article 1.)*

The media industry and the new information and communication technologies (ICTs) are transforming the perceptions and lifestyles of millions of people around the world.

In this context, it is essential to understand the existing socio-economic and cultural patterns underlying the creation and distribution of the enormous volume of entertainment, education and information content that is produced to cater to the demand from television, radio, print, the Internet and other media channels.

The noticeable trends are the top-down flow of content from economically and socially powerful groups to less privileged and disadvantaged groups; from the bigger and richer countries and media houses to the smaller and poorer countries and networks. The impact of these media is changing concepts of identity and the social bonds within communities and cultures, often at the cost of local cultural expression.

The creation and dissemination of local content reflecting the values and experience of local communities is necessary for the preservation of cultural diversity. Cultural identity and expression will, in turn, foster equitable development of all sections of humanity.

During the last few years there has been a growing recognition of the need to generate local content and make it available through new and traditional media in order to empower communities and lead them to an inclusive knowledge society.

Local content is the expression and communication of a community’s locally owned and adapted knowledge and experience that is relevant to the community’s situation. The process of creating and disseminating local content provides opportunities for members of the community to interact with each other, expressing their own ideas, knowledge and culture in their own language. It is also important in

- promoting the expression of cultural and linguistic diversity through communication and information
- contributing to building an inclusive knowledge society, where disadvantaged communities may fully participate
- promoting educational and developmental goals
- providing a cultural dimension to international cooperation efforts
- improving inter-cultural communication and understanding and creating an enabling environment for democratic dialogue, and in
- promoting a free and better balanced flow of information and freedom of expression.

The lack of local content is evident across all media and information channels. One needs only to spend a few minutes in front of a television or computer screen to notice the overwhelming

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<sup>1</sup> Source :  
UNESCO’s Programme for Creative Content : Supporting creativity and innovation in local content production for television, radio and new media

presence of content coming from non-local sources, reflecting language, values and lifestyles which are often vastly different from those of the community “consuming” the content.

Obviously, the agencies that ‘push’ non-local content have more resources than those producing and disseminating it. Globally seen, with a few exceptions, most formal content ‘channels’ help to push ‘external’ content into local communities. Efforts to distribute local content to global networks face an uphill struggle.

It is important to note here that, while the potential of new ICTs for sharing and exchanging local content is impressive, in many cases the ‘new’ technologies are still tape recorders, radio, television, newspapers, or telephones. ICTs and the Internet are still a small - even if a very important - percentage of the ‘toolkit’ used to create and communicate local content.

While the importance of local content has often been raised in many national and international meetings, concrete initiatives in this area are scarce. For example, many content initiatives using ICTs base mainly on offering external content for local communities. In other words, they mainly provide ‘access’ to other people’s knowledge.

Content does not flow of its own accord; it needs owners or originators with the motivation to create, adapt or exchange it. It is not possible to achieve significant level of local content creation unless its importance is widely recognized on all levels of the society including the policy-making, which can have a major impact, for example, on the training available for content creators; support available for content production; and support to the content distribution.

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This survey now in hand is follow up to the regional TV meeting “Pacific TV in the New Millennium” of October 2001. Its focus is therefore on the local content of the Pacific Television channels, which presently are a major content providers in the Pacific Islands societies. (The recommendations of the TV meeting are attached in the Appendix.)

The survey was conducted by Mr James Bentley for the UNESCO Office for the Pacific States. Mr Bentley is a former UNESCO Communication Adviser in the Pacific and Asia. He is presently the Chairperson of the Communication Committee of the Fiji National Commission for UNESCO.

20 February 2003

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## **Introduction**

The main purposes of the survey, conducted from July to October, 2002, were to acquire updated information on the penetration of television broadcasting in the Pacific islands region, the status of the television broadcasting organizations in the island countries and to assess the development of local television programme production by Pacific islanders for Pacific island television organizations and viewers.

The required information would have been more efficiently acquired by travelling to each of the island countries in which television exists but as this was not possible at the time, the survey was conducted by questionnaire. A two page document entitled, UNESCO PACIFIC ISLAND TELEVISION SURVEY QUESTIONNAIRE was dispatched by email and facsimile to 24 television broadcasting organizations in 19 Pacific island countries. Questionnaires were returned (at very slow pace) by 16 countries and information from two countries was obtained by telephone and reference texts. This means that basic information on 18 countries was acquired.

The Questionnaires were sent to American Samoa, Cook Islands, Fiji Islands, Federated States of Micronesia (FSM), French Polynesia, Guam, Marshall Islands, Nauru, New Caledonia, Niue Island, Northern Mariana Islands, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu and Wallis and Futuna.

The last television broadcasting survey carried out by UNESCO was conducted under the Pacific Television Survey Project (PACTEL) in 1993. Funded by UNESCO's International Programme for the Development of Communication (IPDC) the project was implemented by the UNESCO Regional Communication Adviser based in Apia, in cooperation with the Asia-Pacific Broadcasting Union (ABU) and the then South Pacific Commission (SPC) Regional Media Centre. The PACTEL project surveys were conducted by three, three-man missions to Melanesia, Micronesia and Polynesia.

### **Penetration of Television Broadcasting in the Pacific Islands Region**

Television broadcasting currently exists in 19 of the 22 island countries widely dispersed over the vast expanses of ocean in the Melanesian, Micronesian and Polynesian sectors of the Pacific Region.

This level of media organization establishment represents a regional penetration factor of 86 percent, which occurred over a period of 40 years commencing with the first introduction of television broadcasting to the United States Territory of Guam in 1956 and ending with the most recent introduction of the medium to Tuvalu in 1996.

An important feature of all but one of the television broadcasting services is that they were introduced more for entertainment purposes rather than for development or educational purposes. The exception was American Samoa in 1964 when the military administration of the Government of USA established 8 channels of television broadcasting beamed to school children in classrooms all around the country in answer to an acute shortage of local primary and secondary school teachers.

The following Pacific island countries have television broadcasting either by terrestrial transmission or cable transmission. They are listed in order of introduction of the medium.

- (1) Guam – 1956 – terrestrial and cable transmission.
- (2) American Samoa – 1964 – terrestrial transmission.
- (3) French Polynesia – 1965 – terrestrial and cable transmission.
- (4) New Caledonia – 1965 – terrestrial and cable transmission.
- (5) Northern Mariana Islands – 1970 – cable transmission.
- (6) Palau – 1974 – terrestrial and cable transmission.
- (7) Federated States of Micronesia – Chuuk 1975; Yap 1979; Pohnpei 1984; Kosrae ? terrestrial and cable transmission.
- (8) Wallis and Futuna – 1975 – terrestrial transmission.
- (9) Marshall Islands – 1976 – cable transmission.
- (10) Tonga – 1984 – terrestrial transmission.
- (11) Niue Island – 1986 – terrestrial transmission.
- (12) Papua New Guinea – 1986 – terrestrial and cable transmission.
- (13) Cook Islands – 1989 – terrestrial transmission.
- (14) Nauru – 1991 – terrestrial transmission.
- (15) Fiji Islands – 1991 – terrestrial transmission.
- (16) Solomon Islands – 1992 – terrestrial transmission.
- (17) Vanuatu – 1992 – terrestrial transmission.
- (18) Samoa – 1993 – terrestrial transmission.
- (19) Tuvalu – 1996 – terrestrial transmission.

There are three Pacific island countries which currently do not possess television broadcasting.

- (20) Republic of Kiribati
- (21) Pitcairn Island (British Colony)
- (22) Tokelau (New Zealand Territory).

Characteristic of Pacific island television broadcasting organizations are the small-scale systems which service the centres of population in and around urban areas. The existing technology is nearly all analogue with miniature studio production equipment and low power transmission systems. A number of TV stations are using digital production equipment but there is little evidence that the transfer to Digital Broadcasting transmission systems has been contemplated in the region at national or at organizational level nor the implications seriously considered at practical level.

The development towards Digital Broadcasting Systems was not mentioned in any of the returned survey questionnaires. It seems, therefore, that most concerned people and most television organizations are not in the process of preparing for the transfer to digital transmission technology. However at a recent UNESCO regional meeting of radio and television broadcasters, it was apparent that the Solomon Islands Broadcasting Corporation (SIBC) has converted most of its radio studio systems to digital technology and that the Tonga Broadcasting Commission and Fiji TV Ltd have equipped their small scale television production and on-air studios with digital systems.

In view of the current situation and analogue status of most television organization systems, there is a large need to create awareness among Pacific region television executives and practitioners concerning the implications of the imminent transfer to digital broadcasting systems worldwide. This applies equally to the conversion of production and transmissions systems. In addition the situation implies that considerable development of

human resources as well as television programming would be desirable prior to leap-frogging into the digital broadcasting dimension.

### **Television Programming**

The programming of a television broadcasting system in the Pacific islands region is as simple as “playing back” imported videotapes on-air or “patching in” and relaying satellite television signals received from abroad.

Foreign entertainment material such as feature movies, popular series, documentaries etc. pre-recorded off-air in the USA, complete with commercials, weather bulletins and announcements, are air-freighted to many Pacific islands for the purpose of programming local television transmissions. Eye-catching large size satellite dishes are shipped-in in containers and assembled at their island destinations. These technological symbols facilitate reception of television signals from foreign sources for programming local transmissions.

Most of the foreign television programme material being conveyed by the Pacific air-waves and occupying the island viewer’s time and attention is produced in USA, UK, France, Australia and New Zealand. Programmes made in Japan, Singapore, Korea, Israel, India, Philippines and China are also on the schedule. Typically, the bulk of Pacific island television transmissions contain foreign programming ranging from 80 to 100 percent. The main providers of this programming exist or former colonial powers in the region.

12 of the 18 television organizations included in the survey, indicated that their foreign programming content was 80-100 percent. 2 organizations indicated that 70 percent of their transmissions were of foreign origin and 3 indicated foreign content of 45-55 percent. Only 1 indicated foreign content as low as 15 percent.

In the 1993 UNESCO PACTEL television survey, authorities were eager to indicate that the use of their television systems to support local education and development efforts was highly desirable. After nearly a decade, however, there is very little indication of policies or programming in this direction as foreign entertainment programmes continue to dominate transmissions and as locally produced television programmes are at a particularly low level across the region.

In 13 (or 72%) of the 18 Pacific island countries in the survey, local television programme production ranges from “zero” to 20 percent. In one of the countries the level is stated as 23 percent. One other country claims a 30 percent level of local programming. The remaining three have higher levels of local programming. They are Tonga-TV 45 %, Papua New Guinea’s EMTV 45% and the Tuvalu Media Corporation 85%. In the case of EMTV this indicates changes in company policy over the last decade. In the case of Tonga-TV this indicates a deliberate corporate plan as the organization commenced operations in 2001. In the case of Tuvalu Media Corporation, it should be noted that overall transmissions number only 3-5 hours per week.

Ownership of the television broadcasting organizations is still largely in the hands of governments. Of the 18 surveyed, 13 are operated directly by governments or through government corporations. This may relate to the desire to control media content, but may also be a factor relating to the slow pace of development of the medium in terms of local

programming policy, human resources, technical infrastructure and service area. 5 of the television organizations are under the ownership of private enterprise with indications that they are in the television business expressly to make a profit rather than for developmental, educational or cultural considerations.

Transmission hours of the various Pacific island television organizations range from 3 hours per week to 168 hours per week. Of the 18 surveyed, 12 are on-the-air for 112 or more hours per week. 4 of the 12 are on-the-air for 24 hours per day or 168 hours per week. Daily transmission hours are as follows. Fiji-TV 24 hrs; Tahiti Nui TV – 18 hrs; Community TV Fiji – av 7 hrs; Wallis and Futuna 18 hrs; KVZK-TV American Samoa 18 hrs; Cook Islands av 22; Niue Island 6 hrs; Guam KGTF 18 hrs; TV Tonga 6 hrs; PNG – EMTV 20 hrs; French Polynesia RFO 20 hrs; Marshall Is 24 hrs; Tuvalu Media Corp 1 hr; Televis Samoa av 12 hrs; Solomon Is 16 hrs; Palau 24 hrs; Nauru TV 24 hours; FSM 24 hrs.

Despite the mostly small populations and limited economies of the region, many of the Pacific island countries are close to television saturation point. The long television transmission hours indicate that the medium is very popular and that the general public is willing to meet the costs of being entertained through television. The availability of television transmissions on a 24-hour basis indicates that many members of Pacific communities spend long and odd hours viewing the medium.

Long on-air transmission times also imply very large programming requirements. This factor relates to the widespread use of low-cost off-air videotaped foreign programming and the popularity of relaying foreign satellite television transmissions.

### **What About the Future of Pacific Islands Television**

In this new millennium the future of Pacific islands television broadcasting offers interesting and perplexing considerations and possibilities.

Firstly there is the dire need for accelerated development in the current analogue television dimension in terms of national television policies, human resources, local programme production capacities, production studio and transmission technical infrastructures and planning to meet the service area needs of growing island populations in both urban and rural situations.

Then there is the added dimension of transfer or conversion to the newly developed technology of Digital Broadcasting systems, which will eventually affect all electronic media systems of the world. Will Digital Broadcasting be phased-in or leap-frogged into each country?

Over the next decade there is likely to be a period of analogue stagnation while the national authorities and other owners of Pacific television broadcasting systems contemplate their future stages of development and consider the options open to them in the process of conversion from analogue to digital broadcasting.

It would be desirable if the Pacific island countries entered a “Dimension of Television Development” lasting for 5-10 years in an attempt to improve the status of all areas of television broadcasting in the 19 Pacific island countries which possess the medium.

This “Dimension of Television Development”(DTD) would consist of a period of accelerated training and associated project activities to cover all the development areas necessary to enhance the capacities and performance of Pacific island television organizations.

The Dimension of Television Development could be emphasized by UNESCO and other international and regional agencies with an interest in media development. Each agency could plan its development efforts in support of the DTD objectives and implement programmes of activities in cooperative association.

Critically important consultations, decisions and plans will need to be made in the near future by Pacific island government television broadcasting owners, Pacific island private sector television broadcasting company owners, Pacific island private sector television production houses and media practitioners of all sectors of the industry. This is the stage when television executives and owners have a great deal to think about in a professionally serious fashion in order not to continue to promote and support a largely one way inward flow of information reflecting foreign social and cultural values via global media systems.

Problems and constraints will occur along the way. But well planned professional elements of the Dimension of Television Development, can cater for both the upgrading of Pacific island television broadcasting human resource capacities alongside the transition to Digital Broadcasting. In other words the proposed activities would be designed to increase and enhance professionalism as well as promote the acquisition of skills and expertise to increase the production of local television programmes alongside the conversion to digital broadcasting. Strategies to utilize local television programming to assist community education, community development and community entertainment efforts would be an important component of all programmes.

With these modalities in place, there is possibility of the development of an adequate level of local programme production to create a local/foreign balance of programming in transmissions and the emergence of a professionally oriented Pacific style of television broadcasting.

## **COUNTRY INFORMATION**

### **1. American Samoa**

#### **Television in American Samoa**

Currently television in this United States territory situated in eastern Samoa consists of two government owned NTSC channels broadcasting for eighteen hours per day.

Each channel, operated by Pago Pago based KVZK-TV, has 18 kilowatts of radiated power. The service area is said to cover 95 percent of the population 90 percent of whom reside on the island of Tutuila, where the capital Pago Pago is located.

Sixty percent of programming is from the American mainland with 40 percent produced locally in the KVZK-TV studios by local personnel. Mainland USA programming is



provided by PBS, AFTRS, CNN and ABC (US) and includes news, feature movies, popular series and documentaries. Locally produced programmes cover news, current affairs, documentaries, children's programmes, religious offerings and national events. Daily transmission hours are from 6 am to 12 midnight.

### **Background**

When television broadcasting was introduced to the United States territory of American Samoa in 1964, the project created considerable local and international interest in the use of the medium as an educational tool. The infrastructure, known as KVZK-TV, was created under the United States military administration which governed the territory after World War 2 annexation.

In answer to an acute shortage of primary and secondary school teachers eight channels of television broadcasting were established, one for each educational level catered for. Television receivers were placed in school classrooms and programmes, produced by imported American mainland television production teams, were beamed to the Samoan children under the supervision of mostly local tutors.

Upon establishment KVZK-TV employed approximately 500 mainland Americans to staff their teaching-by-television establishment. Some of the junior positions were filled locally by Samoans who understudied their counterparts. The first local producer was named in 1968.

In the early seventies the scheme was considered a failure for various reasons and gradually phased out. By 1974 the teaching-by-television broadcasting was abandoned and the number of transmissions reduced from eight to three with Channels 2, 4 and 5 remaining on the air. A reduction in mainland staff commenced and the first local was sent to the USA mainland for training to takeover operations. In 1979 the first local General Manager was appointed. In 1991 Channel 5 received serious hurricane damage and rendered unserviceable.

Channels 2 and 4 continue to serve the American Samoans with transmissions comprised of 60 percent mainland USA and 40 percent locally produced programming.

## **2. Cook Islands**

### **Television in the Cook Islands**

The television broadcasting service in the Cook Islands is operated by a private company, Elijah Communications, which purchased Cook Islands Television (and Radio Cook Islands) in April, 1997. Formerly owned and operated by government, the Cook Islands Broadcasting Corporation (CIBC) was privatized in 1996.

Cook Islands Television operates PAL standard television transmissions for the Polynesian people of the island of Rarotonga, where the seat of government is located. Programming is largely foreign with 90 percent of overall transmissions provided by Australia and New Zealand sources. International offerings include news, feature movies, popular series and documentaries. Occasional documentaries and daily news bulletins make up the 10 percent local content in programming.

The organization employs a total of 9 staff members eight of whom are in production and operations. Daily television transmission hours total 22, including a daytime relay of satellite delivered programming from French Polynesia. Production videotape formats are S-VHS and DVC-PRO.

When the present owners purchased the Cook Islands Broadcasting Corporation, the delayed replay of Rarotonga television programming to several outer island centres was excluded from regular operations. As a result the local transmission facilities on Aitutaki and Mangaia now relay ABC–Asia Pacific programming delivered by satellite from Australia. For the residents of Mitiaro, arrangements were made for a programming mix including the Cartoon Network Channel, Cable Network News (CNN) and Turner Classic Movies (TCM) via a 1.8 metre satellite dish receiving system. Reportedly, similar arrangements will eventually provide foreign television programming to other inhabited outer island communities.

### **Background**

Television broadcasting came to Rarotonga in the Cook Islands on Christmas Day 1989. A “gift” to the people from the government of the day, so to speak, to meet a political campaign promise. The introduction of the medium was accompanied by a levy. An income tax increase of 2 percent to cover the costs of operating the service. This level of funding, however, was short-lived as the recurrent television broadcasting budget was reduced to the equivalent of half the planned development figure in order to also establish and fund a national culture centre.

The initial television technical infrastructure was government funded and contracted to Television New Zealand for installation. Studio production facilities, consisting of a single production studio, editing suite, on-air continuity suite and satellite TVRO, were established under the Cook Islands Broadcasting Corporation. Transmission facilities were placed under the care of Cook Islands Telecom for technical maintenance purposes. A total of nine low power transmitters were installed to relay the Avarua originated programme signals to the coastal areas of the capital island of Rarotonga where fifty percent of the total Cook Islands population reside.

The bulk of programming of the Cook Islands Television service was originally supplied by Television New Zealand under exclusive contract. Foreign programme material made up 90 percent of transmissions and consisted mainly of American, New Zealand and occasional British productions. New Zealand news was relayed via a receive-only satellite system, as were occasional international sports broadcasts. Local programme content in transmissions consisted of local news, current affairs and culture programmes. 20 fulltime and 4 part-time staff members were employed by the government owned corporation.

With the television tax levy applicable to all citizens, there was pressure to extend the television medium to all 12 of the inhabited Cook Islands. A plan, to introduce a 24 hours delayed replay of programmes prerecorded on videotape off-air in Rarotonga and dispatched to the outer islands by airfreight, was put in place. With the introduction of television to Rarotonga considered the first phase, the second phase involved Aitutaki the second most populous island where videotape replay equipment and a television transmitter were installed in 1990. Similar equipment installations at Mauke and Manihiki constituted the third phase in 1992 with planned fourth and subsequent phases to extend television transmissions to Atiu, Mitiaro, Mangaia, Penrhyn, Pukapuka and other islands.

However in 1996, prior to the completion of the outer islands coverage, Cook Islands Television was privatized by sale to staff members who conducted operations with considerable difficulty for a year. Heavily in debt and on the verge of bankruptcy, the organization was resold in April 1997, to Elijah Communications, a company with religious connections. After reorganization under a local manager, this company has had considerable success with operating the television and radio broadcasting services and has introduced an additional newspaper to the Cook Islands print media scene.

### 3. **Fiji Islands**

#### **Television in the Fiji Islands**

Television in the Fiji Islands is operated by Fiji TV Ltd, a locally owned public company controlled by a Board of Directors made up of local professionals and businessmen. Fiji TV shares are traded on the South Pacific Stock Exchange.

Fiji TV Ltd currently operates a commercial free-to-air channel known as Fiji One and three pay-television channels – Sky Plus (in English/some advertising), Sky Entertainment (mainly in Hindi) and Sky Sports (mainly English, with some Chinese and Japanese). The Fiji One service area covers an estimated 83 percent of the population of 800,000 but the Pay-TV service is confined to the main centres of population on the main island of Viti Levu.

All Fiji TV transmissions are in the PAL standard. Information acquired from the organization states that Fiji One transmission hours are 3.30 pm to 10.30 pm Monday to Friday and noon to 10.30 pm Saturday and Sunday. A total of 56 hours per week (7hrs per day Mon-Fri and 10.5 hrs per day Sat-Sun). During “non Fiji One hours” satellite relays of China Central TV (CCTV) or ABC Asia-Pacific are broadcast. Thus Fiji One carries programming for 24 hours per day as do the three pay-tv channels Sky-Plus, Sky Entertainment and Sky Sports.

The total number of hours of Fiji TV transmissions per week for all four channels is 168 hours (ie 7 days x 24 hrs). Foreign programming includes news, feature movies, popular series and documentaries. Locally produced programming includes news, current affairs, documentaries, as well as quiz, religious, and children’s programmes.

30 percent of “Fiji One” programming is said to be locally produced. The total number of hours of locally produced programmes each week is therefore 30% of 56 hrs = 16.8 hrs or an average of 2.28 hours per day. In comparison Fiji One Foreign programming totals 39.2 hours per week or an average of 5.6 hours per day.

Fiji One has taken over production (from the Ministry of Information) of its daily half hour news bulletin. The Ministry of Information Film and Television Unit continues to provide weekly programmes in Fijian and Hindi.

Several years ago a television broadcasting license was granted to an organization known as Community Television (CTV) based at Nadi in the northwest of Fiji’s large island, Viti Levu. CTV is owned by an Australian husband and wife team who organize their broadcasting system through local volunteers. The owners state that CTV is a “charitable

trust” but they pay a license fee to government in order to operate. CTV, which operates from an adapted residence, provides low power PAL transmissions to the community in and around Nadi town and Lautoka city. Fiji’s main international airport is located close to Nadi but both Nadi and Lautoka are main centres of population in the sugar producing belt of Viti Levu.

CTV broadcasts a variety of programming through a combination of videotape replay and live studio modalities. Local programming is made up of current affairs, documentaries, religious items, children’s programmes and community issues. Foreign programming includes pre-recorded documentaries from Australia, Japan, UK, NZ, USA and Japan. Local programming, largely in the live studio mode, make up 70 percent of transmissions. Thirty percent of transmissions are of foreign origin.

### **Background**

The first television broadcasts in Fiji were conducted by Television New Zealand personnel when the Fiji Government granted a license, on a temporary basis, in 1991 to cover the World Cup Rugby competition.

These “temporary “ PAL standard transmissions were a great draw-card which turned the demonstration of television broadcasting into a longer-term operation and then eventually a permanent service. Once the public of Suva and surrounding areas had had a “taste of television” taking the signals off-the-air was out of the question. Transmissions continued with programming provided under contract by TVNZ. Consultations concerning establishment of the medium with other organizations were discontinued.

The granting of a permanent license to “Fiji One” in 1992 motivated the expansion of the locally owned, TVNZ managed, television service. Transmissions were extended from Suva to Nausori and Navua in the south and then to the western division areas surrounding Nadi, Sabeto Lautoka and Ba. In phases the service was further extended to all of Viti Levu and to Labasa and environs on the island of Vanua Levu.

The current service area stated by Fiji One is 83 percent of the population.

Programming for Fiji One was mainly purchased from TVNZ under contract and included productions mainly from the USA, with occasional items from the UK, Australia and New Zealand. The programmes were recorded off-air in New Zealand and air-freighted to Suva. Initially local components of Fiji One transmissions included a daily news bulletin and occasional local documentaries produced by the Ministry of Information’s Fiji National Video Centre (FNVC).

## **4 Federated States of Micronesia**

### **Television in the Federated States of Micronesia**

Television broadcasting in the Federated States of Micronesia (FSM) requires separate consideration of each of the four states into which the country is divided. They are Yap, Chuuk, Pohnpei and Kosrae. (Chuuk was formerly known as Truk and Yap is also known as Waab.) The seat of government is located on Pohnpei.

FSM has a total land area of about 700 square kilometres, a population of around 95,000 and occupies a large expanse of ocean in the north Pacific measuring 2,500 kilometres from west to east.

Television broadcasting was introduced to the Federated States of Micronesia in 1975 on the island of Moen in Chuuk State by a businessman and former state governor. In 1979 Yap State received its introduction to the medium in a rather famous case and the capital state, Pohnpei, was introduced to television broadcasting by a businessman, Mr Bernard Elgenberger, in 1984. More than a decade later the residents of Kosrae State were to experience the medium in their state.

Currently Chuuk and Pohnpei states remain under private ownership with Yap and Kosrae states under government ownership.

The television broadcasting organizations in Chuuk, Kosrae, Pohnpei and Yap states have all made the transition to multi-channel fee cable services each bearing ICTV (Island Cable Television) in the organization title. Chuuk-ICTV, Kosrae-ICTV, Pohnpei-ICTV and Yap-ICTV.

Their service areas in terms of population outreach are Chuuk – 25 percent; Kosrae – 85 percent, Pohnpei – 25 percent and Yap – 40 percent. Television transmissions in the four states carry 95 percent foreign or imported programming with 5 percent locally produced religious and news items. Programming is mainly by videotape replay and satellite transmission from USA, Australia, China and Japan. Television transmission hours vary from 10 hours per day in Chuuk, to 15-18 hours per day in Yap and 24 hours per day in Kosrae and Pohnpei.

## **Background**

### **Yap State**

Television broadcasting was introduced to Yap State in 1979 by an American administrator in a government department called the Trust Territory Land Commission. It consisted of a low power 25 watt, NTSC transmission known as WAAB-TV which became famous for its establishment as a “quick manoeuvre” without prior discussion with or consideration of the local people.

Programming consisted mainly of videotaped American programmes recorded off-air in California and played back several weeks later complete with advertising, weather bulletins and other USA mainland items of information. A rather basic weekly local news programme of 20 - 30 minutes was broadcast initially but had to be discontinued when the government administrator returned to USA.

Administratively WAAB-TV (and the radio service) are now under the Director of Youth and Civic Affairs. In 1990 the transmitter power was increased to 100 watts and transmissions were on-air from 1.30pm to 11.30 pm. Programming continued to be acquired from off-air sources in San Francisco funded by the government and augmented by an occasional local news magazine or short documentary produced in cooperation with a Japanese volunteer.

### **Chuuk State**

A businessman and former State Governor introduced television broadcasting to Chuuk (Truk) State in 1975 providing programming recorded off-air in the USA for transmission on Moen Island on the edge of the famous Truk Lagoon.

The service was short-lived, however, as eighteen months later, in 1977, it was discontinued reportedly because of its inability to generate sufficient income.

In 1993 when a UNESCO team visited Chuuk, the state was without a television broadcasting service for its population of 10,500 people. However, there was wide-spread use of videotape recordings and established videotape libraries of United States movies and television programmes for public hire.

### **Pohnpei State**

In 1984 a local businessman, Mr Bernard Elgenberger, introduced television broadcasting to the FSM capital state, Pohnpei. Originally a terrestrial system operating on Channel 7, the company converted in 1991 to a cable distribution system known as ICTV – Island Cable Television.

In 1989 a second privately owned television broadcasting system, Pohnpei Television, was established. Pohnpei Television provided four transmitted channels of programming in competition to the single Channel 7 transmission thus prompting the development of the multi-channel ICTV.

ICTV commenced as a subscription service offering eight channels, five carrying USA videotape replay programming, one aimed at airing locally produced videotaped programmes plus CNN and ESPN received directly via satellite. The distribution network consisted of cables slung between power poles in the residential and business areas of the capital. Two other satellite channels, HBO and Disney Channel, were offered as “extras” for additional charge. ICTV set aside channel 6 in its system to encourage the transmission of locally produced programmes. However, this channel is largely unused.

Pohnpei Television also carried USA mainland videotaped programming on all of its four channels. However, it transmitted encoded signals necessitating the utilization of a decoder at the front end of customers’ receiving equipment.

In 1993 a religious organization which provided a medical service to the outer islands of Pohnpei State and operated an internal airline known as Pacific Missionary Aviation (PMA), had plans to set up yet another television broadcasting organization. Although an elaborate studio building was constructed, no further information relating to their plans to televise educational and religious programmes to the people of Pohnpei was made available.

### **Kosrae State**

When UNESCO conducted its television survey of the Federated States of Micronesia in 1993, Kosrae State was without a television broadcasting service. As was the case in other Pacific islands, videotape recorded television programmes were widely utilized domestically.

However, Kosrae now has its own television broadcasting system which is government owned and utilizes a cable transmission system to reach its viewers. The fee cable service is operated by Kosrae Island Cable TV which carries 90 percent foreign programming via videotape replay and satellite relay from USA, Australia, China and Japan. Local programming is rated at 10 percent and includes mainly religious items.

## 5. **French Polynesia**

Two questionnaires were returned by French Polynesian television organizations, Tahiti Nui Television and RFO Polynesie.

### **Tahiti Nui Television**

Tahiti Nui Television has the unique status of joint ownership by the Government and private enterprise. It is located in Papeete, French Polynesia, is on-the-air for 18 hours per day and operates with a complement of 48 staff members including 20 production and journalism personnel.

Tahiti Nui Television transmissions reach 100 percent of the population of French Polynesia. The organization is categorized, commercial free-to-air. Foreign programming content, obtained from France, Canada and USA, is 70 percent with local programming at a level of 30 percent.

Foreign programming includes news, feature movies, popular series and documentaries while locally produced programmes cover news, current affairs, documentaries as well as religious and children's items.

Tahiti Nui Television has a videotape library of 500 titles and is willing to enter into exchange arrangements with other countries in the region. The SECAM standard is used for transmissions and PAL is used for production purposes. The organizations utilizes the DVC-Pro videotape format.

### **RFO Polynesie**

RFO Polynesie is also located in Tahiti and is a television broadcasting organization wholly owned by the Government and supported by license fees for its public service operations.

Transmission hours total 22 per day with 85 percent foreign programming content and 15 percent local content. Programmes are imported from France, UK, US and Germany and are mostly popular series and documentaries. Programmes produced locally cover news, current affairs, documentaries, religious topics and children's items.

RFO Polynesie has an extensive videotape library of 125,000 titles and utilizes the DVC-Pro videotape format. The organization utilizes the SECAM television standard for transmissions and the PAL standard for production purposes. RFO Polynesie is adequately staffed with a total of 200 employees.

## 6. **Guam**

### **Television Broadcasting in Guam**

The only television organization in Guam to provide information in the recent survey was KGTF-TV the Guam Educational Television Corporation.

KGTF-TV is a government owned corporation providing a public service television broadcasting operation with an outreach to 80 percent of the population of Guam. It is governed by a Board of Directors and receives the bulk of its programming from Public Broadcasting Service (PBS) of the USA mainland.

KGTF-TV's 6 kilowatt, NTSC transmission is on-the-air for a total of 18 hours per day or 126 hours per week. The organization operates with a total of 20 staff members 9 of whom are production personnel, 2 operational, 4 management and 5 other categories. As a public service broadcaster of USA PBS programming, KGTF-TV broadcasts more than 90 percent imported programming. It does, however, produce 8 hours of local programmes per week equivalent to 6 percent.

### **Background**

When the UNESCO survey team visited Guam in 1993 there were four television services in operation. Three were terrestrial television broadcasters, KUAM-TV, KGTF-TV and KGTM-TV and the fourth, Guam Cable Television, offered a multi-channel fee cable system to residents.

As Guam was an enroute stop over, only one television organization was visited, KGTF-TV the public television broadcaster. This organization was established in 1970 to provide educational, cultural and entertainment programming. KGTF-TV was associated with the United States Public Broadcasting Service (PBS) therefore a non-commercial service receiving federal grants from the USA.

As Guam is a territory of the United States of America, it is host to three military bases representing the airforce and navy. Its approximately 30,000 servicemen therefore are provided radio and television services by the Armed Forces Radio and Television Service (AFRTS).

7. **Kiribati** (No television broadcasting)

8. **Marshall Islands**

### **Television Broadcasting in the Marshall Islands**

Currently, television broadcasting in Majuro, the capital of the Marshall Islands, is operated by the privately owned Marshall's Broadcasting Company.

This company offers a single-channel, NTSC, fee-cable service to the residents and business houses of Majuro. Programming is via videotape replay and satellite relay mainly from the United States but also from the Philippines, China and Japan. Local programming is around 10 percent consisting mainly of religious broadcasts.

Kwajelein Atoll in the Marshall Islands is the location of a United States Missile Base and the military personnel there are serviced by the Armed Forces Radio and Television Service (AFTRS). Therefore Kwajelein is the centre of a second television broadcasting service which also is receivable in neighbouring Ebeye island.

### **Background**

Television broadcasting came to the capital of the Marshall Islands, Majuro, in 1976, through a scheme by an expatriate to establish a cable system for residents. The effort was fraught with technical problems, lasted for a year, then abandoned.

In 1988 another expatriate, Brian Reimers, whose wife was employed at the Majuro Hospital, set up a 100w, NTSC television transmitter and offered a free videotape playback



service to anyone who could receive his signal. He called his service Marjuro Educational Television (METV).

Mr Reimers sold his equipment in 1989 to the Alele Museum in Marjuro before returning to mainland USA. The museum continued the METV service, with considerable difficulty, repeatedly playing back video recordings they made of local traditional dancing and other cultural events. In 1993, when the UNESCO television survey team visited Marjuro, the Alele Museum television service was on the brink of collapse because of technical difficulties, financial constraints and lack of media expertise.

In association with the United States military base at Kwajelein Atoll another television service exists in the Marshall Islands. The American Armed Forces Radio and Television Service provides electronic media services to their personnel at Kwajelein which has been a USA Pacific Missiles Range since 1961. The AFTRS transmissions are also available to the people living on nearby Ebeye many of whom are workers at the Kwajelein military base.

The Kwajelein lagoon is well known as the Pacific target point of missiles launched in test mode from the United States mainland.

## 9 Nauru

### Television Broadcasting in Nauru

The national media of the Republic of Nauru have been centralized under one umbrella organization, the Nauru Media Bureau (NMB). This government organization now embraces Nauru Television (NTV), Radio Nauru and the Nauru Bulletin newsletter. The Nauru Media Bureau has a total of 32 personnel, encompassing management, operations and administration, with 16 members staffing the television service.

Nauru Television operates a 24 hours-per-day, PAL – B colour service transmitted free-to-air to the populous through 1x10w and 2x100w transmitters. Programming, carried simultaneously by each of the transmitters, is provided by the Australian Government with a majority of transmissions consisting of ABC Asia Pacific offerings relayed via Panamsat.

The only locally produced programme is a popular daily half-hour news bulletin produced by NTV personnel in the S-VHS format. Local news items are shot utilising three field cameras which double as studio fixtures for post production.

### Background

Television broadcasting was introduced to Nauru at a formal commissioning ceremony on 31 May, 1991. Regular transmissions were established the next day, 1 June, 1991.

The initial technical facilities were established under contract by Television New Zealand who also provided basic operational training for local personnel to enable on-air operations to commence. Original transmissions were 5 hours daily via 1x10w and 1x100w transmitter with a service area covering most of the island. Initially a fee per household was levied, but this was to prove too problematic to collect.

In addition TVNZ were contracted to provide mainly American and New Zealand television programmes through videotape copies dispatched to Nauru on Air Nauru on a

regular basis for local replay and transmission. This arrangement continued until 1995 when costs were considered too high and other programming arrangements were made with Australian and other contacts. The current arrangement with ABC Asia Pacific commenced in 2001 when the international ABC transmissions recommenced after a break of approximately a year.

### **Policy and Objectives**

Basic policy for the Nauru Television Service was prepared for the Nauru Government by TVNZ when they initially established the service. Although there have been some changes in practice the basic policy has not been amended and still stands. The original objectives were as follows.

- (1) The television service should operate 7 days a week for 5 hours per day.
- (2) The television service should be managed initially as a stand alone unit but be integrated with Radio Nauru at a later period of time.
- (3) The service should be established in a cost effective manner, consistent with the scale of the national economy; initial capital expenditure will be government funded.
- (4) The transmission system should be operated and maintained by Telecom and should cover the entire island of Nauru.
- (5) Operationally, the service should be self-funding. Options for revenue generation include encrypted subscription, license fee, advertising, government grant, utility charges.
- (6) Programming objectives were considered and proposed as follows:
  - (a) Present a programme schedule that reflects and promotes cultural, educational, community and social interest in Nauru.
  - (b) Schedule a balance of programme types (news, current affairs, documentary, sports, adult and children's comedy, drama, health, education, etc)
  - (c) Provide viewers in Nauru with an improved global information base.
  - (d) Present a daily 5-10 minute local news programme.
  - (e) Televisе major local sports and social events.
  - (f) Compile and present a weekly 15-30 minute current affairs/local interest programme, within 12 months of commissioning.
  - (g) Promote local television programme making skills.

10. **New Caledonia** (information not available)

11. **Niue Island**

### **Television in Niue**

The government owned Broadcasting Corporation of Niue (BCN) is responsible for the operation of both radio and television broadcasting to the less than two thousand residents of Niue Island. With six full-time and 3 part-time locally recruited staff, BCN is among the smallest combined radio and television broadcasting organizations in the region.

BCN operates a PAL standard television broadcasting system consisting of 3 x 100w transmission sites located strategically to cover 97 percent of the population distributed in a series of villages around the island and at the capital Alofi. Officially known as Niue Fekai, the country is geographically unique as it is made up of a single isolated island in deep ocean 500 kilometres east of Nuku'alofa, Tonga, and 1000 kilometres west of Rarotonga in the Cook Islands.

The BCN television service is on the air for a total of 42 hours per week with daily transmissions of six hours in Niuean and English. 95 percent of programming is of foreign origin and provided under contract by Television New Zealand. Transmissions include international news, feature films, popular series and documentaries. These programmes are delivered by both satellite transmission and airlifted pre-recorded videotape.

Local television productions make up 5 percent of BCN transmissions including daily news bulletins, current affairs coverage and documentaries of local interest. Despite the limited local content the effort can only be described as valiant when considering the small number of combined radio and television staff. BCN utilizes S-VHS and DV-CAM formats for local productions. Community and sports events are also broadcast occasionally.

### **Background**

The first effort to establish a television broadcasting service for the people of Niue commenced in 1986 organized by a tourist/businessman from Nevada, USA. The government approved plan was to install cable distribution systems in each of the 14 villages fed by terrestrial transmissions from the capital, Alofi. Bliss Television, named after the owner, utilized two television standards. NTSC for videotape recording and video switching and PAL for on-air transmissions. Customer charges included a fifty New Zealand dollar installation fee and a five NZ dollar weekly viewing fee.

The main television programming was obtained from the American Armed Forces Radio and Television Service (AFRTS) received via a 7 metre dish from Intelsat. This was supplemented by Nostalgia Channel black and white movie re-runs prerecorded on videotape in the USA and dispatched to Niue by air- freight.

The cable distribution systems were first installed at Alofi and over a period of three years were extended to Tamakautoga, Avatele, Hakupu, Liku, and Lekepa. However during the Lekepa extension work the company discontinued its operations and sold its assets to the government. Under advice from TV New Zealand the cable system was abandoned in favour of a terrestrial transmission system with relays to all inhabited areas of the island.

The Broadcasting Corporation of Niue was established in 1989 with responsibility for radio, television and an experimental newspaper. A 100w television transmitter was initially installed at Alofi. 10w relay transmission sites were then established at Mutulau and Anahake. A 3w transmitter was later employed to fill a blind-spot at Hikutavake.

There is no specific television policy established by the Niue Government which uses a broadcasting act to control the medium. Infrastructural development has been assisted by UNESCO and production training has been provided by the South Pacific Community (SPC) Regional Media Centre. Electronics training for the sole technical maintenance engineer was provided in New Zealand.

It is reported that the Broadcasting Corporation of Niue has plans to renew its aging television system.

## 12. Northern Mariana Islands

Information not available although it is reported that Island Cable TV operates multi-channel pay-tv systems in Rota and Saipan.

## 13. Palau

### Television in Palau

Television in Palau is currently operated by the Palau National Communication Commission (PNCC) a government owned corporation controlled by a Board of Directors nominated by the President and appointed by the Palau National Congress.

This situation has existed since 2001 when PNCC bought out a previous partner. The service is now known as Palau Island Cable TV.

During the last year Palau-ICTV has carried out plans to extend their service area from Koror and Airai to achieve nation-wide coverage. Currently programming is 100 percent of foreign origin – from USA, Hong Kong, Singapore, Korea, Japan and Philippines. It is put to air through satellite signal or videotape playback. Occasional local events are included in the line-up.

Of considerable importance to Palau-ICTV is the local production of programmes. The development of this element of television programming has been on their agenda for some time. Recently plans were activated. Training in production techniques has commenced and the purchase of suitable production equipment is in process. There are plans to produce a nightly local news bulletin and other productions to support a Palau Visitor Channel. The development of other types of programmes will follow. Despite the limited advertising potential at national level, Palau-ICTV intends to venture into commercial operations.

### Background

Television broadcasting was introduced to Palau in 1974 by a local businessman who was also a senator. Known as Walu Television, the company broadcast an encrypted signal on Channel 7 primarily covering the Koror and Airai areas. Programming was made up mainly of USA television programmes recorded on VHS videotape off-air on the mainland and air freighted to Palau. In 1993 the company was on the verge of bankruptcy.

A multi-channel cable television service, came into being in April, 1990, also primarily serving the Koror and Airai areas. Operating under the name Island Cable Television (ICTV) the company was owned by a regional investment company called United Micronesian Development Association (UMDA) in partnership with the Palau National Communications Corporation (PNCC).

ICTV offered 12 channels of television to the general public located in residential and business sections within reasonable physical distance of the cable. Programming of 7 of the channels was by videotape playback of programmes recorded off-air in Honolulu, Hawaii. 1 channel was reserved for locally produced programmes, but largely unused. Four of the channels carried satellite signals of CNN, ESPN, Disney Channel and HBO. The satellite channels operated on a 24 hour basis, while the other channels provided services from 6.00am to 2.00am daily.

## 14. Papua New Guinea

### Television in Papua New Guinea

Television in Papua New Guinea is known as EMTV meaning “this is television” in “Talk Pisin”. Transmissions are operated by a private company, Media Niugini Ltd. established in 1986 and owned by the Channel 9 television network of Australia.

EMTV operates a PAL standard commercial network from its base in the capital Port Moresby and extending to other main centres of population in Lae, Goroka, Madang, Mount Hagen, Rabaul, Wau and Bulolo. The average number of transmission hours is 20 per day or 145 hours per week. Technical facilities are modern and sophisticated and the Beta videotape recording format is extensively used.

EMTV employs a total of one hundred staff members – 54 production personnel, 17 operational/technical personnel and 29 management personnel.

Programming is 55 percent foreign and 45 percent locally produced. Foreign programmes provided by the Australian Nine Network and Warner Brothers include popular series, documentaries, feature movies and sports. Local programming includes news, current affairs, documentaries, religious segments, educational broadcasts to schools, community announcements, sports and music videoclips featuring local artists.

In terms of staff, EMTV is one of the largest television broadcasting organizations in the Pacific islands region. In addition, it utilizes sophisticated modern technical production facilities.

### Background

Television broadcasting in Papua New Guinea was introduced in 1986 when two organizations, EMTV (Media Niugini Ltd.) and NTN (Niugini Television Network) were granted licenses to established transmissions servicing mainly the greater Port Moresby area.

Both were privately owned Australian companies offering commercial services for 8.5 hours per day. After one year of operations, NTN abandoned its service leaving EMTV, owned by Channel 9 of Australia, as the sole provider of locally based television broadcasting to the country.

EMTV commenced with fairly sophisticated technical facilities in terms of studio production and transmission infrastructure. It extended its transmissions by relay to 7 provincial areas targeting the main population centres. However, Papua New Guinea is a very large rugged country (comparable in size to the British Isles and larger than Japan) and EMTV claimed a viewing audience of only around 500,000 people in its early years.

In addition to EMTV transmissions, television in Papua New Guinea involves commercial cable operators who grew out of informal networks of neighbourhood satellite reception clubs. These services, which operate outside any legal framework or regulations, offer more than 10 different channels of foreign television augmented by local programmes produced by the many privately owned video production companies offering services to the public, the government and international agencies

15. **Pitcairn Island** (No television broadcasting)

16. **Samoa**

### **Television Broadcasting in Samoa**

Television Broadcasting in Samoa consists of a commercial free-to-air service centred in the capital, Apia, and organized through a Government owned corporation known as Televisi Samoa. (“*televisi*”, pronounced phonetically, is Samoan for television).

The Corporation operates a series of 8 low power, PAL standard, transmission sites strategically located to reach an estimated 90 percent of the population widely dispersed in villages on the two main islands, Upolu – where the capital Apia is situated, and Savai’i – the larger island.

Televisi Samoa provides television services to its majority Polynesian audience for a total of 86 hours per week. 10 hours each weekday and 36 hours divided between Saturday and Sunday each weekend. This arrangement allows flexibility during the weekends in relation to sporting or special events of national importance.

Televisi Samoa locally produces about 21 percent of its programming including news, current affairs, religious services and sports events. The bulk of its programmes, 79 percent, is acquired from foreign sources in Britain, Australia and New Zealand. International news, documentaries, feature movies, and popular series are provided by the British Broadcasting Corporation, Australian Broadcasting Corporation and Television New Zealand. There is no official policy controlling the extent of local content in television broadcasts.

The television broadcasting service is operated by a total of 35 staff members. There are 12 production staff, 8 operational/technical staff, 8 management and administrative staff and 7 personnel in the sales and marketing department. Since its inception, all Televisi Samoa staff have been locally recruited Samoans.

Televisi Samoa is among the few Pacific island television organizations which recognizes the value of producing local television programmes. Management would like to increase its efforts in this area of development.

### **Background**

The first television broadcasts in Samoa were conducted in 1991, when a “test transmission” was set up by Television New Zealand. This “demonstration” relayed the “World Cup Rugby” competition to wet the television appetite of nation preoccupied with the game of rugby. A permanent service was reported as a continuation of these broadcasts but two powerful cyclones in 1991 reeked country-wide havoc placing the media plans on the shelf while recovery work proceeded.

In 1993 the Samoan Government signed and funded a contract with TVNZ to install the technical infrastructure for the commencement of a basic television broadcasting service to the people of Apia and environs. The agreement included basic operations training and the provision of American, New Zealand and other foreign programming prerecorded on videotape off-air in New Zealand and flown in by the Samoan national carrier, Polynesian Airlines. A TVRO (television receive only) 7.5 metre dish antenna was installed early in

the process to receive international news and sports items from TVNZ under alternate purchase arrangements.

Official transmissions by Televisi Samoa were scheduled to begin on 28 May, 1993, with regular programming to commence on 1 June in recognition of Samoa's Official Independence Day. However, test transmissions began in April that year in order to cover the "Super Ten" rugby competition in which the very popular national Samoan rugby team, Manu Samoa, participated.

## 17. Solomon Islands

### Television in the Solomon Islands

Television Broadcasting in the Solomon Islands currently consists of a single 100 w, PAL transmitter with a service area covering most of the capital Honiara and environs. Programming is provided by the British Broadcasting Corporation (BBC) World Service relayed via satellite transmission from the UK for re-broadcast in Honiara.

This 16 hours-per-day service, operated by Solomon Islands Telecom, is estimated to reach around 22 percent of the country's total population concentrated in the vicinity of the capital. However, confirmation of this statistic is not possible under the present erratic local conditions.

The BBC World Service effectively provides 100 percent of programming but occasionally there is a local programme of special national significance produced on videotape for transmission.

### Background

The first television transmission trials were conducted by Solomon Islands Telecom in July, 1992, when they broadcast two weeks coverage of the Barcelona Olympic Games. Thereafter ad hoc arrangements covered events such as the anniversary of the Guadalcanal World War II Campaign, and other nationally significant commemorations.

In 1994 the World Cup Soccer competition prompted Solomon Islands Telecom to arrange further television transmissions for their sports minded viewers. This gave rise to greater thirst for television and the BBC World Service was approached to supply transmissions on a longer-term basis.

### Development Plans

Early plans to extend television services beyond the capital, Honiara to Guadalcanal, and Tulagi were discussed at national level between government, Telecom and other interested parties. A workshop on the establishment of television and television studio production facilities was organized in 1990 by the SPC under a UNESCO project (PACVIDEO). Recommendations were made by government ministries and other stakeholders concerning desirable directions to proceed. However, these developments did not materialize perhaps through lack of follow-up and financial support.

Current plans include an extension of television transmissions to Gizo in the West Solomons and Auki in Malaita. Thought has also been given to establishing a second television channel to relay Australia's ABC Asia-Pacific transmissions. At an appropriate time, in line with the development of local programme production facilities and local

production human resources and expertise, Telecom Solomon Islands plans to provide a third television channel expressly for the transmission of locally produced television programmes.

## 18. Tonga

### Television in Tonga

Television broadcasting in the Polynesian Kingdom of Tonga is available on the main island of Tongatapu where the capital Nuku'alofa and more than fifty percent of the population are located.

Four television services are based in Nuku'alofa.

ASTL-Channel 3 : This privately owned company was responsible for the introduction of television to Tonga in 1984. Established by a Tongan entrepreneur, Mr Latu Tuponiua as a family business, Channel 3 broadcasts mostly USA programming prerecorded off-air-in Honolulu and airfreighted to Tonga.. Commercial free-to-air NTSC transmissions, originating from the local family residence via a 40w transmitter, cover the densely populated areas of Nuku'alofa. Local commercials and occasional local events are broadcast on a sponsorship basis. Daily transmission hours are 6am to 12 midnight.

A3M-TV Channel 7 : Operated by the Oceania Broadcasting Network, an evangelical organization from the United States of America, this channel offers about 70 percent foreign religious programming 24 hours per day. Local programmes cover a limited number of local events and religious offerings conducted by local churches. Oceania Broadcasting established this channel in Tonga in September, 1991. Initially it was on the air for 7.5 hours per day.

TONGA-TV : Operating under the auspices of the Tonga Broadcasting Commission (TBC) this government owned organization was established in the year 2001. With the Prime Minister as chairman of the commission, Tonga-TV broadcasts 45 percent locally produced programmes and 55 percent foreign programmes provided via satellite by the BBC, ABC and TVNZ. The local programming includes news, current affairs, documentaries as well as church services and national events. A substantially large percentage of local offerings is an established policy of this organization.

A recent addition to the Nuku'alofa airwaves is a pay-TV service, owned and operated by a prominent Tongan entrepreneur. The company offers 5 channels of international television programming at T\$25 per month per channel. A registration fee of T\$200 and a decoder fee of T\$400 are also paid by each subscriber.

### Background

Television broadcasting was introduced as a family business to the Kingdom of Tonga in 1984 by a Tongan entrepreneur, Mr Latu Tuponiua.

Videotape recordings of USA television broadcasts, airfreighted in from Honolulu where Mr Tuponiua was resident, were played back on-air via a 40w, NTSC television transmitter located at the Tuponiua family home in Nuku'alofa, Tongatapu.

Known as ASTL-Channel 3, the transmissions consisted mainly of movies, popular series and other American entertainment shows. The service, which had an out-reach mainly to



the densely populated areas of Nuku'alofa town, was operated by locally resident members of the Tuponiua family.

ASTL-TV Channel 3 initially broadcast encoded signals requiring a decoder, provided by the company, at the front end of each television receiver to view transmissions clearly. The customer was charged T\$15 per month when the service commenced operations. This subscription policy was abandoned in 1991 for a commercial free-to-air service when a second Nuku'alofa television service A3M-TV Channel 7 commenced operations.

A3M-TV Channel 7 was operated by the Oceania Broadcasting Network in association with the Trinity Broadcasting Network both USA-based evangelical organizations. The main aim of this interdenominational television service is to spread the Christian Gospel in the Pacific.

Initially Channel 7 was on-the-air for 7.5 hours per day and 70 percent of its programming was of a religious nature. A large portion of Channel 7's programming was provided by the mainland Trinity Network and included well known evangelists and related Christian-message material.

Both Channel 3 and Channel 7 broadcast varying small portions of local programming mainly covering weather conditions, religious and sporting activities and other events of national importance. There are plans to increase local programming content to include educational and cultural offerings. This was the status of television broadcasting development up to 1993.

19. Tokelau (No Television)

## 20. **Tuvalu**

### **Introduction**

Formerly known as the Ellice Islands in the British Colony of the Gilbert and Ellice Islands, Tuvalu gained its independence on 1 October 1978.

The country is comprised of 9 atolls, 8 of which are permanently inhabited. The people are Polynesian and the total population is around 9,000. Approximately 3,500 now reside on the capital island Funafuti.

### **Television in Tuvalu**

Television broadcasting in Tuvalu is the responsibility of the Tuvalu Media Corporation (TMC) which also embraces Radio Tuvalu and the Tuvalu Echoes newspaper.

Tuvalu, which is famous for its top-level internet country domain “.tv” operates a small-scale PAL standard television broadcasting system on the capital island, Funafuti. It introduced this service in 1996.

Tuvalu Media Corporation's 20 watt PAL transmissions reach only about 10 percent of the total population of the country being confined to the 2.8 square kilometre Funafuti Island. Transmissions are limited to 3-5 hours per week.

The organization, however, can claim that they have reversed the programming trend typical of the Pacific islands region by broadcasting 85 percent locally produced television programmes.

The TMC television transmissions are experimental and exploratory and are being conducted with a view to development in line with local potential.

## 21. Vanuatu

### Television in Vanuatu

Television broadcasting in Vanuatu consists of a low power transmission confined to the capital, Port Vila, and environs. Known as TV Blong Vanuatu, the service is on- the-air for 4-6 hours daily. The transmissions contain both English and French programmes provided by RFO of France, TVNZ and ABC Australia.

The government would like to extend the television service area in order to provide television broadcasting to a larger percentage of the population, but in recent years there have been other important national priorities and the expansion plan is yet to be implemented.

A recent addition to the media scene in Port Vila is the establishment of two multi-channel privately owned television services. Information on the new companies was requested and not received, but reportedly each company offers more than 10 channels of foreign television programming.

### Background

Television broadcasting was introduced to Vanuatu in July, 1992, through an experimental service at the capital Port Vila by the Department of Media Services of the government. Set up with assistance from the Government of France, the service was established to facilitate coverage of the Barcelona Olympic Games

A 50 watt television transmitter was installed at a suitably elevated site in the premises of Vanitel belonging to Telecom Vanuatu. TVNZ, which had the Olympic Games broadcasting rights for that year, provided a satellite feed at considerable cost for a period of 2 weeks.

Following the Olympic games transmissions, the service remained on-the-air for four hours each day broadcasting a mix of English and French programmes. The Department of Media purchased the English components from Television New Zealand while the French language programme elements were provided free of charge by RFO and the French Government.

## 22. Wallis and Futuna

### RFO Wallis and Futuna

The television broadcasting service operating in Wallis and Futuna is government owned, operated by RFO and has an outreach to 100 percent of the 18,000 French speaking inhabitants of the islands.

News, religious and children's programmes are produced locally and account for 20 percent of the television transmissions. Programming from France is received via satellite systems as well as on videotape and accounts for the bulk of transmissions.

RFO Wallis and Futuna is a license fee public service organization which is on-the-air for a total of 18 hours per day and is staffed by a total of 60 employees. The organization operates a 5000 titles video library and utilizes DVC-Pro format videotape.

## Appendix

**SPC-UNESCO  
Regional Television Meeting  
“PACIFIC TV IN THE NEW MILLENNIUM”  
(Nadi, Fiji Islands, 1-4 October 2001)**

### RECOMMENDATIONS

#### I. COOPERATION IN THE ERA OF GLOBALIZATION

*The meeting noted* the role and importance of local (Pacific Islands) TV production for the promoting and strengthening of our cultural heritage, and *recommended that*:

- i) representatives of Pacific TV seek to put in place mechanisms to further develop and strengthen the exchange of Pacific TV programmes, including news and that language transfer methods should be adequately addressed;
- ii) Pacific TV stations contribute regular inputs to the Pacific Way and further funding should be sought with a view to the exchange becoming self-sustainable;
- iii) UNESCO/SPC further develop successful model projects such as the Pacific Women TV Documentary Workshop and Exchange programme, including the extension of training to involve male colleagues;
- iv) innovative ways be pursued by Pacific TV stations to ensure that the above-mentioned initiatives will be sustainable and eventually self-funding;
- v) Pacific TV stations share information about alternative, free to air and other free programme sources such as embassies, bilateral, development and UN agencies;
- vi) SPC/UNESCO identify best methods of establishing a data-base of Pacific programmes available for exchange and making it accessible via the Internet;
- vii) SPC, in consultation with UNESCO, works towards initiating a Pacific screening forum/meeting, where local programmes can be shown, recognized and awarded, marketed, sold and exchanged, possibly in the context of the SPC Pacific Arts Festival or other similar regular events;
- viii) to accelerate this process, those participants who will attend the PINA General Assembly on 14-18 October 2001 should bring a list and selection of their local productions for information sharing purposes;
- ix) Pacific TV stations organize themselves under one umbrella to negotiate collectively sports and other programme rights and work to establish a joint programme acquisition mechanism; and that
- x) the TV industry identify a mechanism to look into ways and means of marketing Pacific programmes to “second markets” (Africa, the Carribean, Europe, United States, et al).

## II. PUBLIC SERVICE AND LOCAL PRODUCTION

In recognizing television as an important tool for development, the *meeting reaffirmed* its support for the efforts to develop television services to the best advantage and interests of the public and *recommended that* :

- i) TV professionals sensitize Pacific and other Governments and decision makers at national and regional level, to the importance of quality local programmes, notably for educational, cultural and other public service purposes;
- ii) UNESCO/SPC/AIBD/PIBA/PINA organize further meetings / workshops to continue discussion about the basic concepts and idea of editorially independent public service broadcasting and its viability in the Pacific Islands context and look into concrete pilot projects in this field;
- iii) Pacific TV stations give a more balanced voice to women, youth, and children, as well as other marginalized groups of citizens whose voice is normally not heard through TV;
- iv) Pacific TV stations:
  - initiate and increase locally produced children's programmes within their available resources;
  - annually celebrate International Children's Day of Broadcasting on 9 December, perhaps letting children take to air as reporters, presenters and producers of programmes that express their dreams and concerns;
  - let the children's involvement last well beyond the day itself with child driven programmes or programmes made for children and whole families.
- v) Pacific TV professionals (responsible for management, production, programming, and creation) study possible ways and means of reducing violence on the screen, especially in fictional programmes;
- vi) news editors and journalists give thought to violence in news programmes and take steps towards reducing unnecessary violence, such as warning viewers of violent scenes, doing all this in accordance with the codes of ethics established by the profession and the profession alone ; and that Pacific TV professionals make positive contribution to national, regional and international debate on this subject ;
- vii) SPC/ Forum Secretariat in consultation with UNESCO and other regional and national stakeholders, further the concept of a regional fund to support the development of local production into a Project and use appropriate measures to:
  - immediately launch a survey to assess how broadcasters, production houses and independent producers would best be served by a regional structure for production funding, marketing and distribution;
  - incorporate the results of that study into a new comprehensive framework for a regional, contestable production fund for the countries of the region;
  - advocate and present the framework to a regional meeting of broadcasters, industry stakeholders and policy-makers in late 2002;
  - act on the outcomes of the regional meeting.

### III. NEW TECHNOLOGIES AND THE NEEDS OF THE PACIFIC TV

The *meeting noted* that digital TV technology was coming to the Pacific Islands region and that Pacific Islands governments should be made aware of the social, economic and legal implications of this new technology and how it would inevitably affect the existing TV services in the islands.

*Bearing in mind* that low-cost access to satellite technology is becoming more widely accessible in the Pacific and could revolutionize the whole communication system in the region; *the meeting stressed* the importance of using this technology for educational and other developmental purposes.

*It further urged that:*

i) the planning for the transition should start immediately taking into account the variety of issues that will need to be addressed such as

- the length of the transitional period from analogue to digital;
- the transmission standards / a possible regional standard for transmission;
- a possible regional standard for production;
- choice of technology;
- development of human resources to acquire skills which are relevant in the new context;
- spectrum allocation and its impact on programme content, bearing in mind the wide number of channels that will be available; and
- the impact of new technologies on television receivers;

*and recommended that :*

ii) alongside national planning and regional professional consultations through ABU, PIBA, PINA and other relevant bodies, the issues be brought to the agenda of the next Ministerial Communications meeting of the Pacific Forum and urged all participants to take initiatives in their respective countries to this end;

iii) Pacific TV industry stakeholders explore links with South Pacific Games Organizing Committee 2003 to ensure wide television coverage for the Games. Further, those stakeholders should explore the possibility of making coverage available to all interested Pacific Islands services. Collaboration with satellite partners, including RFO should be explored;

iv) the more established TV stations, SPC RMC , and UNESCO share their experience and know-how with newer and smaller broadcasters, as well as those who have not yet started their operations, through study attachments, e-mail discussion networks, training and information-sharing and other types of assistance;

v) SPC look into the feasibility and establishment of a regional audiovisual depository; and that

vi) Pacific TV Stations include archiving as a part of their business plan, with a view to generating income in the future and in order to contribute to the preservation of the Pacific audio-visual heritage.

#### **IV TV TRAINING AND EDUCATION**

*The meeting recommended that*

- i) training and education within the region be given priority;
- ii) the work of existing industry organizations PINA and PIBA, intergovernmental organizations such as the Secretariat of the Pacific Community and training and education institutions such as Divine Word University, Fiji Institute of Technology, University of Papua New Guinea and the University of the South Pacific be strengthened rather than creating further bodies;
- iii) training and education organizations be encouraged to work together to avoid duplication.

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*The meeting also recommended that:*

- i) Pacific TV stations work towards measurable outcomes when taking these recommendations into consideration; and
- ii) UNESCO/SPC compile, in 12 to 18 months from now, a follow-up survey on the implementation of the above-listed recommendations.