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HOME SECRETARY

with NW?

World Television News Service Proposal

1. My minute of 12 March attached a paper prepared by my officials setting the BBC's world television news service proposal in a wider context. I undertook then to send you a short list of the specific questions on which we will need to focus at our meeting. It is now enclosed. It takes account of the points in Norman Tebbit's helpful letter of 17 March.
2. I am copying this minute and its enclosure to the Prime Minister, Nigel Lawson, Paul Channon and Norman Tebbit.

(GEOFFREY HOWE)

Foreign and Commonwealth Office
20 March 1987

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EXTERNAL TV BROADCASTING

Key Questions

1. Is there a case for Government involvement in external TV broadcasting?

- What is the potential audience?
(how is it split geographically: - OECD/closed societies/third world)
- How effective is the medium?
(potency of pictorial material: - more controversial)
- What kind of material?
(news/documentary/cultural - but always in English)
- What is the context? What do we and other Governments do and want to do?
(Other Government involvement in external TV)
(Private sector external TV)
- What are the prospects for regulation?
(International, especially EC and ITU)
(Problems: - copyright, ethics, advertising)

2. If there is a case, what are the options for Government?

- Support provision of UK service to target areas.
- BBC and independent companies on equal footing.