

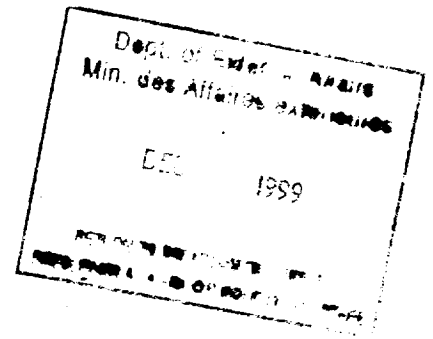
**PROMOTING CANADIAN CULTURAL PRODUCTS IN ASIA:
OPPORTUNITIES AND
THE ROLE OF THE GOVERNMENT OF CANADA**

VOLUME II

**Peat Marwick Thorne
Peat Marwick Stevenson Kellogg**

April 10, 1990

INDEX
VOLUME II



COMPLETED QUESTIONNAIRES

- Australia
- China
- Hong Kong
- India
- Japan
- Singapore
- South Korea

25/11/5065

VOLUME I

I. BACKGROUND

II. SUPPLY ANALYSIS

Problems with WIN Export Data
WIN Export Analysis

III. DEMAND ANALYSIS

English Language in Asia
Film
Video
Television
Book Publishing
Sound Recording
Periodical Publishing

IV. QUESTIONNAIRE SUMMARIES

- I. General
- II. Film/Video/TV
 - 1. Film
 - 2. Video
 - 3. Television
- III. Book Publishing
- IV. Sound Recording
- V. Periodical Publishing

V. EXISTING PROGRAMS

VI. RECOMMENDATIONS

APPENDICES

I. Proposal

II. WIN Export Tables

1. Industry Breakdown
2. Type of Business
3. Total Revenue
4. Sales Force Outside Canada
5. Marketing Budget for Foreign Markets
6. Export Activity and Interest by Country
7. Export Activity/Interest By Type of Business, By Country
8. Revenue from Exports
9. Revenue for Global Exports by Type of Business
10. Revenue from Global Exports, By Type of Business, By Country - Consolidated
11. Revenue from Exports, By Type of Business, By Country - Far East, Asia
12. Revenue from Exports, By Type of Business, By Country - Australia
13. Revenue from Exports, By Type of Business, By Country - Japan
14. Experience with Foreign Distribution Networks
15. Interest in Attending Trade Shows
16. Interest in Attending Events, By Export Activity, By Country
17. Interest in Attending Events, By Export Revenue

DEPARTMENT OF EXTERNAL AFFAIRS

CULTURAL INDUSTRIES FACT SHEET

August, 1988

Territory: AUSTRALIA

External Affairs contact: Mr. M. Cousineau, Consul

Address: The Consulate General of Canada
8th Floor, A.M.P. Centre
50 Bridge Street
Sydney, N.S.W., 2000, Australia

Telex number: 20600

INTRODUCTION

Stevenson Kellogg Ernst & Whinney is working with External Affairs to identify opportunities to export Canadian cultural products to specific Pacific Rim countries. We know you have helped to gather information before. We have reviewed existing information and are asking for your further help only in areas where no information is currently available.

A. REFERENCE MATERIAL

1. Are you aware of any studies, reports or documents that have been prepared about the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country in addition to those we have listed as sources? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) 1

b) _____

c) _____

d) _____

e) _____

f) _____

2. Are you aware of any directories or indexes of distributors, agents, producers or other organizations related to the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

B. GENERAL

1. What is the population of this territory/country? 16.5 million (1981)
2. List the five largest cities and their respective population.

	<u>Name of city</u>	<u>Population</u>
i)	Sydney N.S.W	3,525,900
ii)	Melbourne VIC.	3,964,800
iii)	Brisbane QLD	1,214,900
iv)	Adelaide S.A.	1,012,800
v)	Perth W.A.	1,080,200

Urbanization 90%

3. How many people speak English or French? Or, what per cent of the population speaks English or French?

English	#	<u>9.4 M</u>	%	<u>83</u>
French	#	_____	%	_____

4. How many people read and write English or French? Or, what per cent of the population reads and writes English or French?

English # _____ % 84.3%

French # _____ % _____

5. What is the age distribution of the population?

<u>Age group</u>	<u>#</u>
0-12 years	<u>3,144,800</u>
13-19 years	<u>1,921,500</u>
20-50 years	<u>7,219,000</u>
50+ years	<u>2,963,200</u>
Total	<u><u>16,248,500</u></u>

June 1987

6. Is English taught in schools? In which grades?

English is main language.

7. Is French taught in schools? In which grades?

High school from grades 8 - 12

8. What is the unit of currency?

Australian \$

What is the value per U.S. \$1.00?

.80 = U.S. \$1

C. FILM/VIDEO/TELEVISION PRODUCTS

Film

1. Theatres

a) Number of theatres? # 635 screens (1985)

b) Total seats? # _____

2. Admissions

- a) Number of annual admissions most recent year? 29M
- b) Gross box office receipts?

3. Prices

- a) Average admission price? \$ 9.00

4. English language

- a) How many theatres show English and French language films?
3

5. Grading standard

- a) Is there a grading standard for pictures (e.g., G, PG, R, X, etc.)? What is it?

G, PG, R, X

6. Films

- a) How many feature films were produced by domestic producers last year? # 34 (84/85) 22 (83/84)
- b) Are there any government financial support programs for domestic producers? What are they?

Substantial assistance through National and State Film Production/
Funding, Marketing bodies, eg. Australian Film Commission, Film
Australia, New South Wales Film Corp., Film Victoria, Western
Australian Film Council, Queensland Film Corp., (Total budgets in
excess of \$43 million per year). Also Australia Film Institute,
Australian Film and TV School, Australian Children's TV Foundation

- c) Are there any government financial support programs for co-productions? What are they?

AFC has trial scheme

d) Are there any restrictions on importing English/French language films to this country/territory? What are they?

LOCAL CONTENT RESTRICTIONS

e) How many films were imported last year from each of:

USA	#	_____
Britain	#	_____
France	#	_____
Germany	#	_____
Italy	#	_____
Australia	#	_____
Canada	#	_____
Other	#	_____
Total	#	_____

f) With what countries does this territory/country have government related film agreements?

7. Market demand

a) How important are the following types of films in this market: very important, important, not important?

<u>Type of film</u>	<u>Importance</u>
Western	_____
Action/adventure	<u>VERY IMPORTANT</u>
Science fiction	_____
Comedy	_____
Horror	_____
Drama	_____
Documentary	_____

b) Please send the most important theatre advertisement section of the major local paper from a recent week.

8. Organizations

a) What industry associations are located here? (Name, address, telephone number and contact person.)

1. AUSTRALIAN FILM COMMISSION
8 WEST STREET, NORTH SYDNEY
NSW 2060, AUSTRALIA
TEL: 6129257333
FAX: 612925 0270
CHAIRMAN: PHILLIP ADAMS

2. NEW SOUTH WALES FILM CORP
45 MACQUARIE ST., 4TH FLOOR
SYDNEY, NSW 2000
TEL: 02-275575
PAUL RIDMFALVY

3. _____

4. _____

b) Film distributors:

i) Which distributors represent international films in this territory/country (Paramount, MGM, Disney/Bueno Vista, Warner, Columbia, 20th Century Fox, Universal, etc.)? Name, address, telephone number and contact name please.

- | | |
|--|---|
| 1. <u>Columbia Film Distrib. Pty. Ltd.</u> | 2. <u>United International Pictures</u> |
| <u>505 George Street, 5th Floor</u> | <u>159 Elizabeth Street</u> |
| <u>Sydney, NSW 2001</u> | <u>Sydney, NSW 2001</u> |

- | | |
|----------|----------|
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

ii) List the six major independent distributors in this territory/country. Name, address, contact name and telephone number please.

- | | |
|---------------------------------------|---|
| 1. <u>Premier Film Marketing Ltd.</u> | 2. <u>Communications- Entertainment Ltd</u> |
| <u>Suite 4, 6A Cliff Street</u> | <u>Australian Film Commission Office</u> |
| <u>Milson's Point NSW 2061</u> | <u>8th Floor, Residence du Festival</u> |
| <u>Tel: 02)9593224 Fax:02)9226504</u> | <u>52 La Coisette</u> |
| <u>President: Tom Broadbridge</u> | _____ |

- | | |
|----------|----------|
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

5. _____

6. _____

9. Quotas and regulations

a) Are there any exhibition quotas in this territory/country? What are they?

NONE

b) Are there any tax rebates or incentives for specific subjects? What are they?

c) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign films in this territory/country not covered in other questions? Describe.

GENEROUS TAX INCENTIVES FOR INVESTMENT IN DOMESTIC PRODUCTIONS

(WRONG, ELIMINATED)

10. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

Video

1. Market data

- a) Number of households? # 5,187,422 1986
- b) Number of television sets? # 382/1000 people
- c) Number of VCRs? # 56 - 58% of all households (86/87)

2. Domestic market

a) How many prerecorded video cassettes were sold last year?

INFORMATION NOT AVAILABLE TO PUBLIC

b) How many English language prerecorded video cassettes were sold:

Last year? # INFORMATION NOT AVAILABLE

Prior year? #

How many French language prerecorded video cassettes were sold:

Last year? # NO AVAILABLE INFORMATION
 Prior year? #

3. **Prices**

a) What is the average prerecorded cassette retail sales price?

\$ 30.00

4. **Market demand**

a) How important are the following types of video cassettes in this market: very important, important, not important?

<u>Type of video</u>	<u>Importance</u>
Prerecorded entertainment	<u>VI</u>
"How to"	<u>NI</u>
Educational	<u>NI</u>
Children's	<u>I</u>

b) Please send the video catalogue from a prerecorded video cassette wholesaler (contact a retail store for name of major wholesaler).

5. **Organizations**

a) What is the major video industry association (wholesale or retail) located in this territory/country? (Please provide name, address, telephone number and contact person.)

VIDEO INDUSTRY DISTRIBUTORS ASSOCIATION

PH: 020 2643411

600 GEORGE STREET, SYDNEY, NSW

6. Distribution

a) List the major wholesale distributors in this territory/country. Please provide name, address, telephone number and contact name. Please indicate approximate market share for the top three.

- | | |
|---|---|
| <p>1. <u>Roadshow Home Video</u>
 <u>94 Market Street</u>
 <u>Sydney NSW 2000</u>
 <u>PH: 02)267 3522</u>
 <u>Contact: Andrew Steer</u>
 <u>(Independant)</u></p> <p>Market share % _____</p> | <p>2. <u>RCA/Columbia/Hoyts Video</u>
 <u>221 Miller St.</u>
 <u>Nth Sydney NSW 2060</u>
 <u>Ph 02) 957 4186</u>
 <u>Contact: John Marron</u>
 <u>Mandy Goldberg</u></p> <p>Market share % <u>Unavailable</u></p> |
| <p>3. <u>CBS - Fox Video</u>
 <u>401 Pacific Hwy</u>
 <u>Artarmon, NSW 2004</u>
 <u>Ph: 02) 436 2911</u>
 <u>Contact: Ray Robinson</u></p> <p>Market share % <u>unavailable</u></p> | <p>4. <u>CIC Taft Video Pty Ltd.</u>
 <u>4 Skyline Place</u>
 <u>French's Forest NSW 2086</u>
 <u>Ph: 02) 975 1066</u>
 <u>Contact: Ken Chapman</u></p> <p>MARKET SHARE % <u>Unavailable</u></p> |
| <p>5. <u>Warner Home Video Pty Ltd.</u>
 <u>15 Parraween</u>
 <u>Cremorne NSW 2090</u>
 <u>Ph: 02) 908 3088</u>
 <u>Contact: Jeff Shaw</u></p> <p>MARKET SHARE % _____</p> | <p>5. <u>Palace Entertainment Corp</u>
 <u>1/101 Union Street</u>
 <u>Nth Sydney NSW 2060</u>
 <u>Ph. 02) 954 3323</u>
 <u>Contact: Michael Phillips</u>
 <u>(Independant)</u></p> <p>MARKET SHARE % _____</p> |

The companies with International connections, ie. 2, 3, 4, 5, are the largest, but market share varies from month to month depending on the titles released.

There does not appear to be a clear market leader

7. Taxes

- a) What is the import duty rate on prerecorded video cassettes?
% 48% combined rate with sales tax. Import duty alone is 19%
- b) Are there withholding taxes on revenue? If yes, what are they and at what rate are they applied?

8. Copyrights

- a) Is this country a signatory of the International Copyright Convention? Yes, Bern agreement
- b) How serious a problem is piracy in this territory/country? Describe.

Very serious - worth \$30 million/yr

Television

1. Market data

- a) How many government-owned, non-commercial networks are there in this territory/country? Please name.

Australian Broadcasting Commission

S.B.S. Multi cultural television

b) How many privately owned television networks are there?
Please name.

Ten network

Channel Nine

Channel seven

c) How many closed circuit (e.g., cable or satellite delivered) networks are there? Please name and indicate scope of programming.

No networks as such.

Alan Bonds Bond Corp operate a satellite service - Sky Channel.

Broadcast major sporting events, but they are only received by satellite dishes attached to pubs - Public Houses.

2. Market demand

a) How important are the following types of programs in this market (very important, important, not important)? Also, please indicate the royalty paid for foreign programs.

<u>Type of program</u>	<u>Importance</u>	<u>Royalty Paid</u>	
		<u>1/2 Hour</u>	<u>1 Hour</u>
Game show	5	—	—
Soap opera	2	—	—
Situation comedy	4	—	—
Musical specials	9	—	—
Children's shows	6	—	—
Police stories	3	—	—
Movies	1	—	—
Nature	7	—	—
Drama	8	—	—
Other (please specify)	—	—	—

b) Please send a copy of a recent television program schedule.

3. English language

a) What is the number of hours of foreign programming annually?

in English/French? # _____ hours

dubbed? # _____ hours

4. Censorship

a) Is there television censorship (official or self-imposed) in this territory/country? If yes, describe.

No- censorship is left up to individual stations.

b) Are there any program content taboos? Describe.

Not really.

No R rated television

5. Television programs

a) Are there any government financial support programs for domestic producers? What are they?

Substantial - see film

b) Are there any government financial support programs for co-productions? What are they?

See film

c) Are there any restrictions on importing foreign language television programs to this territory/country?

None

d) How many television programs were imported last year from each of the following. (Alternatively, how many hours of programs were imported.)

	<u># Programs</u>	<u># Hours</u>
USA	_____	_____
Britain	_____	_____
France	_____	_____
Germany	_____	_____
Italy	_____	_____
Australia	_____	_____
Canada	_____	_____
Other	_____	_____

e) Does this territory/country have a government related international TV program coproduction agreement with Canada? Describe.

6. Organizations

a) What television distribution associations are located here?
(Please provide name, address, telephone number and contact person).

- | | |
|---|---|
| 1. <u>Regional Television Australia</u>
<u>82 Sydenham Road</u>
<u>Marrickville 2204</u>
<u>Tel: 02) 5161233</u> | 2. <u>Federation of Australian</u>
<u>Commercial Television Stations</u>
<u>447 Kent Street</u>
<u>Sydney, NSW 2000</u>
<u>Ph: 02) 264 5577</u> |
| 3. _____

_____ | 4. _____

_____ |

7. Quotas and regulations

a) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign programs in this territory/country not covered in other questions? Describe.

No

8. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

D. BOOK PUBLISHING

Please complete the following table.

1. Market data

- a) How many English/French language titles are available in this country/territory? (See chart columns 1 and 3.)
- b) How many copies of English/French language titles were sold last year in this country/territory? (See chart columns 2 and 4.)
- c) How many foreign language title translations are available in this country/territory? (See chart column 5.)
- d) How many copies of translated foreign language titles? (See chart column 6.)

2. Pricing * A best seller in Australia is 10,000 sales

- a) What is the average retail price of a hard cover best seller in this territory/country? A\$ 30-40 (local) A\$40-60 (imports)
English remainders are a problem
- b) What is the cost of printing a hard cover best seller in this territory/country for:

Quantity = 50,000? \$ _____

Quantity = 200,000? \$ _____

- c) What is the cost of printing a soft cover best seller in this territory/country for:

Quantity = 50,000? \$ _____

Quantity = 200,000? \$ _____

Book Category	1 # of English language titles	2 # of copies sold English titles	3 # of French language titles	4 # of copies sold French titles	5 # foreign language translations	6 # copies sold foreign translations
	1982 \$A 000's					
Education	35,207					
Technical & professional	71,991					
Children						
Fiction						
Non-fiction*						
Total	107,198					

*Please note any particular sub-categories such as travel, nature, etc.

5. Quotas and regulations

a) Are there any quotas on the import of books? If yes, describe.

No

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign books in this territory/country? Please describe.

Some export subsidies preferential treatment to Cdn Books under CANATA. Bilateral trade with EEC - reciprocal most favoured nation status with China, Japan, Philippines, Vietnam & Indonesia -- Free trade with New Zealand by 1995 -- preferential tariff for South Korea, Thailand, Malaysia, Papua - New Guinea and Pacific Islands.

6. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

THE AUSTRALIAN TOP 50



WEEK ENDING 11th SEPTEMBER, 1988

SINGLES CHART

TW	LW	TI	TITLE/ARTIST	Co.	Cat. No.
1	1	9	PERFECT Fairground Attraction	BMG/RCA	104880
2	2	7	SIMPLY IRRESISTIBLE Robert Palmer	EMI	EMI 2106
3	3	4	DOCTORIN' THE TARDIS The Timeiaras	BMG/RCA	104919
4	4	8	AGE OF REASON John Farnham	BMG/RCA	104904
5	5	10	DON'T BE CRUEL Cheap Trick	CBS	6528237
6	6	12	BETTER BE HOME SOON Crowded House	EMI	CP 2100
* 7	15	4	ALL FIRED UP Pat Benatar	FES	K 587
* 8	18	5	WILD WORLD Maxi Priest	VIR/EMI	TEN 221
9	3	5	I OWE YOU NOTHING Bros	CBS	6516187
10	11	10	NOTHIN' BUT A GOOD TIME Poison	CBS	LS 2009
* 11	21	4	ANYTHING FOR YOU Gloria Estefan and Miami Sound Machine	CBS	6516737
12	13	3	MONKEY George Michael	CBS	6517007
13	7	14	WANNA BE UP The Chantoozies	FES	K 492
14	17	4	HOLE IN MY HEART Cyndi Lauper	CBS	6528137
* 15	26	6	MAKE ME LOSE CONTROL Eric Carmen	BMG/RCA	104879
16	10	18	UNDERNEATH THE RADAR Underworld	WEA	7-27968
17	16	11	PERFECT DAY Fischer Z	BMG/RCA	104813
18	23	5	PUSH IT (30cm) Salt 'n' Pepa	POL	886 250-1
19	14	11	MOTOR'S TOO FAST James Reyne	EMI	CP 2093
20	9	10	GOTTO BE CERTAIN Kylie Minogue	FES	K 571
* 21	34	2	THAT'S WHEN I THINK OF YOU 1927	WEA	7-257966
22	25	7	THEME FROM S-EXPRESS S-Express	BMG/RCA	104874
* 23	33	2	DUKE OF EARL Dukes Of Earlwood	EMI	SAF 2119
24	28	3	THE TWIST The Fat Boys	POL	887 571-7
25	19	6	OH YEAH (30cm) Yello	POL	888 860-1
26	24	9	I DON'T WANT TO GO ON WITH YOU LIKE THAT Elton John	POL	870 325-7
27	27	18	WHAT A WONDERFUL WORLD Louis Armstrong	FES	K 514
* 28	50	2	NEVER TEAR US APART INXS	WEA	7-257869
29	32	4	STROKIN' Clarence Carter	COL	COL 12.003
30	31	2	I CAN'T HELP IT Bananarama	CBS	LS 2020
31	12	7	FAT "Weird Al" Yankovic	POL	870 381-7
* 32		NEW	PERFECT WORLD Huey Lewis And The News	FES	K 595
33	20	13	FAST CAR Tracy Chapman	WEA	7-69412
34	22	19	THE FLAME Cheap Trick	CBS	6514667
35	39	8	WHEN IT'S LOVE Van Halen	WEA	7-27827
* 36	44	2	STOP YOUR FUSSIN' Toni Childs	FES	K 550
37	35	14	BLUE MONDAY 1988 New Order	CBS	FAC 73:7
38	29	10	HEY LITTLE BOY Divinyls	FES	K 508
39	40	4	I WISH I HAD A GIRL Henry Lee Summer	CBS	6514847
* 40		NEW	THE RUMOUR Olivia Newton-John	FES	K 613
41	30	15	DROP THE BOY Bros	CBS	6513607
42	41	5	BIG HOTEL Big Fig	FES	K 570
43	37	20	BOYS (SUMMERTIME LOVE) Sabrina	POL	886 241-7
44		NEW	ANOTHER PART OF ME Michael Jackson	CBS	6528447
45		NEW	DARK AGE The Hippos	WEA	7-258002
46	42	2	G'DAY G'DAY Slim Dusty	EMI	DO 2130
47	46	15	NEW SENSATION INXS	WEA	7-258016
48		NEW	SOMEWHERE IN MY HEART Aztec Camera	WEA	7-247952
49		R-E	DON'T GO Hothouse Flowers	POL	886 279-7
50	48	7	HEY WHAT NOW The Cockroaches	FES	K 533

BREAKERS

I KNOW YOU'RE OUT THERE SOMEWHERE
Moody Blues.....POL 887 600-7

DOCTORIN' THE HOUSE
Coldcut With Yazz.....CBS 6515967

SWEET CHILD O' MINE
Guns n' Roses.....WEA 7-27963

I DON'T WANNA LIVE WITHOUT
YOUR LOVE
Chicago.....WEA 7-27855

LOVE CHANGES EVERYTHING
Climie/Fisher.....EMI EMI 1989

SINGLE OF THE WEEK



"BUILD IT UP"

GO 101



Ask the person behind the counter to play you the stunning debut single from Australia's hottest new act.....then tell your friends!!!

OUT NOW THROUGH POLYGRAM RECORDS

* DENOTES BULLET PERFORMER

COMPILED FROM RECORD SALES THROUGHOUT AUSTRALIA BY THE AUSTRALIAN RECORD INDUSTRY ASSOCIATION

AUSTRALIAN TOP 50

The



WEEK ENDING 11th SEPTEMBER, 1988

ALBUMS CHART

TW	LW	TI	TITLE/ARTIST	Co.	Cat. No.
1	1	6	AGE OF REASON John Farnham	BMG/RCA	SFL1-0168
2	2	8	TEMPLE OF LOW MEN Crowded House	EMI	ST 748763
3	4	13	TRACY CHAPMAN Tracy Chapman	WEA	60774-1
4	3	6	KYLIE Kylie Minogue	FES	TVL 93277
5	6	3	TOUR OF DUTY II Soundtrack	CBS	462508 1
6	5	16	PUSH Bros	CBS	460629 1
7	8	3	VIDEO HITS 1 Various Artists	CBS	461188 1
8	7	5	HEAVY NOVA Robert Palmer	EMI	748057
★ 9	13	4	THE FIRST OF A MILLION KISSES Fairground Attraction	BMG/RCA	VPL1 7635
★ 10	14	8	OPEN UP AND SAY ... AH! Poison	CBS	LIB 5137
11	10	16	TOUR OF DUTY Soundtrack	CBS	460899 1
12	9	14	BONK Big Pig	FES	RML 53271
13	16	19	GOOD MORNING VIETNAM Original Soundtrack	FES	RML 53272
14	18	12	'88 KIX ON Various Artists	POL	816 762-1
15	15	92	WHISPERING JACK John Farnham	BMG/RCA	SFL1-0149
16	11	15	WOW Bananarama	CBS	LIB 5146
17	12	6	REMEMBER ME Cliff Richard	EMI	EMC 7487422
18	19	46	KICK INXS	WEA	255080-1
19	23	14	MONSOON Little River Band	WEA	42147-1
20	21	8	REG STRIKES BACK Elton John	POL	834 701-1
★ 21		NEW	CHANTOOZIES Chantoozies	FES	TVL 93279
22	17	10	LIVE 1980-1986 Joe Jackson	FES	L 38939
★ 23	42	2	KISS MY ART Painters And Dockers	FES	L 38883
24	22	18	LAP OF LUXURY Cheap Trick	CBS	460782 1
25	24	10	OUB12 Van Halen	WEA	25732-1
26	26	49	INTRODUCING THE HARDLINE ACCORDING TO Terence Trent D'Arby	CBS	450911 1
27	20	29	RICHARD MARX Richard Marx	EMI	MAN 240833
28	33	38	FREIGHT TRAIN HEART Jimmy Barnes	FES	RML 53238
★ 29	45	2	IRISH HEARTBEAT Van Morrison	POL	834 496-1
30	30	65	CROWDED HOUSE Crowded House	EMI	ST 240555
31	25	23	TIFFANY Tiffany	WEA	5793-1
★ 32		NEW	UNION Toni Childs	FES	L 38937
33	27	18	YOU'VE ALWAYS GOT THE BLUES Kate Ceberano & Wendy Matthews	POL	836 055-1
34	35	3	SHAKA ZULU Ladysmith Black Mambazo	WEA	25582-1
35	38	2	SUR LA MER Moody Blues	POL	835 756-1
36	28	9	ROLL WITH IT Steve Winwood	VIR/EMI	V 2532
37	31	7	OUTRIDER Jimmy Page	WEA	24188-1
★ 38		NEW	THE SHOUTING STAGE Joan Armatrading	FES	TVL 93278
★ 39		NEW	BRIAN WILSON Brian Wilson	WEA	25669-1
40	29	10	HIT PIX '88 VOLUME II Various Artists	EMI	AL 790763
41	37	38	WHENEVER YOU NEED SOMEBODY Rick Astley	BMG/RCA	VPL1-7625
42	40	16	STRONGER THAN PRIDE Sade	CBS	460497 1
43		R-E	PEOPLE Hothouse Flowers	POL	828 101-1
44	34	22	BIG BAD NOISE Chairboys	FES	RML 53258
45	36	19	CASUAL GODS Jerry Harrison: Casual Gods	POL	832 992-1
46	49	17	TEMPERAMENTAL Divinyls	FES	RML 53256
★ 47		NEW	YOUNGBLOOD Various Artists	POL	836 109-1
48	32	7	UNDERNEATH THE RADAR Underworld	WEA	25627-1
49	43	51	LONESOME JUBILEE John Cougar Mellencamp	POL	832 465-1
50	41	34	DIRTY DANCING Soundtrack	BMG/RCA	APL1-6030

BREAKERS

ALBUM OF THE WEEK

APPETITE FOR DESTRUCTION
Guns n' Roses..... WEA 24148-1

JAMES REYNE
James Reyne..... EMI ST 746941

NORTH AND SOUTH
Gerry Rafferty..... POL 835 449-1

BAD
Michael Jackson..... CBS 450290 1

HYSTERIA
Def Leppard..... POL HYSPO 1

HOTHOUSE FLOWERS HOTHOUSE FLOWERS
"PEOPLE"

Discover the U.K. chart topping, Hothouse Flowers. Explode out of their native Ireland with THE best LP for '88! Featuring the hit single "Don't Go" and the latest scorcher "I'm Sorry".

PolyGram

* DENOTES BULLET PERFORMER

AUSTRALIAN TOP 50



WEEK ENDING 18th SEPTEMBER, 1988

ALBUMS CHART

TW	LW	TI	TITLE/ARTIST	Co.	Cat. No.
1	1	7	AGE OF REASON John Farnham	BMG/RCA	SFL1-0168
2	2	9	TEMPLE OF LOW MEN Crowded House	EMI	ST 748763
3	4	7	KYLIE Kylie Minogue	FES	TVL 93277
4	3	14	TRACY CHAPMAN Tracy Chapman	WEA	60774-1
5	5	4	TOUR OF DUTY II Soundtrack	CBS	4625081
6	7	4	VIDEO HITS 1 Various Artists	CBS	4611881
7	8	6	HEAVY NOVA Robert Palmer	EMI	748057
★ 8	21	2	CHANTOOZIES Chantoozies	FES	TVL 93279
9	6	17	PUSH Bros	CBS	4606291
★ 10	18	47	KICK INXS	WEA	255080-1
11	11	17	TOUR OF DUTY Soundtrack	CBS	4608991
12	10	9	OPEN UP AND SAY ... AHH! Poison	CBS	L18 5137
13	12	15	BONK Big Pig	FES	RML 5327X
★ 14	24	19	LAP OF LUXURY Cheap Trick	CBS	4607821
15	13	20	GOOD MORNING VIETNAM Original Soundtrack	FES	RML 53272
16	9	5	THE FIRST OF A MILLION KISSES Fairground Attraction	BMG/RCA	VPL1 7635
17	14	13	'88 KIX ON Various Artists	POL	816 762-1
18	17	7	REMEMBER ME Cliff Richard	EMI	EMC 7487422
19	19	15	MONSOON Little River Band	WEA	42147-1
20	15	93	WHISPERING JACK John Farnham	BMG/RCA	SFL1-0149
★ 21	NEW		APPETITE FOR DESTRUCTION Guns n Roses	WEA	24148-1
22	16	16	WOW Bananarama	CBS	L18 5146
★ 23	32	2	UNION Toni Childs	FES	L 38937
★ 24	NEW		THE CREAM OF ERIC CLAPTON Eric Clapton	POL	833 519-1
★ 25	38	2	THE SHOUTING STAGE Joan Armatrading	FES	TVL 93278
26	22	11	LIVE 1980-1986 Joe Jackson	FES	L 38939
27	25	11	OU812 Van Halen	WEA	25732-1
28	28	39	FREIGHT TRAIN HEART Jimmy Barnes	FES	RML 5323B
29	20	9	REG STRIKES BACK Elton John	POL	834 701-1
30	27	30	RICHARD MARX Richard Marx	EMI	MAN 240833
31	30	66	CROWDED HOUSE Crowded House	EMI	ST 240555
32	23	3	KISS MY ART Painters And Dockers	FES	L 38883
33	33	19	YOU'VE ALWAYS GOT THE BLUES Kate Caberano & Wendy Matthews	POL	836 055-1
34	29	3	IRISH HEARTBEAT Van Morrison	POL	834 496-1
35	34	4	SHAKA ZULU Ladysmith Black Mambazo	WEA	25582-1
36	26	50	INTRODUCING THE HARDLINE ACCORDING TO TERENCE TRENT D'ARBY	CBS	4509111
★ 37	43	4	PEOPLE Hothouse Flowers	POL	828 101-1
38	31	24	TIFFANY Tiffany	WEA	5793-1
39	36	10	ROLL WITH IT Steve Winwood	VIR/EMI	V 2532
40	35	3	SUR LA MER Moody Blues	POL	835 756-1
41	R/E		BOOMERANG CAFE John Williamson	FES	RML 53260
42	44	23	BIG BAD NOISE Choirboys	FES	RML 5325B
43	47	2	YOUNG BLOOD Various Artists	POL	836 109-1
44	R/E		HIGHER GROUND John Denver	BMG/RCA	VPL1-6779
45	39	2	BRIAN WILSON Brian Wilson	WEA	25669-1
46	50	35	DIRTY DANCING Soundtrack	BMG/RCA	APL1-6030
47	R/E		TALES OF THE CITY The Rockmeions	EMI	TLP 790297
48	49	52	LONESOME JUBILEE John Cougar Mellencamp	POL	832 465-1
★ 49	NEW		NO RESERVATIONS The Motels	EMI	ST 790930
50	45	20	CASUAL GODS Jerry Harrison: Casual Gods	POL	832 992-1

BREAKERS

NORTH AND SOUTH
Gerry Rafferty..... POL 835 449-1

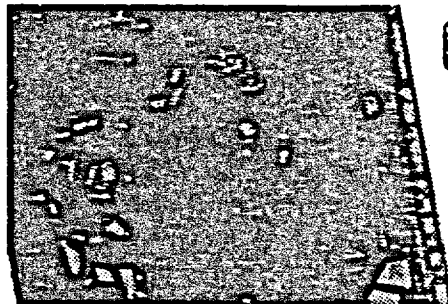
POSTCARDS FROM DOWN UNDER
James Morrison..... WEA 255697-1

SOUTH OF HEAVEN
Slayer..... WEA 24203-1

PHANTOM OF THE OPERA
London Cast..... POL 831 273-1

IN DREAMS
Roy Orbison..... VIR/EMI VGD 3514

ALBUM OF THE WEEK



erasure

THE INNOCENTS

THE NUMBER ONE BRITISH ALBUM

Includes

SHIP OF FOOLS & CHAINS OF LOVE

Available now on
LP, MC & CD



*DENOTES BULLET PERFORMER

© 1988 AUSTRALIAN RECORD INDUSTRY ASSOCIATION

AUSTRALIAN TOP 50



WEEK ENDING 18th SEPTEMBER, 1988

SINGLES CHART

TW	LW	TI	TITLE/ARTIST	Co.	Cat. No.
1	2	8	SIMPLY IRRESISTIBLE Robert Palmer.....	EMI	EMI 2106
2	1	10	PERFECT Fairground Attraction.....	BMG/RCA	104880
3	3	5	DOCTORIN' THE TARDIS The Timelords.....	BMG/RCA	104919
4	5	11	DON'T BE CRUEL Cheap Trick.....	CBS	6528237
5	7	5	ALL FIRED UP Pat Benatar.....	FES	K 587
6	4	9	AGE OF REASON John Farnham.....	BMG/RCA	104904
* 7	13	15	WANNA BE UP The Chantoozies.....	FES	K 492
* 8	14	5	HOLE IN MY HEART Cyndi Lauper.....	CBS	6528137
* 9	21	3	THAT'S WHEN I THINK OF YOU 1927.....	WEA	7-257966
10	6	13	BETTER BE HOME SOON Crowded House.....	EMI	CP 2100
11	10	11	NOTHIN' BUT A GOOD TIME Poison.....	CBS	LS 2009
* 12	18	6	PUSH IT (30cm) Salt 'n' Pepa.....	POL	886 250-1
* 13	25	7	OH YEAH (30cm) Yello.....	POL	888 860-1
14	17	12	PERFECT DAY Fischer Z.....	BMG/RCA	104813
15	9	6	I OWE YOU NOTHING Bros.....	CBS	6516187
16	8	6	WILD WORLD Maxi Priest.....	VIR/EMI	TEN 221
17	12	4	MONKEY George Michael.....	CBS	6517007
18	11	5	ANYTHING FOR YOU Gloria Estefan And Miami Sound Machine.....	CBS	6516737
19	15	7	MAKE ME LOSE CONTROL Eric Carmen.....	BMG/RCA	104879
* 20	28	3	NEVER TEAR US APART INXS.....	WEA	7-257869
21	24	4	THE TWIST The Fat Boys.....	POL	887 571-7
22	19	12	MOTOR'S TOO FAST James Rayne.....	EMI	CP 2093
23	16	19	UNDERNEATH THE RADAR Underworld.....	WEA	7-27968
24	23	3	DUKE OF EARL Dukes Of Earlwood.....	EMI	SAF 21119
25	22	8	THEME FROM S-EXPRESS S-Express.....	BMG/RCA	104874
26	20	11	GOT TO BE CERTAIN Kylie Minogue.....	FES	K 571
27	30	3	I CAN'T HELP IT Bananarama.....	CBS	LS 2020
28	26	10	I DON'T WANT TO GO ON WITH YOU LIKE THAT Elton John.....	POL	870 325-7
* 29	NEW	NEW	AS THE DAYS GO BY Daryl Braithwaite.....	CBS	6529417
30	29	5	STROKIN' Clarence Carter.....	COL	COL 12.000
31	27	19	WHAT A WONDERFUL WORLD Louis Armstrong.....	FES	K 514
32	32	2	PERFECT WORLD Huey Lewis And The News.....	FES	K 595
33	31	8	FAT "Weird Al" Yankovic	POL	870 381-7
* 34	NEW	NEW	WHEN YOU COME Crowded House.....	EMI	CP 2120
35	33	14	FAST CAR Tracy Chapman.....	WEA	7-69412
* 36	NEW	NEW	SWEET CHILD O' MINE Guns n Roses.....	WEA	7-27963
* 37	46	3	G'DAY G'DAY Slim Dusty.....	EMI	DO 2130
38	36	3	STOP YOUR FUSSIN' Toni Childs.....	FES	K 550
39	34	20	THE FLAME Cheap Trick.....	CBS	6514667
* 40	NEW	NEW	I KNOW YOU'RE OUT THERE SOMEWHERE Moody Blues.....	POL	887 600-7
41	42	6	BIG HOTEL Big Pig.....	FES	K 570
* 42	NEW	NEW	FALLEN ANGEL Poison.....	CBS	LS 2021
43	35	9	WHEN IT'S LOVE Van Halen.....	WEA	7-27827
44	40	2	THE RUMOUR Olivia Newton-John.....	FES	K 613
45	41	16	DROP THE BOY Bros.....	CBS	6513607
* 46	NEW	NEW	THIS IS THE CHORUS Morris Minor And The Majors.....	VIR/EMI	TEN 229
47	39	5	I WISH I HAD A GIRL Henry Lee Summer.....	CBS	6514847
48	48	2	SOMEWHERE IN MY HEART Aztec Camera.....	WEA	7-247952
49	38	11	HEY LITTLE BOY Divinyls.....	FES	K 508
50	43	21	BOYS (SUMMERTIME LOVE) Sabrina.....	POL	886 241-7

BREAKERS

LOVE CHANGES (EVERYTHING)
Climie/Fisher..... EMI 1989

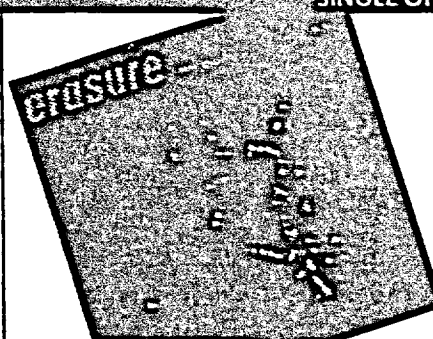
GLORY! GLORY!
Underworld..... WEA 7-27830


WHISPER
Schnell Fenster..... EMI EMI 2091

HOLD ONTO ME
The Black Sorrows..... CBS 6529067

SERPENTINE
Kings Of The Sun..... FES K 494

SINGLE OF THE WEEK



From
DEPECHE MODE
to
YAZOO
to
ERASURE
VINCE CLARKE DOES IT AGAIN
CHAINS OF LOVE
the new Erasure single
Available now on 7" & 12" 

*DENOTES BULLET PERFORMER

COMPILED FROM RECORD SALES THROUGHOUT AUSTRALIA BY THE AUSTRALIAN RECORD INDUSTRY ASSOCIATION

7. Copyright

- a) How serious a problem is piracy in this territory/country for books? Describe.

Party to Berne and Universal copyright conventions.

E. SOUND RECORDING

1. Market data

- a) How many LP's, cassettes and compact discs were sold last year and the previous year? What is the retail dollar value of sales in each category of sound media? (See chart below.)

Sound Media	Last Year		Year Prior	
	Number	\$	Number	\$
LP's				
Cassettes				
Compact discs				
Total				

- b) What per cent of all LP's, cassettes and compact discs sold are:

English? % _____

French? % _____

2. Market demand

a) How popular are the following categories of music? (very popular, popular, not popular).

<u>Category</u>	<u>Popularity</u>
Contemporary Top 40	<u>1</u>
Classical	<u>4</u>
Jazz	<u>2</u>
Country & Western	<u>5</u>
Instrumental	<u>6</u>
Domestic	<u>3</u>

3. Pricing

a) What is the average price of a:

Cassette? \$ 14 .
LP? \$ 17
Compact disc? \$ 29

b) What is the average cost of one hour of studio time in a state of the art sound recording studio in this territory/country?

\$ _____

4. Distribution

a) Are there any retail stores or distributors who specialize in English/French language LP's/cassettes/compact discs? If so, please provide name, address, telephone number and contact person.

1. _____	2. _____
_____	_____
_____	_____
_____	_____
3. _____	4. _____
_____	_____
_____	_____
_____	_____

b) Who are the major rights holders of foreign LP's/cassettes/compact discs in this territory/country? Please provide name, address, telephone number and contact person.

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

5. Radio stations

a) Are there any radio stations that specialize in western music? If yes, please provide name, address, telephone number and contact person.

- | | |
|------------------------|----------|
| 1. <u>2TM Tamworth</u> | 2. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Please send a copy of a recent "Top 40" music chart.

b) What is the total number of radio stations in this territory/country? # 150

Please name the major ones (name, address, telephone number and contact person).

- | | |
|---|--|
| 1. <u>ABC</u>
<u>100 William Street</u>
<u>King's Cross</u>
<u>Ph: 339 0211</u> | 2. <u>2VE</u>
<u>N. Sydney 0060</u>
<u>Ph. 02 922 9950</u> |
| 3. <u>2 DAY FM</u>
<u>220 Pacific HWY</u>
<u>Crows Nest 2065</u>
<u>Ph. 02) 922 7922</u> | 4. <u>2 MMM</u>
<u>500 Orford St.</u>
<u>Bondi Junction 2022</u>
<u>Ph 02) 387 5000</u> |
| 5. <u>2GB</u>
<u>364 Sussex St.</u>
<u>Sydney, 2000</u>
<u>Ph 02) 269 0646</u> | 6. <u>2CH</u>
<u>47 York St.</u>
<u>Sydney 2000</u>
<u>Ph. 290 2300</u> |
| 7. <u>2KY</u>
<u>20 Wentworth Rd.</u>
<u>Parramatta 2150</u>
<u>Ph 689 3000</u> | 8. <u>2KH</u>
<u>Henry St.</u>
<u>Penrith 2750</u>
<u>Ph. 047) 313111</u> |

c) On average, what per cent of total airtime on popular radio is dedicated to English/French music? %

6. Technology

a) Are there any television programs or networks that feature music videos? If yes, please name the program or network and the number of annual hours of airtime dedicated to music videos.

<u>Network or Program</u>	<u>Annual Hours of Airtime</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

7. Organizations

a) Please name the major associations in the sound recording/broadcast industry (name, address, telephone number and contact person).

1. Federation of Australian
Broadcasters
8 Gun Road
Milson's Point
Ph 929- 4866

2. _____

3. _____

4. _____

5. _____

6. _____

8. Quotas and regulations

a) Are there any quotas on the import of LP's/cassettes/compact discs? If yes, describe.

- b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign LP's/cassettes/compact discs in this territory/country? Please describe.

No Quota/Restrictions etc.

9. Remittance of earnings

- a) Are there withholding taxes? If yes, what are they?

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

10. Copyright

- a) How serious a problem is piracy in this territory/country for sound recordings? Describe.

Piracy is a problem, but mainly from offshore copies, ie,
Bali, Singapore, Thailand

F. PERIODICAL PUBLISHING

1. Market data

- a) How many English and French language periodicals (titles) are sold in this territory/country?

English? # _____

French? # _____

- b) Please list the names of the above periodicals and their countries of origin.

Periodical Title	Country of Origin
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

(Please use a blank sheet for additional periodicals.)

- c) How many copies of English and French language periodicals were sold in this country/territory:

Last year? # _____

Previous year? # _____

2. Market demand

- a) Please indicate the importance of the following kinds of periodicals in this territory/country (very important, important, not important).

<u>Category</u>	<u>Importance</u>
Travel	7
Sports	3
News magazines	2
Lifestyle magazines	1
Adult entertainment	8
Comic books	9
Nature	4
Professional publications	10
Children's magazines	12
Teen magazines	6
Educational	11
"How to"	5

3. Distribution

a) Please name the largest periodical deconsolidators in the territory/country. (A consolidator consolidates a number of small shipments of different goods in the export country. A deconsolidator separates the individual smaller shipments and sells to distributors in the import country.) Please provide name, address, telephone number and contact person.

1. _____ _____ _____ _____	2. _____ _____ _____ _____
3. _____ _____ _____ _____	4. _____ _____ _____ _____

b) Please name the major periodical distributors in this territory/country. Please provide name, address, telephone number and contact person.

- | | | | |
|----|-------|----|-------|
| 1. | _____ | 2. | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| 3. | _____ | 4. | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |

c) Please indicate the major retail newstand that specializes in English/French language periodicals (name, address, telephone number and contact person).

4. Pricing

- a) What is the price of the major locally produced current affairs (local equivalent of Time or Newsweek in Canada) publication?
\$ _____
- b) What is the price of Time magazine? \$ _____

5. Organizations

a) What industry associations for periodicals are located in this territory/country? Please provide name, address, telephone number and contact person.

- | | | | |
|----|-------|----|-------|
| 1. | _____ | 2. | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |

3. _____

4. _____

6. Quotas and regulations

a) Are there any quotas on the import of periodicals? If yes, describe.

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign periodicals in this territory/country? Please describe.

7. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

DEPARTMENT OF EXTERNAL AFFAIRS
CULTURAL INDUSTRIES FACT SHEET

August, 1988

Territory: CHINA: c/o Dr. C.Y. Charron, First Secretary
Scientific & Cultural Affairs
External Affairs contact: Mr. R.E. Pederson, Minister-Counsellor
(Commercial)
Address: 10 San Li Tun Lu, Canadian Embassy
Beijing 100600 RPC.

Telex number:

INTRODUCTION

Stevenson Kellogg Ernst & Whinney is working with External Affairs to identify opportunities to export Canadian cultural products to specific Pacific Rim countries. We know you have helped to gather information before. We have reviewed existing information and are asking for your further help only in areas where no information is currently available.

A. REFERENCE MATERIAL

1. Are you aware of any studies, reports or documents that have been prepared about the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country in addition to those we have listed as sources? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

- a) Beliveau, F. (1984): Penetration culturelle et transfert de technologie au sien de la programmation televisuelle en Republique Populaire de Chine, These De Ma, Dept. Communications, UQAM, 333p (copie au Centre de Documentation du CRDI, Ottawa).

b) Drake, M.G. (1989) Mai
Le Systeme de Television Chinois
Rapport Summary de Dr. Charron
Affaires Scientifique et Culturelles, Ambassade du
Canada, Peking

c) _____

d) _____

e) _____

f) _____

2. Are you aware of any directories or indexes of distributors, agents, producers or other organizations related to the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

B. GENERAL

1. What is the population of this territory/country? 1.0 billion

2. List the five largest cities and their respective population.

	<u>Name of city</u>	<u>Population</u>
i)	<u>Shan Shai</u>	<u> </u>
ii)	<u>Beijing</u>	<u> </u>
iii)	<u>Chong Jing</u>	<u> </u>
iv)	<u>Jianjin</u>	<u> </u>
v)	<u>Geeang Zhou</u>	<u> </u>

Urbanization 32%

3. How many people speak English or French? Or, what per cent of the population speaks English or French?

English	# <u>60.0M</u>	% <u> </u>	5th largest potential English market after U.S., Britain, Canada, Australia
French	# <u> </u>	% <u> </u>	

2. Admissions

- a) Number of annual admissions most recent year? 20 billion
b) Gross box office receipts? _____

3. Prices

- a) Average admission price? \$.06

4. English language

- a) How many theatres show English and French language films?
#Almost all if they have the chance

5. Grading standard

- a) Is there a grading standard for pictures (e.g., G, PG, R, X, etc.)? What is it?
No

6. Films

- a) How many feature films were produced by domestic producers last year? # 140 (1987)
b) Are there any government financial support programs for domestic producers? What are they?

Almost all the producers are sponsored by the government.

- c) Are there any government financial support programs for co-productions? What are they?
All government supported

d) Are there any restrictions on importing English/French language films to this country/territory? What are they?

A little concerning cultural differences and different social behaviour

e) How many films were imported last year from each of:

USA	#	<u>6</u>
Britain	#	<u> </u>
France	#	<u> </u>
Germany	#	<u> </u>
Italy	#	<u> </u>
Australia	#	<u> </u>
Canada	#	<u> </u>
Other	#	<u> </u>
Total	#	<u>62</u> (including from Hong Kong and Taiwan)

f) With what countries does this territory/country have government related film agreements?

7. Market demand

- a) How important are the following types of films in this market: very important, important, not important?

<u>Type of film</u>	<u>Importance</u>
Western	<u>I.</u>
Action/adventure	<u>N.I.</u>
Science fiction	<u>N.I.</u>
Comedy	<u>N.I.</u>
Horror	<u>N.I.</u>
Drama	<u>V.I.</u>
Documentary	<u>V.I.</u>

- b) Please send the most important theatre advertisement section of the major local paper from a recent week.

8. Organizations

- a) What industry associations are located here? (Name, address, telephone number and contact person.)

- | | |
|---|--|
| <p>1. <u>China Film Coproduction Corp.</u></p> <p><u>North Rendinghu</u></p> <p><u>Huangsi Street</u></p> <p><u>Beijing</u></p> <p><u>Director: Li Zhimin</u></p> | <p>2. <u>China Film Corporation</u></p> <p><u>25 Yin Wai Street</u></p> <p><u>Beijing</u></p> <p><u>Pres.: Hu Jian</u></p> |
| <p>3. <u>China Film Export & Import Corp.</u></p> <p><u>c/o Southern Film Co. Ltd.</u></p> <p><u>469 Nathan Road</u></p> <p><u>Sunbeam Commercial Building</u></p> <p><u>15/F KLN Hong Kong</u></p> | <p>4. _____</p> <p>_____</p> <p>_____</p> <p>_____</p> |

b) Film distributors:

i) Which distributors represent international films in this territory/country (Paramount, MGM, Disney/Buena Vista, Warner, Columbia, 20th Century Fox, Universal, etc.)? Name, address, telephone number and contact name please.

- | | |
|---|----------|
| 1. <u>United International Pictures</u> | 2. _____ |
| <u>UIP House, 45 Beadon Road</u> | _____ |
| <u>Hammersmith, London</u> | _____ |
| <u>W60#G</u> | _____ |
| <u>Tel.: 01-7419041</u> | _____ |
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

ii) List the six major independent distributors in this territory/country. Name, address, contact name and telephone number please.

- | | |
|----------|----------|
| 1. _____ | 2. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

5. _____ 6. _____

9. Quotas and regulations

a) Are there any exhibition quotas in this territory/country? What are they?

b) Are there any tax rebates or incentives for specific subjects? What are they?

c) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign films in this territory/country not covered in other questions? Describe.

10. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

Video

1. Market data

- a) Number of households? # _____
- b) Number of television sets? # 9.5/1000 people
- c) Number of VCRs? # 1.1% penetration (1985) of TV homes (15.5M)

2. Domestic market

- a) How many prerecorded video cassettes were sold last year?

- b) How many English language prerecorded video cassettes were sold:
Last year? # _____
Prior year? # _____

How many French language prerecorded video cassettes were sold:

Last year? # _____
Prior year? # _____

3. Prices

a) What is the average prerecorded cassette retail sales price?
\$ _____

4. Market demand

a) How important are the following types of video cassettes in this market: very important, important, not important?

<u>Type of video</u>	<u>Importance</u>
Prerecorded entertainment	<u>V.I.</u>
"How to"	<u>V.I.</u>
Educational	<u>V.I.</u>
Children's	<u>V.I.</u>

b) Please send the video catalogue from a prerecorded video cassette wholesaler (contact a retail store for name of major wholesaler).

5. Organizations

a) What is the major video industry association (wholesale or retail) located in this territory/country? (Please provide name, address, telephone number and contact person.)

6. Distribution

a) List the major wholesale distributors in this territory/country. Please provide name, address, telephone number and contact name. Please indicate approximate market share for the top three.

1. _____

Market share % _____

2. _____

Market share % _____

3. _____

Market share % _____

4. _____

MARKET SHARE % _____

5. _____

MARKET SHARE % _____

6. _____

MARKET SHARE % _____

7. Taxes

- a) What is the import duty rate on prerecorded video cassettes?
% _____
- b) Are there withholding taxes on revenue? If yes, what are they and at what rate are they applied?

8. Copyrights

- a) Is this country a signatory of the International Copyright Convention? No
- b) How serious a problem is piracy in this territory/country? Describe.

The problem of piracy is not well "realized" (under control) in this country.

Television

1. Market data

- a) How many government-owned, non-commercial networks are there in this territory/country? Please name.

All the TV stations are government owned.
Every province and municipality have their own stations.
Even some counties have theirs, too.
The key national TV station is CCTV (China Central TV)

b) How many privately owned television networks are there?
Please name.

None

c) How many closed circuit (e.g., cable or satellite delivered) networks are there? Please name and indicate scope of programming.

In Western hotels - closed circuit.

Some hotels and international clubs

(direct from Japan)

2. Market demand

a) How important are the following types of programs in this market (very important, important, not important)? Also, please indicate the royalty paid for foreign programs.

<u>Type of program</u>	<u>Importance</u>	<u>Royalty Paid</u>	
		<u>1/2 Hour</u>	<u>1 Hour</u>
Game show	<u>I</u>	<u>_____</u>	<u>_____</u>
Soap opera	<u>I</u>	<u>_____</u>	<u>_____</u>
Situation comedy	<u>I</u>	<u>_____</u>	<u>_____</u>
Musical specials	<u>I</u>	<u>_____</u>	<u>_____</u>
Children's shows	<u>V.I</u>	<u>_____</u>	<u>_____</u>
Police stories	<u>V.I</u>	<u>_____</u>	<u>_____</u>
Movies	<u>I</u>	<u>_____</u>	<u>_____</u>
Nature	<u>N.I</u>	<u>_____</u>	<u>_____</u>
Drama	<u>V.I</u>	<u>_____</u>	<u>_____</u>
Other (please specify)	<u>V.I</u>	<u>_____</u>	<u>_____</u>

Programs on other countries -
"a world outlook"

b) Please send a copy of a recent television program schedule.

3. English language

a) What is the number of hours of foreign programming annually?
in English/French? # 100 hours or so
dubbed? # hours

4. Censorship

a) Is there television censorship (official or self-imposed) in this territory/country? If yes, describe.
Yes, both in the political guidance and in artistic ways.

b) Are there any program content taboos? Describe.
Generally speaking, no, but it is not true in particular program making.

5. Television programs

a) Are there any government financial support programs for domestic producers? What are they?

All

b) Are there any government financial support programs for co-productions? What are they?

All

c) Are there any restrictions on importing foreign language television programs to this territory/country?

In light of the cultural and social differences

d) How many television programs were imported last year from each of the following. (Alternatively, how many hours of programs were imported.)

	<u># Programs</u>	<u># Hours</u>
USA	_____	_____
Britain	_____	_____
France	_____	_____
Germany	_____	_____
Italy	_____	_____
Australia	_____	_____
Canada	_____	_____
Other	<u>+200</u>	_____

e) Does this territory/country have a government related international TV program coproduction agreement with Canada? Describe.

No
Some preliminary negotiations with CBC and TV Ontario.

6. Organizations

- a) What television distribution associations are located here? (Please provide name, address, telephone number and contact person).

Major Importers: 1. China Central Television N.2 Fuxingmenwai Street Beijing China Tel.: 862502 Telex: 22653 CCTV 2. China Film Import-Export Corp. 25 Rue Ximwai Peking China Tel: 664473 Telex: 22195 FILMCN 3. 4.

7. Quotas and regulations

- a) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign programs in this territory/country not covered in other questions? Describe.

Exchange agreements with many countries limit commercial potential

8. Remittance of earnings

- a) Are there withholding taxes? If yes, what are they?

[Blank lines for response]

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

D. BOOK PUBLISHING

Please complete the following table.

1. Market data

About 130 English and 60 French titles published by Chinese publishers a year, plus many imports in original languages.

- a) How many English/French language titles are available in this country/territory? (See chart columns 1 and 3.)
- b) How many copies of English/French language titles were sold last year in this country/territory? (See chart columns 2 and 4.)
- c) How many foreign language title translations are available in this country/territory? (See chart column 5.)
about 10,000 translated per year
- d) How many copies of translated foreign language titles? (See chart column 6.) 8 million copies

2. Pricing

- a) What is the average retail price of a hard cover best seller in this territory/country? \$ want very cheap editions, i.e. \$1.00
- b) What is the cost of printing a hard cover best seller in this territory/country for:
- Quantity = 50,000? \$2.6 US per copy (including paper cost)
- Quantity = 200,000? \$2.15 US per copy (including paper cost)
- c) What is the cost of printing a soft cover best seller in this territory/country for:
- Quantity = 50,000? \$ 1.6 US per copy (including paper cost)
- Quantity = 200,000? \$ 1.3 US per copy (including paper cost)

Book Category	1 # of English language titles	2 # of copies sold English titles	3 # of French language titles	4 # of copies sold French titles	5 # foreign language translations	6 # copies sold foreign translations
1981 Imports						
Education						
Technical & professional						
Children						
Fiction						
Non-fiction*						
Total	22,567 (UK \$ 000's)					

*Please note any particular sub-categories such as travel, nature, etc.

Particularly scientific, technical and medical in English

3. Distribution

a) Who are the major rights holders (e.g. publishers) of foreign books in this territory/country? (Please provide name, address, telephone number and contact person.)

1. China Book Import Centre
(Cypress Book Co. Ltd.)
Paramus, New Jersey

2. Beijing Book Co. (CNPIEC)
Linden, New Jersey

3. Beijing University Special Book
Fund Office

4. Shanghai Book Traders

4. 5. **China International Cultural Organizations** Publishing Co.

6. Beijing Book Import Export Corp.

a) What are the major book industry associations in this territory/country? (Please provide name, address, telephone number and contact person.)

1. Publishing Administrative Bureau
(Ministry of Culture)

2. China National Publications
Import and Export Corp.
Beijing

3. Chinese Publishers Assoc.
85 Dongsì Nandajie
Beijing, P.R.C.
Director: Chen Hanbo

4. _____

5. Quotas and regulations

a) Are there any quotas on the import of books? If yes, describe.

Imports used to be controlled by CNPIEC. Now at least
5 major importers. CNPIEC still largest, 90% imports.
Concept of mutual benefit is very important. Obscene or
politically sensitive material confiscated.

b) Do any other quotas, restrictions, limitations, subsidies or
incentive programs apply to domestic and/or foreign books in
this territory/country? Please describe.

Paper is subsidized by the state.

6. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

b) Are any countries excluded by treaty from any taxes or
restrictions? If yes, describe.

7. Copyright

- a) How serious a problem is piracy in this territory/country for books? Describe.

Has joined World Intellectual Property Organization, but
does not yet subscribe to either Berne or Universal
Copyright Conventions. Legislation predicted within 5
years. Piracy is a problem.

E. SOUND RECORDING

1. Market data

- a) How many LP's, cassettes and compact discs were sold last year and the previous year? What is the retail dollar value of sales in each category of sound media? (See chart below.)

Sound Media	Last Year		Year Prior	
	Number	\$	Number	\$
LP's				
Cassettes				
Compact discs				
Total				

- b) What per cent of all LP's, cassettes and compact discs sold are:

English? % _____

French? % _____

2. Market demand

a) How popular are the following categories of music? (very popular, popular, not popular).

<u>Category</u>	<u>Popularity</u>
Contemporary Top 40	_____
Classical	_____
Jazz	_____
Country & Western	_____
Instrumental	_____
Domestic	_____

3. Pricing

a) What is the average price of a:

Cassette? \$ _____
LP? \$ _____
Compact disc? \$ _____

b) What is the average cost of one hour of studio time in a state of the art sound recording studio in this territory/country?

\$ _____

4. Distribution

a) Are there any retail stores or distributors who specialize in English/French language LP's/cassettes/compact discs? If so, please provide name, address, telephone number and contact person.

1. _____

3. _____

2. _____

4. _____

b) Who are the major rights holders of foreign LP's/cassettes/compact discs in this territory/country? Please provide name, address, telephone number and contact person.

1. _____	2. _____
_____	_____
_____	_____
_____	_____
3. _____	4. _____
_____	_____
_____	_____
_____	_____

5. Radio stations

a) Are there any radio stations that specialize in western music? If yes, please provide name, address, telephone number and contact person.

1. _____	2. _____
_____	_____
_____	_____
_____	_____
3. _____	4. _____
_____	_____
_____	_____
_____	_____

Please send a copy of a recent "Top 40" music chart.

b) What is the total number of radio stations in this territory/country? # _____

Please name the major ones (name, address, telephone number and contact person).

1. _____ _____ _____ _____	2. _____ _____ _____ _____
3. _____ _____ _____ _____	4. _____ _____ _____ _____
5. _____ _____ _____ _____	6. _____ _____ _____ _____
7. _____ _____ _____ _____	8. _____ _____ _____ _____

c) On average, what per cent of total airtime on popular radio is dedicated to English/French music? % _____

6. Technology

a) Are there any television programs or networks that feature music videos? If yes, please name the program or network and the number of annual hours of airtime dedicated to music videos.

Network or Program	Annual Hours of Airtime
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

7. Organizations

a) Please name the major associations in the sound recording/broadcast industry (name, address, telephone number and contact person).

1.	_____	2.	_____
	_____		_____
	_____		_____
	_____		_____
3.	_____	4.	_____
	_____		_____
	_____		_____
	_____		_____
5.	_____	6.	_____
	_____		_____
	_____		_____
	_____		_____

8. Quotas and regulations

a) Are there any quotas on the import of LP's/cassettes/compact discs? If yes, describe.

- b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign LP's/cassettes/compact discs in this territory/country? Please describe.

9. Remittance of earnings

- a) Are there withholding taxes? If yes, what are they?

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

10. Copyright

- a) How serious a problem is piracy in this territory/country for sound recordings? Describe.

F. PERIODICAL PUBLISHING

1. Market data

- a) How many English and French language periodicals (titles) are sold in this territory/country?

English? # _____

French? # _____

- b) Please list the names of the above periodicals and their countries of origin.

<u>Major Periodical Title</u>	<u>Country of Origin</u>
<u>Beijing Review (English & French)</u>	<u>China</u>
<u>China Reconstructs (Eng. & French)</u>	<u>China</u>
<u>China Pictorial (Eng. & French)</u>	<u>China</u>
<u>China Sports (English)</u>	<u>China</u>
<u>Chinafrique (French)</u>	<u>China</u>
<u>Time (English)</u>	<u>US</u>
<u>Newsweek (English)</u>	<u>US</u>
<u>Reader's Digest (English)</u>	<u>US</u>
<u>Le Express (French)</u>	<u>France</u>
<u>Der Spiegel (German)</u>	<u>FRG</u>
_____	_____
_____	_____

(Please use a blank sheet for additional periodicals.)

- c) How many copies of English and French language periodicals were sold in this country/territory:

Last year? # _____

Previous year? # _____

2. Market demand

- a) Please indicate the importance of the following kinds of periodicals in this territory/country (very important, important, not important).

<u>Category</u>	<u>Importance</u>
Travel	_____
Sports	_____
News magazines	_____
Lifestyle magazines	_____
Adult entertainment	_____
Comic books	_____
Nature	_____
Professional publications	_____
Children's magazines	_____
Teen magazines	_____
Educational	_____
"How to"	_____

3. Distribution

a) Please name the largest periodical deconsolidators in the territory/country. (A consolidator consolidates a number of small shipments of different goods in the export country. A deconsolidator separates the individual smaller shipments and sells to distributors in the import country.) Please provide name, address, telephone number and contact person.

- | | |
|--|---|
| <p>1. <u>China National Publications</u>
<u>Import & Export Corp.</u>
<u>Beijing</u>

_____</p> | <p>2. <u>China International</u>
<u>Book Trading Corp.</u>
<u>Beijing</u>

_____</p> |
| <p>3. _____

_____</p> | <p>4. _____

_____</p> |

b) Please name the major periodical distributors in this territory/country. Please provide name, address, telephone number and contact person.

- | | |
|---|--|
| <p>1. <u>China National Publications</u>
 <u>Import & Export Corp.</u>
 <u>Beijing</u>
 _____</p> | <p>2. <u>China International</u>
 <u>Book Trading Corp.</u>
 <u>Beijing</u>
 _____</p> |
| <p>3. <u>All Post Offices</u>

 _____</p> | <p>4. <u>Xinhua Bookstores</u>
 <u>throughout the country</u>

 _____</p> |

c) Please indicate the major retail newstand that specializes in English/French language periodicals (name, address, telephone number and contact person).

At bookstands in
hotels and airports

4. Pricing

- a) What is the price of the major locally produced current affairs (local equivalent of Time or Newsweek in Canada) publication?
\$ 0.20 - 0.60 (US\$)
- b) What is the price of Time magazine? \$ 2.68 (US)

5. Organizations

a) What industry associations for periodicals are located in this territory/country? Please provide name, address, telephone number and contact person.

- | | |
|--|--|
| <p>1. <u>Chinese Publishers Assoc.</u>
 <u>85 Dongsi Nandajie</u>
 <u>Beijing, P.R.C.</u>
 <u>Director: Chen Hanbo</u></p> | <p>2. _____

 _____</p> |
|--|--|

3. _____ L. _____

6. Quotas and regulations

a) Are there any quotas on the import of periodicals? If yes, describe.

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign periodicals in this territory/country? Please describe.

7. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

DEPARTMENT OF EXTERNAL AFFAIRS

CULTURAL INDUSTRIES FACT SHEET

August, 1988

Territory: HONG KONG

External Affairs contact: Ms. Anne Marie Doyle, Commissioner

Address: Office of the Commission for Canada
11-14th Floors, One Exchange Square
8 Connaught Place
GPO Box 11142
Hong Kong

Telex number:

INTRODUCTION

Stevenson Kellogg Ernst & Whinney is working with External Affairs to identify opportunities to export Canadian cultural products to specific Pacific Rim countries. We know you have helped to gather information before. We have reviewed existing information and are asking for your further help only in areas where no information is currently available.

A. REFERENCE MATERIAL

1. Are you aware of any studies, reports or documents that have been prepared about the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country in addition to those we have listed as sources? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) _____ NO _____

b) _____

c) _____

d) _____

e) _____

f) _____

2. Are you aware of any directories or indexes of distributors, agents, producers or other organizations related to the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) Copy of list of distributors obtained.
See attached. (Attachment I)

b) _____

c) _____

d) _____

e) _____

f) _____

B. GENERAL

1. What is the population of this territory/country? 5.4 M (1985)

2. List the five largest cities and their respective population.

	<u>Name of city</u>	<u>Population</u>
i)	_____	_____
ii)	_____	_____
iii)	_____	_____
iv)	_____	_____
v)	_____	_____

Urbanization - 95%

3. How many people speak English or French? Or, what per cent of the population speaks English or French? Literacy 77.9% (1981)
English language of government and to lesser extent business

English	# _____	% 70+
French	# _____	% 0.2

4. How many people read and write English or French? Or, what per cent of the population reads and writes English or French?

English # _____ % 70+ Market potential small
 French # _____ % 0.2

5. What is the age distribution of the population?

<u>Age group</u>	<u>#</u>
0-12 years	<u>10%</u>
13-19 years	<u>30%</u>
20-50 years	<u>50%</u>
50+ years	<u>10%</u>
Total	<u>100%</u>

6. Is English taught in schools? In which grades?

English is taught in all schools in Hong Kong (including all Chinese schools and foreign schools) From Kindergarten to Grade 14. English is used as a teaching language in universities here.

7. Is French taught in schools? In which grades?

French is taught in all foreign schools in Hong Kong. It is also taught in some Chinese schools for those students who do not take Chinese as a subject.

3. What is the unit of currency? Hong Kong \$
 What is the value per U.S. \$1.00? \$7.80 = U.S. \$1

C. FILM/VIDEO/TELEVISION PRODUCTS

Film

1. Theatres

- a) Number of theatres? # 133
 b) Total seats? # 121,711

2. Admissions

- a) Number of annual admissions most recent year? 67.3 million
b) Gross box office receipts? HK\$1,255 million

3. Prices

- a) Average admission price? \$ HK\$23

4. English language

- a) How many theatres show English and French language films?
30% show English, French films only shown at French film Festival
15% of the cinema shown English films on a regular basis
A lot of cinemas in HK are bilingual (Chinese/English)

5. Grading standard

- a) Is there a grading standard for pictures (e.g., G, PG, R, X, etc.)? What is it?

I. Suitable for all General Audience

II. Not Suitable for children

III. Restricted to Adults

6. Films

- a) How many feature films were produced by domestic producers last year? # 109
b) Are there any government financial support programs for domestic producers? What are they?

There is no government financial support programs for domestic producers.

Censorship fees will be waived for cultural organisations and consulates if films are shown for a cultural purposes.

- c) Are there any government financial support programs for co-productions? What are they?

There is no government financial support programs for co-production. This is a free market.

- d) Are there any restrictions on importing English/French language films to this country/territory? What are they?

There is no restrictions on importing English/French language films in Hong Kong. All films are subject to censorship.

- e) How many films were imported last year from each of:

USA	#	<u>192</u>
Britain	#	<u>25</u>
France	#	<u>25</u>
Germany	#	<u>15</u>
Italy	#	<u>7</u>
Australia	#	<u>4</u>
Canada	#	<u>5</u>
Other	#	<u></u>
Total	#	<u>273</u>

- f) With what countries does this territory/country have government related film agreements?

NONE

7. Market demand

a) How important are the following types of films in this market: very important, important, not important?

<u>Type of film</u>	<u>Importance</u>
Western	<u>Important</u>
Action/adventure	<u>Very Important</u> (Kung, Fu)
Science fiction	<u>Important</u>
Comedy	<u>Important</u>
Horror	<u>Important</u>
Drama	<u>Not Important</u>
Documentary	<u>Not Important</u>

b) Please send the most important theatre advertisement section of the major local paper from a recent week.
(see attachment II)

8. Organizations

a) What industry associations are located here? (Name, address, telephone number and contact person.)

- | | |
|---|--|
| <p>1. <u>Sir Run Run Shaw</u>
<u>Shaw Bros (HK) Ltd.</u>
<u>Lot 220 Clearwater Bay Road</u>
<u>Kowloon, Hong Kong</u>
<u>3-7191551</u></p> | <p>Mr. Raymond Chau
2. <u>Golden Harvest (Intl) Ltd.</u>
<u>8 Hammer Hill Road</u>
<u>Kowloon</u>
<u>Tel: 3-260111</u></p> |
| <p>3. <u>D & B Films Co. Ltd.</u>
<u>Rm 47, New Henry House</u>
<u>10 Ice House Street</u>
<u>Central</u>
<u>Hong Kong</u>
<u>Tel: 5-250191</u></p> | <p>4. _____

_____</p> |

b) Film distributors:

i) Which distributors represent international films in this territory/country (Paramount, MGM, Disney/Bueno Vista, Warner, Columbia, 20th Century Fox, Universal, etc.)? Name, address, telephone number and contact name please.

- | | |
|--|--|
| 1. <u>United International Pictures</u>
<u>808 Sands Building,</u>
<u>17 Hankow Road,</u>
<u>Kowloon</u>
<u>Tel. 3-7227682</u>
<u>(agent for MGM, Paramount,</u>
<u>Universal, United Artists)</u> | 2. <u>Fox Columbia Films Distributors</u>
<u>Room 511, World Commerce Centre</u>
<u>11 Canton Road</u>
<u>Tsimshatsui, Kowloon</u>
<u>Tel: 3-7227161</u>
<u>(agent for Columbia, 20th Century Fox</u> |
| 3. <u>Warner Bros (FE) Inc</u>
<u>8/F Siberian Fur Building</u>
<u>38-40 Hai Phong Road,</u>
<u>Tsimshatsui, Kowloon</u>
<u>Tel. 3-7230225</u> | 4. _____

_____ |

ii) List the six major independent distributors in this territory/country. Name, address, contact name and telephone number please.

- | | |
|---|---|
| 1. <u>Please refer to b above</u>
<u>for foreign films</u>

_____ | 2. <u>Cinema City Co. Ltd.</u>
<u>12/F Pioneer Bldg.</u>
<u>748A Nathan Road</u>
<u>Kowloon</u>
<u>3-915368</u> |
| 3. <u>D&B Films Co. Ltd.</u>
<u>Rm 47 New Henry House</u>
<u>10 Ice House Street</u>
<u>Central, Hong Kong</u>
<u>Tel. 5-250191</u> | 4. <u>Delon International Film Corp.</u>
<u>7B Astoria Bldg</u>
<u>24-30 Ashley Road</u>
<u>Kowloon</u>
<u>3-671168</u> |

5. _____

6. _____

9. Quotas and regulations

- a) Are there any exhibition quotas in this territory/country? What are they?

NONE

- b) Are there any tax rebates or incentives for specific subjects? What are they?

This only applies to charitable organisation if films
are used for fund raising. There will be no entertainment
tax for that purposes.

- c) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign films in this territory/country not covered in other questions? Describe.

NONE

10. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

YES. Audience pay 10% entertainment tax. Both exhibitors
(i.e. cinema owners) and distributors (movie agent/companies)
both have to pay 17% profit tax per year.

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

No. films from any countries can enter into the Hong
Kong market. All are subject to censorship.

Video

1. Market data

- a) Number of households? # 1.5M
- b) Number of television sets? # 243/1000 people
- c) Number of VCRs? # 450,000

2. Domestic market

a) How many prerecorded video cassettes were sold last year?

no general market figure available

b) How many English language prerecorded video cassettes were sold:

Last year? # _____

Prior year? # _____

How many French language prerecorded video cassettes were sold:

Last year? # _____
Prior year? # _____

3. Prices

a) What is the average prerecorded cassette retail sales price?

\$ HK\$150 to KH\$500

4. Market demand

a) How important are the following types of video cassettes in this market: very important, important, not important?

<u>Type of video</u>	<u>Importance</u>
Prerecorded entertainment	_____
"How to"	Very important
Educational	Not important
Children's	Not important

b) Please send the video catalogue from a prerecorded video cassette wholesaler (contact a retail store for name of major wholesaler). See catalogue from Golden Harvest (Attachment III)

5. Organizations

a) What is the major video industry association (wholesale or retail) located in this territory/country? (Please provide name, address, telephone number and contact person.)

Major "How To" distributor - Educational Film Services Ltd.
16/F, Universal House 229-230 Gloucester Rd., Wanchai, H.K.
Telex 65046 EFSLHX Contact: Walter Watkin

(also see Attachment IV)

6. Distribution

a) List the major wholesale distributors in this territory/country. Please provide name, address, telephone number and contact name. Please indicate approximate market share for the top three.

- | | |
|----------------------------------|--------------------------------------|
| 1. <u>Warner Bros. (FE) Inc.</u> | 2. <u>Inter-Continental Ltd.</u> |
| <u>Mr. Jackson Wong</u> | <u>Beverly Commercial Centre</u> |
| <u>8/F Siberian Fur Building</u> | <u>Room 525, 87-105 Chatham Road</u> |
| <u>38-40 Hai Phong Road</u> | <u>Kowloon, Hong Kong</u> |
| <u>Tsimshatsui</u> | <u>Mr. Regal Jesu</u> |
| <u>KOWLOON</u> | <u>TEL: 3-7230225</u> |
| <u>TEL: 3-7230225</u> | <u>TEL: 3-7230225</u> |
| Market share % <u>20</u> | Market share % <u>20</u> |

3. The Hong Kong market is dominated by Chinese local videos
(i.e. 60%)
See distributors list attached
(Attachment IV)

Market share % _____

- | | |
|----------|----------|
| 5. _____ | 6. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

7. Taxes

a) What is the import duty rate on prerecorded video cassettes?

% NONE

b) Are there withholding taxes on revenue? If yes, what are they and at what rate are they applied?

The video shop owner has to pay 17.5% of profit tax per year to the Inland Revenue Department.

8. Copyrights

a) Is this country a signatory of the International Copyright Convention? YES

b) How serious a problem is piracy in this territory/country? Describe.

The problem of piracy is not as serious as other countries in the region. (i.e. Taiwan, Korea). The copyright owner or licensee is estimated to lose 15% or 25% of the revenue due to piracy or parallel importation.

Television

1. Market data

a) How many government-owned, non-commercial networks are there in this territory/country? Please name.

1 station RTHK

- b) How many privately owned television networks are there? Please name.

Television Broadcasts Ltd. (TVB)

Asia Television Ltd. (ATV)

- each one English and one Cantonese channel

- c) How many closed circuit (e.g., cable or satellite delivered) networks are there? Please name and indicate scope of programming.

In process of evaluating licensees in 1987

Government is welcoming application for Cable

network from overseas. It is anticipated that

by 1989 February there will be a Cablevision set

up in Hong Kong (Hutchison Cablevision)

2. Market demand

- a) How important are the following types of programs in this market (very important, important, not important)? Also, please indicate the royalty paid for foreign programs.

<u>Type of program</u>	<u>Importance</u>	<u>Royalty Paid</u>	
		<u>1/2 Hour</u>	<u>1 Hour</u>
Game show	<u>N.I.</u>	<u>all</u>	<u>royalty paid</u>
Soap opera	<u>V.I.</u>	<u>depends</u>	<u>on the</u>
Situation comedy	<u>I.</u>	<u>length</u>	<u>of the</u>
Musical specials	<u>V.I.</u>	<u>program.</u>	<u>_____</u>
Children's shows	<u>I.</u>	<u>_____</u>	<u>_____</u>
Police stories	<u>V.I.</u>	<u>_____</u>	<u>_____</u>
Movies	<u>V.I.</u>	<u>_____</u>	<u>_____</u>
Nature	<u>N.I.</u>	<u>_____</u>	<u>_____</u>
Drama	<u>I.</u>	<u>_____</u>	<u>_____</u>
Other (please specify)	<u>V.I.</u>	<u>_____</u>	<u>_____</u>

- b) **Please send** a copy of a recent television program schedule.
(see attached program dated December 9)

3. **English language** (Attachment V)

- a) What is the number of hours of foreign programming annually?

in English/French? # _____ hours

dubbed? # _____ hours

4. **Censorship**

- a) Is there television censorship (official or self-imposed) in this territory/country? If yes, describe.

YES - to remove violent or sexually explicit material.

Censorship also to enforce no foul language existing

in the programs for children, as well as to prohibit

indirect advertising.

- b) Are there any program content taboos? Describe.

YES. Foul language, nudity, except in documentaries,

nudity is acceptable. This may change subject to the

social/public attitude of the society.

5. **Television programs**

- a) Are there any government financial support programs for domestic producers? What are they?

NO

b) Are there any government financial support programs for co-productions? What are they?

NO

c) Are there any restrictions on importing foreign language television programs to this territory/country?

No. All programs are subject to censorship.

d) How many television programs were imported last year from each of the following. (Alternatively, how many hours of programs were imported.)

	<u># Programs</u>	<u># Hours</u>	
USA	_____	_____	
Britain	_____	_____	
France	_____	_____	
Germany	_____	_____	figures unable to obtain due to TV stations refused to release.
Italy	_____	_____	
Australia	_____	_____	
Canada	_____	_____	
Other	_____	_____	

e) Does this territory/country have a government related international TV program coproduction agreement with Canada? Describe.

NO

6. Organizations

a) What television distribution associations are located here? (Please provide name, address, telephone number and contact person).

- | | |
|------------------------------|---------------------|
| 1. Sales Department | 2. Sales Department |
| Television Broadcasting Ltd. | Asia Television |
| 77 Broadcast Drive | 81 Broadcast Drive |
| Kowloon | Kowloon |
| Tel: 3-360111 | Tel: 3-399111 |
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

7. Quotas and regulations

a) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign programs in this territory/country not covered in other questions? Describe.

NO. Children program: everyday between 4-7 p.m.

there must be a minimum of 1.5 Hours of children program and there must be 1/2 hr. local production.

8. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

All TV stations have to pay profit tax 17% per annum.

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

NONE

D. BOOK PUBLISHING

Please complete the following table.

1. **Market data** (no figures available, never had any research done here)

- a) How many English/French language titles are available in this country/territory? (See chart columns 1 and 3.)
- b) How many copies of English/French language titles were sold last year in this country/territory? (See chart columns 2 and 4.)
- c) How many foreign language title translations are available in this country/territory? (See chart column 5.)
- d) How many copies of translated foreign language titles? (See chart column 6.)

2. **Pricing**

- a) What is the average retail price of a hard cover best seller in this territory/country? \$ US20
- b) What is the cost of printing a hard cover best seller in this territory/country for:
Price unobtainable due to printer needs more specific details.
Quantity = 50,000? \$ _____ Printing and binding industry
Quantity = 200,000? \$ _____ is major opportunity for
foreigners.
- c) What is the cost of printing a soft cover best seller in this territory/country for:
Quantity = 50,000? \$ _____
Quantity = 200,000? \$ _____

Book Category	1 # of English language titles	2 # of copies sold English titles	3 # of French language titles	4 # of copies sold French titles	5 # foreign language translations	6 # copies sold foreign translations
Education	1981 Imports (US \$ 000's)					
Technical & professional	US 21%					
	UK 28%					
Children						
Fiction						
Non-fiction*						
Total	43,992					

*Please note any particular sub-categories such as travel, nature, etc.

	Libraries (1977)		
	English	Chinese	Total
Junior	59,083	110,686	169,769
Adult	145,310	258,357	403,667
Reference	38,541	152,508	191,049

3. Distribution

a) Who are the major rights holders (e.g. publishers) of foreign books in this territory/country? (Please provide name, address, telephone number and contact person.)

- | | |
|--|--|
| 1. <u>Chinese Publishers</u>
<u>- Commercial Press</u>
<u>- Joint Publishing</u>
<u></u>
<u></u> | 2. <u>Mr. Raymond Dai</u>
<u>McGraw-Hill Book Co.</u>
<u>618 Ocean Centre</u>
<u>5 Canton Road</u>
<u>Tsimshatsui, Kowloon</u>
<u>Tel: 3-7224640</u> |
| 3. <u>Longman Group (FE) Ltd.</u>
<u>Mr. William Shen</u>
<u>18/F Cornwall House</u>
<u>Quarry Bay</u>
<u>Hong Kong Tel: 5-8118168</u> | 4. <u>Mr. Yiu Hei Kan</u>
<u>MacMillan Publishers (China) Ltd.</u>
<u>28 Tong Chong Street</u>
<u>Warwick House East</u>
<u>97/F, Quarry Bay</u>
<u>Hong Kong Tel: 5-636206</u> |

4. Organizations

a) What are the major book industry associations in this territory/country? (Please provide name, address, telephone number and contact person.)

- | | |
|--|--|
| 1. <u>Anglo-Chinese Textbook Publishers²</u>
<u>Organization Ltd.</u>
<u>P.O. Box 223 Quarry Bay</u>
<u>Tel: 056484755</u>
<u>Pres.: William Shen</u>
<u>Secty.: Lawrence Pang</u> | 2. <u>Hong Kong Bookseller's and</u>
<u>Stationers Assoc.</u>
<u>Manwah House</u>
<u>Kowloon</u>
<u>Tel: 033882356</u> |
| 3. <u>Hong Kong Educational Publishers</u>
<u>Assoc.Ltd.</u>
<u>1105 Yau Yue Building</u>
<u>127-131 Des Voeux Road C</u>
<u>Hong Kong</u>
<u>Pres.: Au Bak Ling</u> | 4. <u>Hong Kong Publishers & Distributor</u>
<u>Assoc.</u>
<u>National Building, 4th Floor</u>
<u>240-246 Nathan Road</u>
<u>Kowloon</u> |
| 5. <u>Hong Kong Library Association</u>
<u>P.O. Box 10095</u>
<u>General Post Office</u>
<u>Hong Kong</u> | |

5. Quotas and regulations

a) Are there any quotas on the import of books? If yes, describe.

NO

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign books in this territory/country? Please describe.

NO

6. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

~~Publishers have to pay 16.5 profit tax~~
per year to Inland Revenue.

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

NO

7. Copyright

- a) How serious a problem is piracy in this territory/country for books? Describe.

Participant in Berne and universal copyright conventions.
Infringement of copyright is very serious on educational
and academic books, and computer manuals. Copyright law
is currently being reviewed.

E. SOUND RECORDING

1. Market data

- a) How many LP's, cassettes and compact discs were sold last year and the previous year? What is the retail dollar value of sales in each category of sound media? (See chart below.)

Sound Media	Last Year Number (Million)	Year Prior Number (Million)
LP's	2.2	2.7
Cassettes	4.3	4.1
Compact discs	0.4	0.3
Total	26.5	not available
estimated about 40% increase in sales for 86/87		

- b) What per cent of all LP's, cassettes and compact discs sold are:

English? % 50% (including Japanese)

French? % 2%

2. Market demand

- a) How popular are the following categories of music? (very popular, popular, not popular).

<u>Category</u>	<u>Popularity</u>
Contemporary Top 40	<u>V.P.</u>
Classical	<u>P.</u>
Jazz	<u>P.</u>
Country & Western	<u>P.</u>
Instrumental	<u>P.</u>
Domestic	<u>V.P. (Chinese songs)</u>

3. Pricing

- a) What is the average price of a:

Cassette?	<u>\$HK\$45</u>
LP?	<u>\$ 45</u>
Compact disc?	<u>\$ 100</u>

- b) What is the average cost of one hour of studio time in a state of the art sound recording studio in this territory/country?

\$HK\$380 (during day time) HK\$460 (during night time)

4. Distribution

- a) Are there any retail stores or distributors who specialize in English/French language LP's/cassettes/compact discs? If so, please provide name, address, telephone number and contact person.

1. <u>Mr. Peter Chiu</u> <u>CBS Sony (HK) Ltd.</u> <u>4/F, ACME Building, 22-28 Nanking</u> <u>Street, Kowloon</u> <u>Tel: 3-7114391</u>	2. <u>Mr. L. Rutherford</u> <u>EMI (HK) Ltd.</u> <u>11 Fa Po Street</u> <u>Yau Yat Chuen, Kowloon</u> <u>Tel: 3-810321</u>
3. <u>Mr. Klaus Hewmann</u> <u>Pacific Music Co. Ltd.</u> <u>9/F, Ka Ip Building</u> <u>58 Pak Tai St, Kowloon</u> <u>Tel: 3-7125251</u>	4. <u>Mr. Paul Ewing</u> <u>WEA Records Ltd</u> <u>2/F Landwide Building</u> <u>118-120 Austin Road</u> <u>Kowloon</u>

b) Who are the major rights holders of foreign LP's/cassettes/compact discs in this territory/country? Please provide name, address, telephone number and contact person.

1. <u>same as 4(a)</u>	2. _____
_____	_____
_____	_____
_____	_____
3. _____	4. _____
_____	_____
_____	_____
_____	_____

5. Radio stations

a) Are there any radio stations that specialize in western music? If yes, please provide name, address, telephone number and contact person.

1. <u>Hong Kong Commercial Broadcasting Co. Ltd.</u>	<u>Mr. Richard Tsang</u>
<u>3 Broadcast Drive, Kowloon</u>	<u>Radio Television Hong Kong</u>
<u>Hong Kong</u>	<u>30 Broadcast Drive,</u>
	<u>Kowloon.</u>
<u>Tel: 3-365111</u>	<u>Tel: 3-370211 x 125</u>
<u>50%/50% (Chinese & Japanese)</u>	
<u>Jon Shilling</u>	
3. <u>BFBS (Radio station for British</u>	
<u>HMS Tamar Forces)</u>	
<u>Edinburgh Place</u>	
<u>Central</u>	
<u>Hong Kong</u>	
<u>Tel: 5-8633405</u>	

Please send a copy of a recent "Top 40" music chart. (Same as American Top 40) ^{100% western music}
The Billboard

b) What is the total number of radio stations in this territory/country? # 4

Please name the major ones (name, address, telephone number and contact person).

1. TVB
77 Broadcast Drive
Kowloon

2. ATV
81 Broadcast Drive
Kowloon

3. Same as in (5)

4. _____

5. _____

6. _____

7. _____

8. _____

c) On average, what per cent of total airtime on popular radio is dedicated to English/French music? % 40

6. Technology

a) Are there any television programs or networks that feature music videos? If yes, please name the program or network and the number of annual hours of airtime dedicated to music videos.

<u>Network or Program</u>	<u>Annual Hours of Airtime</u>
<u>Skytrax (UK Top 40)</u>	<u>2 hrs per week</u>
<u>Fizzbiz (Import program)</u>	<u>1 hr per week</u>
<u>Vides a day</u>	<u>70 min. per week</u>
<u>Solid Gold</u>	<u>½ hr per week</u>
_____	_____
_____	_____

7. Organizations

a) Please name the major associations in the sound recording/broadcast industry (name, address, telephone number and contact person).

- | | |
|--------------------------------|----------------------------------|
| 1. <u>Polygram Records Ltd</u> | 2. <u>Others please refer to</u> |
| <u>1503 Garley Bldg</u> | <u>(4)</u> |
| <u>233-239 Nathan Road</u> | <u>_____</u> |
| <u>Kowloon</u> | <u>_____</u> |
| <u>Tel: 3-674138</u> | |
| 3. <u>_____</u> | 4. <u>_____</u> |
| <u>_____</u> | <u>_____</u> |
| <u>_____</u> | <u>_____</u> |
| <u>_____</u> | <u>_____</u> |
| 5. <u>_____</u> | 6. <u>_____</u> |
| <u>_____</u> | <u>_____</u> |
| <u>_____</u> | <u>_____</u> |
| <u>_____</u> | <u>_____</u> |

8. Quotas and regulations

a) Are there any quotas on the import of LP's/cassettes/compact discs? If yes, describe.

NO

- b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign LP's/cassettes/compact discs in this territory/country? Please describe.

NO

9. Remittance of earnings

- a) Are there withholding taxes? If yes, what are they?

Yes. 16.5% of profix per year has to pay to
Inland Revenue Department.

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

NO

10. Copyright

- a) How serious a problem is piracy in this territory/country for sound recordings? Describe.

NO

F. PERIODICAL PUBLISHING

1. Market data

- a) How many English and French language periodicals (titles) are sold in this territory/country?

English? # 154 (local production)

French? # 1 (local production)

- b) Please list the names of the above periodicals and their countries of origin.

<u>Periodical Title</u>	<u>Country of Origin</u>
<u>please refer to Newspaper & periodical registration list (Attachment VI)</u>	

(Please use a blank sheet for additional periodicals.)

- c) How many copies of English and French language periodicals were sold in this country/territory:

Last year? # _____ (no figure available for imported English & French magazines)
Previous year? # _____

2. Market demand

- a) Please indicate the importance of the following kinds of periodicals in this territory/country (very important, important, not important).

<u>Category</u>	<u>Importance</u>
Travel	<u>I.</u>
Sports	<u>I.</u>
News magazines	<u>V. I.</u>
Lifestyle magazines	<u>I.</u>
Adult entertainment	<u>V. I.</u>
Comic books	<u>V. I.</u>
Nature	<u>N. I.</u>
Professional publications	<u>N. I.</u>
Children's magazines	<u>I.</u>
Teen magazines	<u>N. I.</u>
Educational	<u>N. I.</u>
"How to"	<u>I.</u>

3. Distribution

- a) Please name the largest periodical deconsolidators in the territory/country. (A **consolidator** consolidates a number of small shipments of different goods in the export country. A **deconsolidator** separates the individual smaller shipments and sells to distributors in the import country.) Please provide name, address, telephone number and contact person.

- | | |
|--|--|
| <p>1. <u>Mr. Mohan Mirchandani</u>
 <u>Far East Media Ltd</u>
 <u>Vita Tower, 7/F, Block B</u>
 <u>29 Wong Chuk Hang Road</u>
 <u>Hong Kong</u>
 <u>(English imported magazines)</u></p> | <p>2. <u>Mr. Shiu Hoy Bor</u>
 <u>American Magazines & Books Co. Ltd.</u>
 <u>100A Hak Po St</u>
 <u>Mongkok G/F</u>
 <u>Kowloon</u></p> |
| <p>3. <u>Mr. Ng Cheung Hing</u>
 <u>G/F, 68 Lok Yu Road</u>
 <u>Sheung Wan, Hong Kong.</u></p> | <p>4. <u>Tung Tak Newspaper & Magazine Agency</u>
 <u>193 North Sai Yeung Choi St.</u>
 <u>G/F, Kowloon</u></p> |

- b) Please name the major periodical distributors in this territory/country. Please provide name, address, telephone number and contact person.

1. Mr. Charles Stolbach
Far Eastern Economic Review
G. P. O. Box 160
Hong Kong
Tel: 5-8936688

2. Mr. Robert Adam
Reader Digest (FE) Ltd.
3 A Kung Ngam Village Road
Hong Kong
Tel: 5-674494

3. Mr. Don Brown
Time Magazine
89 Queensway, Bond Centre
31/F, East Tower,
Hong Kong.
Tel: 5-8446611

4. Mr. Wayne Morrison
Asiaweek
7/F Toppan Building
22 Westlands Road
Quarry Bay
Hong Kong
Tel: 5-651411

c) Please indicate the major retail newstand that specializes in English/French language periodicals (name, address, telephone number and contact person).

Mr. Lee On Fok
Book Centre
25 Des Voeux Road Central
Hong Kong
Tel: 5-227064

4. Pricing

- a) What is the price of the major locally produced current affairs (local equivalent of Time or Newsweek in Canada) publication?
\$ HK\$20-30
- b) What is the price of Time magazine? \$HK\$20

5. Organizations

a) What industry associations for periodicals are located in this territory/country? Please provide name, address, telephone number and contact person.

1. same as 3 (b)

2. _____

3. _____

4. _____

6. Quotas and regulations

a) Are there any quotas on the import of periodicals? If yes, describe.

No. There is a control over sex & violence & obscene element in the magazine.

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign periodicals in this territory/country? Please describe.

No.

7. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

pay profit tax 16.5 %

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

NO.

DEPARTMENT OF EXTERNAL AFFAIRS

CULTURAL INDUSTRIES FACT SHEET

August, 1988

Territory: INDIA

External Affairs contact: Mr. C.S. Russel, Counsellor (Commercial)

Address: The Canadian High Commission
P.O. Box 5207
New Delhi, India

Telex number: 03166346

INTRODUCTION

Stevenson Kellogg Ernst & Whinney is working with External Affairs to identify opportunities to export Canadian cultural products to specific Pacific Rim countries. We know you have helped to gather information before. We have reviewed existing information and are asking for your further help only in areas where no information is currently available.

A. REFERENCE MATERIAL

1. Are you aware of any studies, reports or documents that have been prepared about the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country in addition to those we have listed as sources? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) Mass Media in India 1986

b) _____

c) _____

d) _____

e) _____

f) _____

2. Are you aware of any directories or indexes of distributors, agents, producers or other organizations related to the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) Nothing available for the moment.

b) Statistical Outline of India 1986 - 1987

TATA Services Ltd. - included Bombay

c)

d)

e) _____

f) _____

B. GENERAL

1. What is the population of this territory/country? 800 million

2. List the five largest cities and their respective population.

	<u>Name of city</u>	<u>Population</u>
i)	<u>Bombay</u>	<u>7.5 million</u>
ii)	<u>Delhi</u>	<u>6.2 million</u>
iii)	<u>Calcutta</u>	<u>9.0 million</u>
iv)	<u>Madras</u>	<u>5.2 million</u>
v)	<u>Trivandrun</u>	<u>4.8 million</u>

Urbanization - 23%

3. How many people speak English or French? Or, what per cent of the population speaks English or French?

English # _____ % 13.9 (1971)

French # _____ % -

4. How many people read and write English or French? Or, what per cent of the population reads and writes English or French?

English # _____ % 10

French # _____ % -

5. What is the age distribution of the population?
- educated people only, not total population

<u>Age group</u>	<u>#</u>
0-12 years	<u>86.47 million (1985-86)</u>
13-19 years	<u>28.12 million (1985-86)</u>
20-50 years	<u>36.82 million (1987-88)</u>
50+ years	_____
Total	<u>_____</u>

6. Is English taught in schools? In which grades?

Yes, from nursery in public, private and central schools and from grade 4 onwards in government schools.

7. Is French taught in schools? In which grades?

Yes, as a subsidiary subject in public and private schools after grade 7 (choice: Hindi, Sanskrit or French)

3. What is the unit of currency? Rupees

What is the value per U.S. \$1.00? R 15.05 = U.S. \$1

C. FILM/VIDEO/TELEVISION PRODUCTS

Film

1. Theatres

a) Number of theatres? # 12,700

b) Total seats? # N.A.

2. Admissions

- a) Number of annual admissions most recent year? 4,700 M
- b) Gross box office receipts? N.A

3. Prices

- a) Average admission price? \$ R 5.50

4. English language

- a) How many theatres show English and French language films?
5% of total theaters in major cities. (0% French)

5. Grading standard

- a) Is there a grading standard for pictures (e.g., G, PG, R, X, etc.)? What is it?
Censorship very strict and very subjective.

6. Films

- a) How many feature films were produced by domestic producers last year? # 650 (1985) 806 (1987)
- b) Are there any government financial support programs for domestic producers? What are they?

Financing for promising filmmakers - also support for socially relevant and educational films - tax incentive for films furthering national and social objectives - Ministry of Information and Broadcasting finances some production through its Films Division - Film and Television

Training Institute provides skilled personnel to the industry.

- c) Are there any government financial support programs for co-productions? What are they?
through National Film Development Corporation

d) Are there any restrictions on importing English/French language films to this country/territory? What are they?

Excessive fees to government agency NFDC. Excessive
taxes of foreign film company earnings.

e) How many films were imported last year from each of:

USA	#	_____
Britain	#	_____
France	#	_____
Germany	#	_____
Italy	#	_____
Australia	#	_____
Canada	#	_____
Other	#	_____
Total	#	<u>199</u>

199 foreign features were certified in 1987 and video features were 45.

f) With what countries does this territory/country have government related film agreements?

U.S.A.

France

7. **Market demand**

a) How important are the following types of films in this market: very important, important, not important?

<u>Type of film</u>	<u>Importance</u>
Western	<u>N.I.</u>
Action/adventure	<u>V.I.</u>
Kung-Fu type	<u>V.I.</u>
Science fiction	<u>V.I.</u>
Comedy	<u>V.I.</u>
Horror	<u>I.</u>
Drama	<u>N.I.</u>
Documentary	<u>N.I.</u>

b) Please send the most important theatre advertisement section of the major local paper from a recent week.

8. **Organizations**

a) What industry associations are located here? (Name, address, telephone number and contact person.)

- | | |
|--|---|
| <p>1. <u>National Film Development Corp.</u></p> <p><u>Plaza Theatre Building</u></p> <p><u>Connaught Circus</u></p> <p><u>New Delhi 110001</u></p> <p><u>Asst. Manager: Mr. P. Varghese</u></p> <p><u>Tel: 332-4747</u></p> | <p>2. <u>N.F.D.C.</u></p> <p><u>Nariman Point</u></p> <hr/> <hr/> <hr/> <hr/> <hr/> |
| <p>3. _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> | <p>4. _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> |

b) Film distributors:

i) Which distributors represent international films in this territory/country (Paramount, MGM, Disney/Buena Vista, Warner, Columbia, 20th Century Fox, Universal, etc.)? Name, address, telephone number and contact name please.

1. Bikran Grewal

Dass Media

207 Bhandari House

91 Nehru Place

New Delhi 110019

2. Rakesh Khanna

Chanakya Pictures

H-11 Connaught Circus

New Delhi

3. _____

4. _____

ii) List the six major independent distributors in this territory/country. Name, address, contact name and telephone number please.

1. Chola Films

81 - 18220 N.W. Heritage Pkwy.

Beaverton, Oregon 97006

Contact: Cholan Muthuku Marosamy

2. Innovision Communications

U-16, Vaisah, V.L. Mehta Road

Juhu-Vile Parle

Bombay, 400049

Contact: Inderjeel Singh

3. Shiva Parvathi Films

13, Bishop Wallers Ave. E.

Mylapore, Madras 600004

Contact: Chirla Suresh

Reddy

4. National Film Development Corp.

Regent Chamber Nariman Point

Bombay, 400021

Contact: Malati Tambay Vaidya

5. _____

6. _____

9. Quotas and regulations

a) Are there any exhibition quotas in this territory/country? What are they?

No quotas

b) Are there any tax rebates or incentives for specific subjects? What are they?

No rebates

c) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign films in this territory/country not covered in other questions? Describe.

No

10. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

No

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

There is a double taxation agreement between India and
Canada.

Video

1. **Market data** *Difficult to know in a country where the concept of extended families is the norm.

- a) * Number of households? # N.A. 200,000,000
- b) Number of television sets? # 3/1000 people
- c) Number of VCRs? # 31.8% penetration of 2.5M TV homes (1985)

2. **Domestic market**

a) How many prerecorded video cassettes were sold last year?

10,000 per day (average)

b) How many English language prerecorded video cassettes were sold:

Last year? # _____

Prior year? # _____

No figure available.
We know there is an important
copyright problem.

How many French language prerecorded video cassettes were sold:

Last year? # N/A
Prior year? #

3. Prices

a) What is the average prerecorded cassette retail sales price?

\$ R 1401

4. Market demand

a) How important are the following types of video cassettes in this market: very important, important, not important?

<u>Type of video</u>	<u>Importance</u>
Prerecorded entertainment	<u>V.I.</u>
"How to"	<u>I.</u>
Educational	<u>V.I.</u>
Children's	<u>V.I.</u>

b) Please send the video catalogue from a prerecorded video cassette wholesaler (contact a retail store for name of major wholesaler).

5. Organizations

a) What is the major video industry association (wholesale or retail) located in this territory/country? (Please provide name, address, telephone number and contact person.)

Video Electronics
M-55 Palika Bharan
R.K. Puram
Sector XIII
New Delhi 110022

6. Distribution

a) List the major wholesale distributors in this territory/country. Please provide name, address, telephone number and contact name. Please indicate approximate market share for the top three.

1. Garware Tapes

Market share % Not available

2. Bombino Video Cassettes
Yusuf Building
47/49 Veer Nariman Road
Fort Bombay 400001
Tel: 2048625

Market share % Not available

3. Esquire
Distributing & Servicing Co. Ltd.
Unit No. 1A 7 1B
Rehmat Manzil
75 Veer Nariman Road
Churchgate, Bombay 400020

Market share % _____

4. Gold Video
Shop No. 219
Palika Bazar
New Delhi 110001
Tel: 3325719

MARKET SHARE % _____

5. _____

MARKET SHARE % _____

6. _____

MARKET SHARE % _____

7. Taxes

a) What is the import duty rate on prerecorded video cassettes?

% 320

b) Are there withholding taxes on revenue? If yes, what are they and at what rate are they applied?

Yes

8. Copyrights

a) Is this country a signatory of the International Copyright Convention? Yes

b) How serious a problem is piracy in this territory/country? Describe.

Very serious

Television

1. Market data

a) How many government-owned, non-commercial networks are there in this territory/country? Please name.

Only government owned

b) How many privately owned television networks are there?
Please name.

None

c) How many closed circuit (e.g., cable or satellite delivered) networks are there? Please name and indicate scope of programming.

None

2. Market demand

a) How important are the following types of programs in this market (very important, important, not important)? Also, please indicate the royalty paid for foreign programs.

<u>Type of program</u>	<u>Importance</u>	<u>Royalty Paid</u>	
		<u>1/2 Hour</u>	<u>1 Hour</u>
Game show	<u>I.</u>	<u>_____</u>	<u>_____</u>
Soap opera	<u>V.I.</u>	<u>_____</u>	<u>_____</u>
Situation comedy	<u>I.</u>	<u>_____</u>	<u>_____</u>
Musical specials	<u>I.</u>	<u>_____</u>	<u>_____</u>
Children's shows	<u>I.</u>	<u>_____</u>	<u>_____</u>
Police stories	<u>N.I.</u>	<u>_____</u>	<u>_____</u>
Movies	<u>V.I.</u>	<u>_____</u>	<u>_____</u>
Nature	<u>N.I.</u>	<u>_____</u>	<u>_____</u>
Drama	<u>N.I.</u>	<u>_____</u>	<u>_____</u>
Other (please specify)	<u>_____</u>	<u>_____</u>	<u>_____</u>

b) Please send a copy of a recent television program schedule.

3. English language

a) What is the number of hours of foreign programming annually?

in English/French? # _____ hours 5 - 10%
dubbed? # _____ hours

4. Censorship

a) Is there television censorship (official or self-imposed) in this territory/country? If yes, describe.

Very strict and very subjective

b) Are there any program content taboos? Describe.

No taboos on general programs

5. Television programs

a) Are there any government financial support programs for domestic producers? What are they?

Yes

- b) Are there any government financial support programs for co-productions? What are they?

On stages of finalizing.

One finalized with Peter Brooke of French Television
for Indian Program "Mahabharat".

- c) Are there any restrictions on importing foreign language television programs to this territory/country?

No

- d) How many television programs were imported last year from each of the following. (Alternatively, how many hours of programs were imported.)

	<u># Programs</u>	<u># Hours</u>
USA	_____	_____
Britain	_____	_____
France	_____	_____
Germany	_____	_____
Italy	_____	_____
Australia	_____	_____
Canada	_____	_____
Other	_____	_____

- e) Does this territory/country have a government related international TV program coproduction agreement with Canada? Describe.

No

6. Organizations

a) What television distribution associations are located here?
(Please provide name, address, telephone number and contact person).

- | | | | |
|----|--------------------|----|--|
| 1. | Doordashan | 2. | |
| | (Indian TV Centre) | | |
| | Parliament Street | | |
| | New Delhi | | |
| 3. | | 4. | |
| | | | |
| | | | |
| | | | |

7. Quotas and regulations

a) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign programs in this territory/country not covered in other questions? Describe.

No

8. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

D. BOOK PUBLISHING

Please complete the following table.

1. Market data

- a) How many English/French language titles are available in this country/territory? (See chart columns 1 and 3.)
- b) How many copies of English/French language titles were sold last year in this country/territory? (See chart columns 2 and 4.)
- c) How many foreign language title translations are available in this country/territory? (See chart column 5.)
- d) How many copies of translated foreign language titles? (See chart column 6.)

2. Pricing

- a) What is the average retail price of a hard cover best seller in this territory/country? \$ not exceeding R 1201 (\$8)
- b) What is the cost of printing a hard cover best seller in this territory/country for:

Quantity = 50,000? \$ normally 1/5 of retail price, i.e.
 Quantity = 200,000? \$ R 25 per book

- c) What is the cost of printing a soft cover best seller in this territory/country for:

Quantity = 50,000? \$ R 10 - 12 per book (65-80¢/book)
 Quantity = 200,000? \$

Book Category	1	2	3	4	5	6
	# of English language titles	# of copies sold English titles	# of French language titles	# of copies sold French titles	# foreign language translations	# copies sold foreign translations
	1981	1978				
Education		309				
Technical & professional		1,313				
Children		-				
Fiction		268				
Non-fiction*		6,399				
Total	5,145	7,089				

*Please note any particular sub-categories such as travel, nature, etc.

(45% of all)

3. Distribution

a) Who are the major rights holders (e.g. publishers) of foreign books in this territory/country? (Please provide name, address, telephone number and contact person.)

- | | | |
|--|-----------------------------|---------------------------------------|
| represents foreign)
publishers in India) | 1. <u>Mr. Toby Sinclair</u> | 2. <u>Allied Publishers) (P) Ltd.</u> |
| | <u>Dass Media</u> | <u>13/14 Asaf Ali Road</u> |
| | <u>207 Bhandari House</u> | <u>New Delhi 11002</u> |
| | <u>91 Nehru Place</u> | <u>Tel: 732001</u> |
| | <u>New Delhi 110019</u> | |
| | 3. <u>B.I. Publications</u> | 4. <u>Rupa & Co.</u> |
| | <u>54 Janpath</u> | <u>Shanti Mohan Hs.</u> |
| | <u>New Delhi</u> | <u>11/16 Ansari Road</u> |
| | | <u>Daryaganj</u> |
| | | <u>New Delhi 110002</u> |

4. Organizations

a) What are the major book industry associations in this territory/country? (Please provide name, address, telephone number and contact person.)

- | | |
|---|---|
| 1. <u>Federation of Indian Publishers</u> | 2. <u>Federation of Publishers & Book</u> |
| <u>18/1-C Institutional Area</u> | <u>Sellers Assoc.</u> |
| <u>Near JNU</u> | <u>4833/24 Govind Lane</u> |
| <u>New Delhi 110067</u> | <u>Ansari Road</u> |
| | <u>Daryaganj</u> |
| 3. _____ | 4. <u>New Delhi 110002</u> |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

5. Quotas and regulations

a) Are there any quotas on the import of books? If yes, describe.

No restrictions

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign books in this territory/country? Please describe.

No

6. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

Yes. Dual taxation agreement with U.K. by which 30%
of deductions are made from royal payment from India
to U.K.

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

No

7. Copyright

- a) How serious a problem is piracy in this territory/country for books? Describe.

Very serious problem

E. SOUND RECORDING

1. Market data

- a) How many LP's, cassettes and compact discs were sold last year and the previous year? What is the retail dollar value of sales in each category of sound media? (See chart below.)

Sound Media	Last Year		Year Prior	
	Number	\$	Number	\$
LP's	Not possible to provide information. Data not available.			
Cassettes				
Compact discs				
Total				

- b) What per cent of all LP's, cassettes and compact discs sold are:

English? % 5 - 10%
 French? % 0

2. Market demand

a) How popular are the following categories of music? (very popular, popular, not popular).

<u>Category</u>	<u>Popularity</u>
Contemporary Top 40	<u>very popular</u>
Classical	<u>popular</u>
Jazz	<u>very popular</u>
Country & Western	<u>popular</u>
Instrumental	<u>popular</u>
Domestic	<u>not popular</u>

3. Pricing

a) What is the average price of a:

Cassette?	<u>\$ R 401 (\$2.67)</u>
LP?	<u>\$ R 551 (\$3.67)</u>
Compact disc?	<u>\$ N/A</u>

b) What is the average cost of one hour of studio time in a state of the art sound recording studio in this territory/country?

\$ _____

4. Distribution

a) Are there any retail stores or distributors who specialize in English/French language LP's/cassettes/compact discs? If so, please provide name, address, telephone number and contact person.

- | | |
|--|--|
| <p>1. <u>Mr. Kapil Channa</u></p> <p><u>Techno Markets India Put. Ltd.</u></p> <p><u>Consignment & Forwarding Agents</u></p> <p><u>II - B/27 Lajpat Nagar</u></p> <p><u>New Delhi 110024</u></p> | <p>2. _____</p> <p>_____</p> <p>_____</p> <p>_____</p> |
| <p>3. _____</p> <p>_____</p> <p>_____</p> <p>_____</p> | <p>4. _____</p> <p>_____</p> <p>_____</p> <p>_____</p> |

b) Who are the major rights holders of foreign LP's/cassettes/compact discs in this territory/country? Please provide name, address, telephone number and contact person.

- | | | | |
|----|---|----|-------|
| 1. | <u>Mr. M.P. Kohli</u> | 2. | _____ |
| | <u>Resident Director</u> | | _____ |
| | <u>The Gramophone Co. of India Ltd.</u> | | _____ |
| | <u>D-313 Defence Colony</u> | | _____ |
| | <u>New Delhi</u> | | _____ |
| | <u>Tel: 616455</u> | | _____ |
| 3. | _____ | 4. | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |

5. Radio stations

a) Are there any radio stations that specialize in western music? If yes, please provide name, address, telephone number and contact person. N/A

- | | | | |
|----|-----------|----|-------|
| 1. | <u>No</u> | 2. | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| 3. | _____ | 4. | _____ |
| | _____ | | _____ |
| | _____ | | _____ |
| | _____ | | _____ |

Please send a copy of a recent "Top 40" music chart.

b) What is the total number of radio stations in this territory/ country? # 88 stations and 167 transmitters

Please name the major ones (name, address, telephone number and contact person).

All India Radio
Sansad Marg
AV Bharan
New Delhi

- | | |
|---|---|
| 1. <u>Vishakapatnam</u>
<u>Andhra Pradesh</u>
<hr/>
<hr/> | 2. <u>All India Radio</u>
<u>Shinla</u>
<u>Himachal Pradesh</u>
<hr/>
<hr/> |
| 3. <u>AIR</u>
<u>Nagpur</u>
<u>Maharashtra</u>
<hr/>
<hr/> | 4. <u>AIR</u>
<u>Jalanthar</u>
<u>Punjab</u>
<hr/>
<hr/> |
| 5. <u>AIR</u>
<u>Twang</u>
<u>Arunachal Pradesh</u>
<hr/>
<hr/> | 6. _____
<hr/>
<hr/> |
| 7. _____
<hr/>
<hr/> | 8. _____
<hr/>
<hr/> |

c) On average, what per cent of total airtime on popular radio is dedicated to English/French music? % one hour per day

6. Technology

a) Are there any television programs or networks that feature music videos? If yes, please name the program or network and the number of annual hours of airtime dedicated to music videos.

No	Annual Hours of Airtime
Network or Program	of Airtime
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

7. Organizations

a) Please name the major associations in the sound recording/broadcast industry (name, address, telephone number and contact person).

1. Mr. M.P. Kohli
Resident Director
His Master's Voice
D-313 Defence Colony
New Delhi Tel: 616455

2. Mr. S. Shidore
Indian Phonographic Industries
5 Old Court House St.
Calcutta

3. _____

4. _____

5. _____

6. _____

8. Quotas and regulations

a) Are there any quotas on the import of LP's/cassettes/compact discs? If yes, describe.

No

- b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign LP's/cassettes/compact discs in this territory/country? Please describe.

No

9. Remittance of earnings

- a) Are there withholding taxes? If yes, what are they?

No

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

No

Canada has a double taxation agreement with India. Some countries have a cultural agreement with India. Taxation could be part of it but this is very difficult to have access to this confidential information.

10. Copyright

- a) How serious a problem is piracy in this territory/country for sound recordings? Describe.

Very serious

F. PERIODICAL PUBLISHING

1. Market data

a) How many English and French language periodicals (titles) are sold in this territory/country?

English? # info will be sent next week

French? #

b) Please list the names of the above periodicals and their countries of origin.

<u>Periodical Title</u>	<u>Country of Origin</u>
<u>list will be sent next week</u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>
<u> </u>	<u> </u>

(Please use a blank sheet for additional periodicals.)

c) How many copies of English and French language periodicals were sold in this country/territory:

Last year? #

Previous year? #

2. Market demand

a) Please indicate the importance of the following kinds of periodicals in this territory/country (very important, important, not important).

<u>Category</u>	<u>Importance</u>
Travel	I. _____
Sports	I. _____
News magazines	I. _____
Lifestyle magazines	N.I. _____
Adult entertainment	N.I. _____
Comic books	V.I. _____
Nature	N.I. _____
Professional publications	I. _____
Children's magazines	I. _____
Teen magazines	N.I. _____
Educational	V.I. _____
"How to"	N.I. _____

3. Distribution

- a) Please name the largest periodical deconsolidators in the territory/country. (A consolidator consolidates a number of small shipments of different goods in the export country. A deconsolidator separates the individual smaller shipments and sells to distributors in the import country.) Please provide name, address, telephone number and contact person.

- | | |
|--|--|
| <p>1. <u>Central News Agency</u>
 <u>Connaught Place</u>
 <u>New Delhi 110001</u>
 _____</p> | <p>2. <u>India Book House</u>
 <u>20F Connaught Place</u>
 <u>New Delhi 110001</u>
 <u>Tel: 3313014</u>
 _____</p> |
| <p>3. <u>Huggins Betham</u>
 <u>Madras, Bangalore</u>
 _____</p> | <p>4. <u>A.H. Wheeler</u>

 _____</p> |

- b) Please name the major periodical distributors in this territory/country. Please provide name, address, telephone number and contact person.

- | | |
|---|-------------------------------------|
| 1. <u>Central News Agency</u>
<u>Connaught Place</u>
<u>New Delhi</u>
<u>Tel: 344448</u> | 2. _____

_____ |
| 3. _____

_____ | 4. _____

_____ |

- c) Please indicate the major retail newstand that specializes in English/French language periodicals (name, address, telephone number and contact person).

Central News Agency A/S Mr. Puri
Connaught Place
New Delhi
Tel. 344478

4. Pricing

- a) What is the price of the major locally produced current affairs (local equivalent of Time or Newsweek in Canada) publication?
₹ 8/ India Today
- b) What is the price of Time magazine? ₹ 25

5. Organizations

- a) What industry associations for periodicals are located in this territory/country? Please provide name, address, telephone number and contact person.

- | | |
|--|---|
| 1. <u>Central News Agency Put. Ltd.</u>
<u>23/90 Connaught Place</u>
<u>New Delhi 110001</u>
<u>Tel: 344478</u> | 2. <u>Outlook Publications</u>
<u>Printers & Publishers</u>
<u>27 Kamla Market</u>
<u>Asaf Ali Road</u>
<u>New Delhi 110002</u>
<u>Tel: 533615</u> |
|--|---|

3. S. Chand & Company (P) Ltd.
Ram Nagar
New Delhi 110055

4. Thompson Press India Ltd.
K-13 Connaught Circus
New Delhi 110001
Tel: 312070

6. Quotas and regulations

a) Are there any quotas on the import of periodicals? If yes, describe.

No

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign periodicals in this territory/country? Please describe.

No

7. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

~~Information not available right now.~~

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

No

DEPARTMENT OF EXTERNAL AFFAIRS

CULTURAL INDUSTRIES FACT SHEET

August, 1988

Territory: JAPAN

External Affairs contact: Dr. David Anido, Cultural Counsellor

Address: Canadian Chancery and Ambassador's Residence
Visa Section
5-25, Akasaka 8-chome
Minato-Ku, Tokyo, Japan

Telex number:

INTRODUCTION

Stevenson Kellogg Ernst & Whinney is working with External Affairs to identify opportunities to export Canadian cultural products to specific Pacific Rim countries. We know you have helped to gather information before. We have reviewed existing information and are asking for your further help only in areas where no information is currently available.

A. REFERENCE MATERIAL

1. Are you aware of any studies, reports or documents that have been prepared about the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country in addition to those we have listed as sources? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.
 - a) Report on the visit to Japan by Rudy Wiebe and Paul Adams
May 21 - June 15, 1987: A strategy to exploit the potential
market for exports of Canadian books to Japan.(attached)

b) A profile of publishing in Japan with suggestions of
ways to promote Canadian books (August 1988). (To follow
when revised)

c) Visual Software Industry in Japan June 1987: A summary
of the Basic Research Study on the Distrubition of Visual
Software (attached)

d) Japanese Film - annual publication by UniJapan Film:
Statistics and directory with descriptions of some
features.

e)

f)

2. Are you aware of any directories or indexes of distributors, agents, producers or other organizations related to the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) Available only in Japanese

b) Eiga Nenkan (Film Almanac) (in Japanese)
Published by JIJI Press

c) Directory of Commercial Broadcasters in Japan (in Japanese)
Cost: 75.500

d) _____

- e) _____

- f) _____

B. GENERAL

1. What is the population of this territory/country? 120 million

2. List the five largest cities and their respective population.

	<u>Name of city</u>	<u>Population</u>
i)	<u>Tokyo</u>	<u>8,355,000</u>
ii)	<u>Yokohama</u>	<u>2,993,000</u>
iii)	<u>Osaka</u>	<u>2,636,000</u>
iv)	<u>Nagoya</u>	<u>2,116,000</u>
v)	<u>Sapporo</u>	<u>1,543,000</u>

Urbanization - 57%

3. How many people speak English or French? Or, what per cent of the population speaks English or French?

English # 250,000? % 0.02

French # 50,000 % 0.05

4. How many people read and write English or French? Or, what per cent of the population reads and writes English or French?

Literacy almost 100%

English # 120,000? % 0.01

French # 5,000? % 0.01

5. What is the age distribution of the population?

<u>Age group</u>	<u>#</u>
0-12 years	<u>23,659,000</u>
13-19 years	<u>12,991,000</u>
20-50 years	<u>54,537,000</u>
50+ years	<u>32,188,000</u>
Total	<u><u>123,375,000</u></u>

6. Is English taught in schools? In which grades?

Yes - from junior secondary onwards

7. Is French taught in schools? In which grades?

Only at certain private schools and at universities

8. What is the unit of currency?

Yen

What is the value per U.S. \$1.00?

125 = U.S. \$1 (common base but not current)

C. FILM/VIDEO/TELEVISION PRODUCTS

Film

1. Theatres

a) Number of theatres?

1986 2,109 1987 2,053

b) Total seats?

N/A

2. Admissions Downtrend over past decade

	1986	179,428,000
a) Number of annual admissions most recent year?	1987	161,155,000
	1986	\$576,000,000
b) Gross box office receipts?	1987	\$509,600,000

Foreign only: 1986 9.7% higher than 1987

3. Prices

	1987	\$264,720,000
--	------	---------------

a) Average admission price? \$ 9.60

4. English language (\$14.00 for foreign films)

a) How many theatres show English and French language films?

721

5. Grading standard

a) Is there a grading standard for pictures (e.g., G, PG, R, X, etc.)? What is it?

General, Restricted, Adult

6. Films

a) How many feature films were produced by domestic producers last year? # 1985 319; 1984 333; 1987 286

b) Are there any government financial support programs for domestic producers? What are they?

Japanese cultural affairs agency supports 10 films each year for Y 46,000 each...otherwise very little.

Cultural agency awards 10 million yen each to the best 10 features as bounty.

c) Are there any government financial support programs for co-productions? What are they?

None

d) Are there any restrictions on importing English/French language films to this country/territory? What are they?

None

e) How many films were imported last year from each of:

USA	# 227	45% of features imported
Britain	# 21	
France	# 32	
Germany	# 4	
Italy	# 19	
Australia	# 2	
Canada	# 2	
Other	# 44	
Total	# 351 (1987)	289 (from western countries) (1986)

f) With what countries does this territory/country have government related film agreements?

None

7. Market demand

a) How important are the following types of films in this market: very important, important, not important?

<u>Type of film</u>	<u>Importance</u>
Western	<u>N.I.</u>
Action/adventure	<u>V.I.</u>
Science fiction	<u>V.I.</u>
Comedy	<u>I.</u>
Horror	<u>V.I.</u>
Drama	<u>I.</u>
Documentary	<u>N.I.</u>

b) Please send the most important theatre advertisement section of the major local paper from a recent week.

8. Organizations

a) What industry associations are located here? (Name, address, telephone number and contact person.)

- | | |
|--|---|
| 1. <u>Motion Pictures Producers Assoc. of Japan Inc.</u> | 2. <u>Foreign Film Importers-Distributors Assoc. of Japan</u> |
| <u>Sankei Building, Bekkan 9F</u> | <u>Mouri Building, 5th Floor</u> |
| <u>1-7-2 Otemachi, Chiyoda-Ku</u> | <u>7-5-4 Ginza, Chuo-Ku</u> |
| <u>Tokyo 100</u> | <u>Tokyo 104</u> |
| Pres.: Skigeru Okada | Contact: Mr. Kiyokazu Takeuchi |
| 3. <u>Federation of Japanese Film Industries</u> | 4. <u>Japan Motion Picture & TV Producers Association</u> |
| <u>1-7-2 Atemachi</u> | <u>611 Marunouchi</u> |
| <u>Chiyoda-Ku, Tokyo</u> | <u>Chiyoda-Ku, Tokyo</u> |
| Pres.: Isao Matsuoba | Contact: Michio Morioba |

b) Film distributors:

- i) Which distributors represent international films in this territory/country (Paramount, MGM, Disney/Buena Vista, Warner, Columbia, 20th Century Fox, Universal, etc.)? Name, address, telephone number and contact name please.

- | | |
|--|---|
| 1. <u>Columbia Films Inc.</u>
<u>Kanesaka Building</u>
<u>2-5-4 Shimbashi, Minato-Ku</u>
<u>Tokyo, 105 Tel: 503-1431</u>
<u>Gen.Mgr.: K. Sogabe</u> | 2. <u>Twentieth Century Fox (Far East)</u>
<u>Fukide Building</u>
<u>4-1-13 Toranomom, Minato-Ku</u>
<u>Tokyo, 105 Tel: 436-3428</u>
<u>Mgr.: Y. Fukuda</u> |
| 3. <u>Warner Brothers (Japan) Inc.</u>
<u>Toso Kyobashi Building</u>
<u>3-2-4 Kyobashi, Chuo-Ku</u>
<u>Tokyo, 104 Tel: 281-4533</u>
<u>Mgr.: Alex Ying</u> | 4. _____

_____ |

- ii) List the six major independent distributors in this territory/country. Name, address, contact name and telephone number please.

- | | |
|---|--|
| 1. <u>Shochiku Co. Ltd.</u>
<u>13-5 Tsu Kiji 1-chome</u>
<u>Chuo-Ku, Tokyo, 104</u>
<u>Tel: 035425551 Fax: 03547901</u>
<u>Mgr.: Katsu Mizuno</u> | 2. <u>Toho Co. Ltd. (Japan)</u>
<u>Marubeni Corporation</u>
<u>142 Ohtemachi Chiyoda-Ku</u>
<u>Tokyo, 100 Tel: 032829612</u>
<u>Fax: 032827259</u> |
| 3. <u>Nippon Herald Films Inc.</u>
<u>2-20-15 Shimbashi</u>
<u>Minato-Ku, Tokyo</u>
<u>Pres.: H. Furukawa</u>
<u>Tel.: 03-574-0747</u> | 4. <u>Shibata Organization Inc.</u>
<u>2-10-8 Ginza, Chuo-Ku</u>
<u>Tokyo, 104</u>
<u>Pres.: H. Shibata</u>
<u>Tel.: 03-545-3411</u> |

5. Tuei Classical, Inc.
3-2-17 Ginza, Chuo-Ku
Tokyo, 104
Pres.: S. Okada
Tel.: 03-535-4641

6. _____

9. Quotas and regulations

a) Are there any exhibition quotas in this territory/country? What are they?

None _____

b) Are there any tax rebates or incentives for specific subjects? What are they?

None _____

c) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign films in this territory/country not covered in other questions? Describe.

None _____

10. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

10% of whithholding tax to be paid by distribution buyer
(when there is double taxation agreement, otherwise
20% to be paid.)

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

None

Video

1. Market data

- a) Number of households? # 4 million 1988
- b) Number of television sets? # 537/1000 people
- c) Number of VCRs? # 58.5% penetration of 31.5 million TV homes (1985)

2. Domestic market

- a) How many prerecorded video cassettes were sold last year?
7,625,177 (1987)
- b) How many English language prerecorded video cassettes were sold:
- Last year? # approx. 2,000 titles
- Prior year? #

How many French language prerecorded video cassettes were sold:

Last year? # less than 200 titles
Prior year? #

3. **Prices**

a) What is the average prerecorded cassette retail sales price?

\$ 160 feature \$38.5 - \$66 Music, How To, etc.

4. **Market demand**

a) How important are the following types of video cassettes in this market: very important, important, not important?

<u>Type of video</u>	<u>Importance</u>
Prerecorded entertainment	<u>V.I.</u>
"How to"	<u>N.I.</u>
Educational	<u>Japanese only</u>
Children's	<u>I. (entertainment)</u>

b) Please send the video catalogue from a prerecorded video cassette wholesaler (contact a retail store for name of major wholesaler).

5. **Organizations**

a) What is the major video industry association (wholesale or retail) located in this territory/country? (Please provide name, address, telephone number and contact person.)

Japan Video Cassette Manufacturers Assoc.

Dentsu Kosan Karkan

2-16-7 Ginza, Chuo-Ku, Tokyo, 104

Pres.: T. Ishida

Tel.: 03-542-4433

6. Distribution

a) List the major wholesale distributors in this territory/country. Please provide name, address, telephone number and contact name. Please indicate approximate market share for the top three.

1. CBC Sony Group Co. Ltd.
1-4 Ichigaya Tamachi
Shinjuku-Ku, Tokyo, 162
Pres.: T. Ozawa
Tel.: 03-266-5041

2. Pony Inc.
3-3-5 Kudanshita
Chiyoda-Ku, Tokyo, 102
Contact: Prod.: S. Watanabe
Tel.: 03-221-3151

Market share % _____

Market share % 20

3. Tuei Video Co. Ltd.
3-15-10 Ginza
Chuo-Ku, Tokyo, 104
Contact: M. Matsumoto, Pr.Mgr.
Tel.: 03-545-4511

4. Toho Co. Ltd.
1-2-1 Yurabucho
Chiyoda-Ku, Tokyo, 100
Pres.: I. Matsuoka
Tel.: 03-591-5044

Market share % 25%

MARKET SHARE % 25%

5. Pack In Video Co. Ltd.
7F Cosmos Gyoen Building
1-16-10 Shinjuku
Shinjuku-Ku, Tokyo, 160
Tel.: 032269561 Fax.: 032269690

6. Shochiku Home Video
13-5 Tsu Kiji 1-chome
Chuo-Ku, Tokyo, 104
Tel.: 035425551 Fax.: 035417901
Mgr.: Katsu Mizuno

MARKET SHARE % _____

MARKET SHARE % _____

7. Taxes

a) What is the import duty rate on prerecorded video cassettes?
% Nil

b) Are there withholding taxes on revenue? If yes, what are they and at what rate are they applied?
10% of withholding tax

8. Copyrights

a) Is this country a signatory of the International Copyright Convention? Yes

b) How serious a problem is piracy in this territory/country? Describe.
It is estimated that out of the 12,000 retail shops, 5,000 are dealing in pirates. The average number of pirate cassettes per dealer is estimated to be 1,000

Television

1. Market data

a) How many government-owned, non-commercial networks are there in this territory/country? Please name.
VHK, the non-commercial government-used network, has 2 VHF and 2 DBS stations. There is also a UHF "broadcast university" station. Private and commercial: 7 in total. NHK Broadcasting Corp., TBS Tokyo Broadcasting System Inc., NTV Nippon Television Network Corp., ANB Asahi National Broadcasting Co. Ltd., Fuji Television Network Inc., Television Tokyo Channel 12, RSK Sanyo Broadcasting Co. Ltd.

b) How many privately owned television networks are there? Please name.

Tokyo Broadcasting System

Nippon Television Network

Fuji Telecasting

Asahi National Broadcasting

c) How many closed circuit (e.g., cable or satellite delivered) networks are there? Please name and indicate scope of programming.

None by 1987

2. Market demand

a) How important are the following types of programs in this market (very important, important, not important)? Also, please indicate the royalty paid for foreign programs.

<u>Type of program</u>	<u>Importance</u>	<u>Royalty Paid</u>	
		<u>1/2 Hour</u>	<u>1 Hour</u>
Game show (Domestic)	<u>V.I.</u>	<u>_____</u>	<u>_____</u>
Soap opera (Domestic)	<u>I.</u>	<u>_____</u>	<u>_____</u>
Situation comedy	<u>_____</u>	<u>_____</u>	<u>_____</u>
Musical specials(Domestic)	<u>I.</u>	<u>_____</u>	<u>_____</u>
Children's shows	<u>N.I.</u>	<u>_____</u>	<u>_____</u>
Police stories (Movies)	<u>I.</u>	<u>_____</u>	<u>_____</u>
Movies	<u>I.</u>	<u>_____</u>	<u>\$5,000-\$5,000,000</u>
Nature	<u>V.I.</u>	<u>_____</u>	<u>\$2,000-\$10,000 US</u>
Drama	<u>I.</u>	<u>_____</u>	<u>_____</u>
Other (please specify) Sports (golf)	<u>V.I.</u>	<u>_____</u>	<u>_____</u>

b) Please send a copy of a recent television program schedule.

3. English language

a) What is the number of hours of foreign programming annually?

in English/French? # 30 hours (with Japanese subtitles)
dubbed? # 200-hours (motion pictures) (including
300 re-telecasting pictures)

4. Censorship

a) Is there television censorship (official or self-imposed) in this territory/country? If yes, describe.

No censorship exists in Japan. However, by self-imposed
code regulated by each stations and Broadcasters Assoc.
of Japan all programs are inspected and cut "discriminating"
words, sex, etc.

b) Are there any program content taboos? Describe.

No hardcore sex.
Discriminating words such as "mekura" (blind), "Kobito"
(dwarf) etc.

5. Television programs

a) Are there any government financial support programs for domestic producers? What are they?

None

b) Are there any government financial support programs for co-productions? What are they?

None

c) Are there any restrictions on importing foreign language television programs to this territory/country?

None

d) How many television programs were imported last year from each of the following. (Alternatively, how many hours of programs were imported.)

	<u># Programs</u>	<u># Hours</u>
USA	<u>1</u>	Series "Murder She Wrote"
Britain	<u> </u>	<u> </u>
France	<u> </u>	<u> </u>
Germany	<u> </u>	<u> </u>
Italy	<u> </u>	<u> </u>
Australia	<u> </u>	<u> </u>
Canada	<u> </u>	<u> </u>
Other	<u> </u>	<u> </u>

e) Does this territory/country have a government related international TV program coproduction agreement with Canada? Describe. American.

None

6. Organizations

a) What television distribution associations are located here?
(Please provide name, address, telephone number and contact person).

- | | |
|---------------|----------|
| 1. <u>Nil</u> | 2. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

7. Quotas and regulations

a) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign programs in this territory/country not covered in other questions? Describe.

All programs must be dubbed in Japanese

8. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

10% America, Australia, etc.
15% Canada, etc.
10-15% of withholding tax are paid according to double taxation agreements, otherwise 20% withholding tax is imposed.

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

Singapore and Czechoslovakia are excluded by double
taxation agreements.

D. BOOK PUBLISHING

Please complete the following table.

1. Market data

Statistics
not
available
(see attached)

- a) How many English/French language titles are available in this country/territory? (See chart columns 1 and 3.)
- b) How many copies of English/French language titles were sold last year in this country/territory? (See chart columns 2 and 4.)
- c) How many foreign language title translations are available in this country/territory? (See chart column 5.)
- d) How many copies of translated foreign language titles? (See chart column 6.)

2. Pricing

- a) What is the average retail price of a hard cover best seller in this territory/country? \$1982 980 yen; 1984 898 yen (\$8.00 CDN)

- b) What is the cost of printing a hard cover best seller in this territory/country for:

Quantity = 50,000? \$Y 7 million (\$63,600 CDN)

Quantity = 200,000? \$Y 103 million (#118,000 CDN)

- c) What is the cost of printing a soft cover best seller in this territory/country for: (250 pages)

Quantity = 50,000? \$ y 25 million (\$227,300 CDN)

Quantity = 200,000? \$ y 48 million (\$436,400 CDN)

Book Category	1 # of English language titles	2 # of copies sold English titles	3 # of French language titles	4 # of copies sold French titles	5 # foreign language translations	6 # copies sold foreign translations
	# Imports 1982			1985		
Education						
Technical & professional						
Children						
Fiction						
Non-fiction*					1,163 (43%)	
Total		14,700,000			2,706	

*Please note any particular sub-categories such as travel, nature, etc.

Particularly literature and social science

(Best Seller) Fiction in English

3. **Distribution**

- a) Who are the major rights holders (e.g. publishers) of foreign books in this territory/country? (Please provide name, address, telephone number and contact person.)

1. Tuttle Mori Agency
8F Daiichi Fuji Building
Kanda-Jinbocho
Chiyoda-Ku, Tokyo, 101
Tel: 03-230-4081 80% foreign
Contact: Mr. Mori copyrights

2. Japan Uni Agency
Naigai Building
1-1 Kanda-Jinbocho
Chiyoda-Ku, Tokyo
Tel: 03-295-0301 30-40% total
Contact: Mr. Shimono agency sales

3. _____

4. _____

4. **Organizations**

- a) What are the major book industry associations in this territory/country? (Please provide name, address, telephone number and contact person.)

1. Japan Book Publishers Assoc.
6 Fukuro-Machi
Shinjuku-Ku
Tokyo 162 Tel: 03-2681301
Exec.Dir.: Sadaya Murayama
Secty.: Masaaki Shigehisa

2. Japan Book Importers Assoc.
Room 603 Aizawa Building
20-3 Nihonbashi I-chome
Chuo-Ku, Tokyo 103 Tel: 03-2716901
Secty.: Mitsuo Shibata

3. _____
Japan Booksellers Federation
Nihon Shoten Kumiai Rengokai
1-2 Kanda Surugadai
Chiyoda-Ku, Tokyo, 101
Tel.: 03-2940388

4. Publisher's Assoc. for Cultural
Exchange
1-2-1 Sarugaku-Cho
Chiyoda-Ku, Tokyo, 101
Tel.: 03-2915685
Pres.: Toshiyuki Hattori
Managing Dir.: Shoichi Nakajima

5. Japan Publications Wholesalers Assoc.
Nihon Shuppan Toritsugi Kyodai
1-7 Kanda Surugadai
Chiyoda-Ku, Tokyo

5. Quotas and regulations

a) Are there any quotas on the import of books? If yes, describe.

No

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign books in this territory/country? Please describe.

Translators receive same royalty as foreign copyright holder so prices of translations are high.

6. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

10% tax on royalties for Canadians (rate produced recently)

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

East European countries (e.g. Hungary & Poland) and developing countries (e.g. Sri Lanka and Indonesia) excluded from taxes on royalties.

7. Copyright

- a) How serious a problem is piracy in this territory/country for books? Describe.

Participates in both universal copyright conventions
and Paris revision of Berne Convention

E. SOUND RECORDING

1. Market data

- a) How many LP's, cassettes and compact discs were sold last year and the previous year? What is the retail dollar value of sales in each category of sound media? (See chart below.)

Sound Media	Last Year		Year Prior	
	Number	\$	Number	\$
LP's				
Cassettes				
Compact discs				
Total				

- b) What per cent of all LP's, cassettes and compact discs sold are:

English? % 15

French? %

2. Market demand

- a) How popular are the following categories of music? (very popular, popular, not popular).

<u>Category</u>	<u>Popularity</u>
Contemporary Top 40	<u>very popular</u>
Classical	<u>10% of total distribution</u>
Jazz	<u>popular</u>
Country & Western	<u>not popular</u>
Instrumental	<u>not popular</u>
Domestic	<u>very popular</u>

3. Pricing

- a) What is the average price of a:

Cassette?	<u>\$ Y 2,600 (\$28.00 CDN)</u>
LP?	<u>\$ Y 2,800 (\$30,00 CDN)</u>
Compact disc?	<u>\$ Y 3,200 (\$35.00 CDN)</u>

- b) What is the average cost of one hour of studio time in a state of the art sound recording studio in this territory/country?

\$ 550 - \$1,100

4. Distribution

- a) Are there any retail stores or distributors who specialize in English/French language LP's/cassettes/compact discs? If so, please provide name, address, telephone number and contact person.

1. <u>CBS Sony</u>	2. <u>Toshiba EMI</u>
<u>1-4 Ichigaya Tamachi</u>	<u>2-2-17 Akasaka</u>
<u>Shinjuku-Ku Tokyo</u>	<u>Minato-Ku Tokyo</u>
<u>Tel.: 266-5995</u>	<u>Tel.: 587-9045</u>
<u>Chairman: N. Oga</u>	<u>Pres.: T. Okkotsu</u>
3. <u>Victor Musical Industries</u>	4. <u>Nippon Phonograia Co. Ltd.</u>
<u>4-26-18 Jingumal</u>	<u>4-8-5 Popping</u>
<u>Shikuya-Ku, Tokyo</u>	<u>Minato-Ku, Tokyo</u>
<u>Tel.: 405-5151</u>	<u>Tel.: 479-3711</u>
<u>Pres.: N. Takayama</u>	<u>Pres.: N. Ito</u>

b) Who are the major rights holders of foreign LP's/cassettes/compact discs in this territory/country? Please provide name, address, telephone number and contact person.

1. _____ 2. _____

Generally rights are held by exporters

3. _____ 4. _____

5. Radio stations

a) Are there any radio stations that specialize in western music? If yes, please provide name, address, telephone number and contact person.

1. <u>Radio Canada International</u>	2. <u>FM Tokyo</u>
_____	<u>1-7 Kojimachi</u>
_____	<u>Chiyoda-Ku, Tokyo, 102</u>
_____	<u>Pres.: K. Tsuda</u>
(500,000 listeners)	
3. <u>FM Yokohama</u>	4. _____
<u>2 Yamashitacho</u>	_____
<u>Yokohama, Kanagawa-Pref.</u>	_____
<u>Pres.: T. Veno</u>	_____

Please send a copy of a recent "Top 40" music chart.

b) What is the total number of radio stations in this territory/country? # 74 commercial; 3 - NHK (Japan Broadcasting Corp.)

Please name the major ones (name, address, telephone number and contact person).

- | | |
|--|--|
| 1. <u>NHK</u>
<u>Jinnan 2-2</u>
<u>Shibuva-Ku, Tokyo, 150</u>
<u>Tel.: 465-1111</u> | 2. <u>Tokyo Broadcasting Systems, Inc.</u>
<u>5-3-6 Akasaka</u>
<u>Minatobu, Tokyo, 107</u>
<u>Tel.: 03584-3111</u> |
| 3. <u>FM Tokyo</u>
<u>1-7 Kajimachi</u>
<u>Chiyoda-Ku, Tokyo, 102</u>
<u>Tel.: 03-221-0080</u> | 4. <u>Nippon Cultural Broadcasting Inc.</u>
<u>1-5 Wakabacho</u>
<u>Shinjubu-Ku, Tokyo, 160</u>
<u>Tel.: 357-1111</u> |
| 5. <u>FM Yokohama</u>
<u>2 Yanashitacho</u>
<u>Yokohama, Kanagawa-Pref.</u>
<u>Tel.: 045-662-6000</u> | 6. _____

_____ |
| 7. _____

_____ | 8. _____

_____ |

c) On average, what per cent of total airtime on popular radio is dedicated to English/French music? % 83 (FM radio)

6. Technology

a) Are there any television programs or networks that feature music videos? If yes, please name the program or network and the number of annual hours of airtime dedicated to music videos.

<u>Network or Program</u>	<u>Annual Hours of Airtime</u>
<u>Tokyo Television Systems</u>	<u>3 hrs. 30 min.</u>
<u>TV Asahi</u>	<u>30 min.</u>
<u>TV Tokyo</u>	<u>1 hr.</u>
_____	_____
_____	_____
_____	_____

7. Organizations

a) Please name the major associations in the sound recording/broadcast industry (name, address, telephone number and contact person).

- | | |
|---|----------|
| 1. <u>Japan Phonographe Record Assoc.</u> | 2. _____ |
| <u>2-8-9 Tsubiji</u> | _____ |
| <u>Chuo-Ku, Tokyo</u> | _____ |
| <u>Tel.: 03-541-4411</u> | _____ |
| <u>Pres.: K. Mochizuki</u> | |
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| 5. _____ | 6. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

8. Quotas and regulations

a) Are there any quotas on the import of LP's/cassettes/compact discs? If yes, describe.

None

- b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign LP's/cassettes/compact discs in this territory/country? Please describe.

None

9. Remittance of earnings

- a) Are there withholding taxes? If yes, what are they?

10% of withholding tax to be paid.

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

None

10. Copyright

- a) How serious a problem is piracy in this territory/country for sound recordings? Describe.

Piracy is no problem, but problem exists with imports (sold cheap) and record rentals.

F. PERIODICAL PUBLISHING

1. Market data

Statistics not available. (Majority supposedly imported through direct or indirect - through importers - subscriptions.)
 See page 20

a) How many English and French language periodicals (titles) are sold in this territory/country?
 English? # _____
 French? # _____

b) Please list the names of the above periodicals and their countries of origin.

<u>Periodical Title</u>	<u>Country of Origin</u>
Time	U.S.
Newsweek	U.S.
Life	U.S.
Fortune	U.S.
Business Week	U.S.
Far Eastern Economic Review	Hong Kong
Economist	Britain
Der Spiegel	West Germany
Scientific American	U.S.
National Geographic	U.S.
Esquire	U.S.
Penthouse	U.S.

(Please use a blank sheet for additional periodicals.)

c) How many copies of English and French language periodicals were sold in this country/territory:

Last year? # _____
 Previous year? # _____

2. Market demand

a) Please indicate the importance of the following kinds of periodicals in this territory/country (very important, important, not important).

Additional Periodicals

<u>Periodical Title</u>	<u>Country of Origin</u>
Le Point	France
Paris Match	France
Elle	France
Bridal	U.S.
Go	U.S.
Exclusiv	Germany
Bazaar	Italy
Vobue	U.S.
M	U.S.
Cosmopolitan	U.S.
Ebony	U.S.
Rolling Stone	Britain
Money	U.S.
Byte	U.S.
Golf Monthly	U.S.
many others	

<u>Category</u>	<u>Importance</u>
Travel	<u>V.I.</u>
Sports	<u>I.</u>
News magazines	<u>V.I.</u>
Lifestyle magazines	<u>V.I.</u>
Adult entertainment	<u>V.I.</u>
Comic books	<u>V.I.</u>
Nature	<u>I.</u>
Professional publications	<u>I.</u>
Children's magazines	<u>I.</u>
Teen magazines	<u>I. (Comics - V.I.)</u>
Educational	<u>I.</u>
"How to"	<u>I.</u>

3. Distribution

- a) Please name the largest periodical deconsolidators in the territory/country. (A consolidator consolidates a number of small shipments of different goods in the export country. A deconsolidator separates the individual smaller shipments and sells to distributors in the import country.) Please provide name, address, telephone number and contact person.

1. Maruzen
2-3-10 Nihonbashi
Chuo-Ku Tokyo, 103
Tel.: 03-272-7211
Mr. Masahiro Onouchi, Manager,
Journal Division

2. Kinokuniya
5-38-1 Sakuragaoka
Setagaya-Ku, Tokyo 156
Tel.: 03-439-0161
Mr. Tadayoshi Fujimuo, Gen. Manager,
Book Import Dept.

3. Yohan
3-14-9 Okubo
Shinjuku, Tokyo 160
Tel.: 03-208-0181
Mr. Masahori Watanabe, President

4. Nihon Shuppan Boeki
1-2-1 Sarugaku-Cho
Chiyoda-Ku, Tokyo

- b) Please name the major periodical distributors in this territory/country. Please provide name, address, telephone number and contact person.

(75% of total share)

- | | |
|--|---|
| 1. <u>Tokyo Shuppan Hanbai</u> | 2. <u>Nikkyohan (textbooks only)</u> |
| <u>6-24 Higashi-Gokencho</u> | <u>4-2-33 Kamitada</u> |
| <u>Shinjuku-Ku, Tokyo, 162</u> | <u>Toda, Saitama 33</u> |
| <u>Tel.: 03-269-6111</u> | <u>Tel.: 0484-41-9311</u> |
| Mr. Toshitsugi Sudo, Director,
Public Affairs | |
| 3. <u>Nihon Zasshi Hanbai</u> | 4. <u>Nihon Shuppan Hanbai (20%)</u> |
| <u>2-20-10</u> | <u>4-3 Kanda Jurugadai</u> |
| <u>Itabashi-Ku, Tokyo, 174</u> | <u>Chiyoda-Ku, Tokyo, 101</u> |
| <u>Tel.: 03-558-1001</u> | <u>Tel.: 03-233-1111</u> |
| | Mr. Hiroshi Nishikawa, Director
International Division |

- c) Please indicate the major retail newstand that specializes in English/French language periodicals (name, address, telephone number and contact person).

Maruzen
2-3-10 Nihonbashi
Chuo-Ku, Tokyo, 103
Tel.: 03-272-7211
Contact: Mr. Masahiro Onouchi,
Manager, Journal Division

Kinokuniya Bookstore
5-38-1 Sakuragaoka
Setagaya-Ku, Tokyo, 156
Tel.: 03-439-0124
Contact: Mr. Shuji Minato,
Manager, Journal Division

4. Pricing

- a) What is the price of the major locally produced current affairs (local equivalent of Time or Newsweek in Canada) publication?
\$ Y 240 (\$2.18 CDN)
- b) What is the price of Time magazine? \$ Y 650 (\$5.90 CDN)

5. Organizations

- a) What industry associations for periodicals are located in this territory/country? Please provide name, address, telephone number and contact person.
- | | |
|--|---------------------------------------|
| 1. <u>Japan Magazine Publishers Assoc.</u> | 2. <u>Japan Book Importers Assoc.</u> |
| <u>1-7 Kanda-Surugadai</u> | <u>612 Aizawa Bldg.</u> |
| <u>Chiyoda-Ku, Tokyo, 101</u> | <u>1-20-3 Nihonbashi</u> |
| <u>Tel.: 03-291-0775</u> | <u>Chuo-Ku, Tokyo, 103</u> |
| Mr. Jun Tanaka, Director | Mr. Mitsuo Shibata, Secty. |

3. _____

4. _____

6. Quotas and regulations

a) Are there any quotas on the import of periodicals? If yes, describe.

No

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign periodicals in this territory/country? Please describe.

No

7. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

No

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

No

I
I)
I
I
I
I
I
I
I
I)

)

DEPARTMENT OF EXTERNAL AFFAIRS
CULTURAL INDUSTRIES FACT SHEET

August, 1988

Territory: SINGAPORE
External Affairs contact: Mr. Sean Brady, High Commissioner
Address: The Canadian High Commission
Maxwell Road, P.O. Box 845
Singapore 9016
Telex number: 21277

INTRODUCTION

Stevenson Kellogg Ernst & Whinney is working with External Affairs to identify opportunities to export Canadian cultural products to specific Pacific Rim countries. We know you have helped to gather information before. We have reviewed existing information and are asking for your further help only in areas where no information is currently available.

A. REFERENCE MATERIAL

1. Are you aware of any studies, reports or documents that have been prepared about the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country in addition to those we have listed as sources? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) MEDIA SURVEY - BY SURVEY RESEARCH SINGAPORE
(PTE) LTD, 51 NEWTON ROAD #09-01,
SINGAPORE 1130.
TEL: 252-8595

b)

c)

d)

e)

f)

2. Are you aware of any directories or indexes of distributors, agents, producers or other organizations related to the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) SINGAPORE 1988 - INFORMATION DIVISION,
MINISTRY OF COMMUNICATIONS & INFORMATION,
SINGAPORE.

b) SINGAPORE CENSOR 1980 - STATISTICS DEPARTMENT,
MINISTRY OF TRADE & INDUSTRY, SINGAPORE

c)

d)

e) _____

f) _____

B. GENERAL

2.6 MILLION (1988) ⁽⁴⁾

1. What is the population of this territory/country? 2.6 MILLION (1982)

2. List the five largest cities and their respective population.

	<u>Name of city</u>	<u>Population</u>
i)	_____	_____
ii)	_____	_____
iii)	_____	_____
iv)	_____	_____
v)	_____	_____

URBANIZATION → 100% (10)

3. How many people speak English or French? Or, what per cent of the population speaks English or French?

English	# 1.7 MILLION	% 65
French	# 3,000	% 0.1

LITERACY: 95%. ENGLISH IS THE LANGUAGE OF ADMINISTRATION, CULTURE AND READING. (5)

4. How many people read and write English or French? Or, what per cent of the population reads and writes English or French?

English	#	<u>1.7 MILLION</u>	%	<u>65</u>
French	#	<u>3,000</u>	%	<u>0.1</u>

5. What is the age distribution of the population?

<u>Age group</u>	<u>#</u>
0-12 years	<u>505,800</u>
13-19 years	<u>330,700</u>
20-50 years	<u>1,360,100</u>
50+ years	<u>416,300</u>
Total	<u><u>2,612,900</u></u>

6. Is English taught in schools? In which grades?

YES. ENGLISH IS THE LANGUAGE OF INSTRUCTION FROM
PRE-PRIMARY CLASS TO UNIVERSITY LEVEL.

7. Is French taught in schools? In which grades?

FRENCH CLASSES ARE CONDUCTED IN 11 GIFTED SCHOOLS.

GIFTED CHILDREN ARE ENCOURAGED TO TAKE A THIRD LANGUAGE;
JAPAN, GERMAN, OR FRENCH DURING THEIR FOUR YEARS IN HIGH
SCHOOL.

8. What is the unit of currency? SINGAPORE \$

What is the value per U.S. \$1.00? S\$2.00 = U.S. \$1

C. FILM/VIDEO/TELEVISION PRODUCTS

Film

1. Theatres

a) Number of theatres?

1987 (11)
415
~~XXXX41~~

b) Total seats?

48,000

SOURCE: SINGAPORE DEPARTMENT OF STATISTI

2. Admissions

- a) Number of annual admissions most recent year? 19,762,000
- b) Gross box office receipts? \$70 MILLION

3. Prices

- a) Average admission price? \$ 3 + \$5

4. English language

- a) How many theatres show English and French language films?
THERE ARE APPROX. 5 THEATRES SHOWING ENGLISH LANGUAGE FILMS.

5. Grading standard

- a) Is there a grading standard for pictures (e.g., G, PG, R, X, etc.)? What is it?
NO

6. Films

- a) How many feature films were produced by domestic producers last year? # 0
- b) Are there any government financial support programs for domestic producers? What are they?

FOR VARIOUS TYPES OF NATIONAL CAMPAIGN

- c) Are there any government financial support programs for co-productions? What are they?

NO

- d) Are there any restrictions on importing English/French language films to this country/territory? What are they?

THERE ARE GENERALLY NO RESTRICTIONS ON IMPORTING
ENGLISH LANGUAGE FILMS IN THIS COUNTRY. ALL
IMPORTED FILMS MUST OBTAIN APPROVAL FROM BOARD
OF FILM CENSORS

- e) How many films were imported last year from each of:

USA	<u># 2,850</u>
Britain	<u># 320</u>
France	<u># 3</u>
Germany	<u># 4</u>
Italy	<u># 3</u>
Australia	<u># 4</u>
Canada	<u># 3</u>
Other	<u># 4790 (JAPAN, CHINA, HONGKONG, TAIWAN)</u>
Total	<u># 7977</u>

- f) With what countries does this territory/country have government related film agreements?

NO

7. Market demand

- a) How important are the following types of films in this market: very important, important, not important?

<u>Type of film</u>	<u>Importance</u>
Western	VP
Action/adventure	1
Science fiction	1
Comedy	1
Horror	VP
Drama	1
Documentary	VP

- b) Please send the most important theatre advertisement section of the major local paper from a recent week.

8. Organizations

- a) What industry associations are located here? (Name, address, telephone number and contact person.)

- | | |
|---|---|
| <p>1. <u>TWENTIETH CENTURY-FOX FILM</u>
 <u>(EAST) PTE LTD</u>
 <u>#04-07 ORCHARD TOWERS</u>
 <u>ORCHARD ROAD</u>
 <u>SINGAPORE 0923</u>
 TEL: 732-0952</p> | <p>2. <u>WARNER BROS (FE) INC</u>
 <u>#04-02 MIDLAND HOUSE</u>
 <u>112 MIDDLE ROAD</u>
 <u>SINGAPORE 0718</u>
 <u>TEL: 337-5060</u></p> |
| <p>3. <u>HONGKONG UNITED CO PTE LTD</u>
 <u>16 TRAS ST</u>
 <u>SINGAPORE 0207</u>
 <u>TEL: 533-1121</u></p> | <p>4. <u>BORNEO FILM ORGANISATION</u>
 <u>SND BHD</u>
 <u>LOT 692 JLN BUKIT MERAH</u>
 <u>SINGAPORE 0316</u>
 <u>TEL: 273-65616</u></p> |
| <p>5. <u>UNITED INTERNATIONAL PICTURES PTE LTD</u>
 <u>#08-09/10 SHAW HOUSE</u>
 <u>354-356 ORCHARD ROAD</u>
 <u>SINGAPORE 0923</u>
 <u>TEL: 737-2484</u></p> | <p>6. <u>ENG WAH FILM PTE LTD</u>
 <u>535 KALLANG BAHRU</u>
 <u>SINGAPORE 1233</u>
 <u>TEL: 292-6561</u></p> |

b) Film distributors:

i) Which distributors represent international films in this territory/country (Paramount, MGM, Disney/Buena Vista, Warner, Columbia, 20th Century Fox, Universal, etc.)? Name, address, telephone number and contact name please.

- | | |
|---|---|
| 1. <u>CINEMA</u>
<u>TRADING COMPANY</u>
<u>SINGAPORE 0222</u>
<u>SINGAPORE</u>
<u>CONTACT: DEAN LAI</u> | 2. <u>OSTER</u>
<u>PO BOX 927</u>
<u>TAG PARK NORTH P.O.</u>
<u>SINGAPORE, SINGAPORE 9181</u>
<u>CONTACT: LIM SUNNY</u> |
| 3. <u>SAPU ORGANIZASI LTD</u>
<u>SARAWAK - 13214</u>
<u>ROBERTS ROAD, SINGAPORE 0222</u>
<u>CONTACT: KARLO SPU</u> | 4. _____

_____ |

ii) List the six major independent distributors in this territory/country. Name, address, contact name and telephone number please.

- | | |
|---|--|
| 1. <u>GLOBE FILM DISTRIBUTORS PTE LTD</u>
<u>#02-538 ROCHOR CENTRE</u>
<u>ROCHOR ROAD</u>
<u>SINGAPORE 0718</u>
<u>TEL: 295-2971</u> | 2. <u>ENG WAH FILM PTE LTD</u>
<u>535 KALLANG BAHRU</u>
<u>SINGAPORE 1233</u>
<u>TEL: 292-6561</u> |
| 3. <u>CATHAY FILM DISTRIBUTORS</u>
<u>PTE LTD</u>
<u>05-00 CATHAY BLDG</u>
<u>11 DHOBY GAUT</u>
<u>SINGAPORE 0922</u>

<u>TEL: 337-6855</u> | 4. <u>HONGKONG UNITED CO PTE LTD</u>
<u>16 TRAS STREET</u>
<u>SINGAPORE 0207</u>
<u>TEL: 533-1121</u> |

5. SHAW ORGANISATION
SHAW CENTRE
1 SCOTTS ROAD
SINGAPORE 1025
TEL: 235-2077

6. BORNEO FILEM ORGANISATION
SDN BHD
LOT 692 JLN BUKIT MERAH
SINGAPORE 0316
TEL: 273-5616

9. Quotas and regulations

a) Are there any exhibition quotas in this territory/country? What are they?

NO

b) Are there any tax rebates or incentives for specific subjects? What are they?

NO

c) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign films in this territory/country not covered in other questions? Describe.

NO

10. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

NO

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

NO

Video

1. Market data

- a) Number of households? #1.5 MILLION
- b) Number of television sets? # 188/1000 PEOPLE ⁽¹⁰⁾
- c) Number of VCRs? # 1.4 MILLOIN

2. Domestic market

a) How many prerecorded video cassettes were sold last year?

1,332,695

b) How many English language prerecorded video cassettes were sold:

Last year? # 1,208,525

Prior year? # 1,000,080

How many French language prerecorded video cassettes were sold:

Last year? # NIL
Prior year? # NIL

3. Prices

a) What is the average prerecorded cassette retail sales price?

S\$ 45.00

4. Market demand

a) How important are the following types of video cassettes in this market: very important, important, not important?

<u>Type of video</u>	<u>Importance</u>
Prerecorded entertainment	<u>VI</u>
"How to"	<u>I</u>
Educational	<u>I</u>
Children's	<u>VI</u>

b) Please send the video catalogue from a prerecorded video cassette wholesaler (contact a retail store for name of major wholesaler).

5. Organizations

a) What is the major video industry association (wholesale or retail) located in this territory/country? (Please provide name, address, telephone number and contact person.)

1. Sony Singapore Pte Ltd, 10 Dundee Rd, Singapore 0314, Tel: 472-2344 (Sony)
2. Prospere Pte Ltd, 9 Muthuraman Chetty Road, APS Bldg, Singapore 0923, Tel: 734-5511 (Samsung)
3. Hagemeyer Electronics (S) Pte Ltd, 900 Dunearn Rd, 11km, Singapore 2158, Tel: 468-3577 (National)
4. Melco Sales Singapore Pte Ltd, 230 Upper Bukit Timah Rd #03-01/15, Hock Soon Industrial Complex, Singapore 2158, Tel: 469-8938 (Mitsubishi)
5. Duet-Esm Electronics (S) Pte Ltd, 1 Maritime Square #09-32 World Trade Centre, Singapore 0409 Tel: 273-7200 (Hitachi)

6. Distribution

a) List the major wholesale distributors in this territory/country. Please provide name, address, telephone number and contact name. Please indicate approximate market share for the top three.

1. CINEMA VISION PTE LTD.
2 LENG KEE ROAD #04-04
SINGAPORE 0315
TEL: 472-2233

Market share % 12

2. CROWN VIDEO (S) PTE LTD
126 JOO SENG ROAD #05-17
SINGAPORE 1336
TEL: 285-3322

Market share % 11

3. FAR EAST VISION & SOUND PTE LTD.
BLK 164 STIRLING ROAD #01-1218
SINGAPORE 0314
TEL: 474-1789

Market share % 9

VISION PLUS PTE LTD
1 NORTH BRIDGE ROAD #16-02
SINGAPORE 0617
TEL: 337-0677

MARKET SHARE % 9

5. KASER VIDEO PTE LTD
53 GENTING ROAD
SINGAPORE 1334
TEL: 748-5611

MARKET SHARE % 8

6. KWANG SIA PTE LTD
#23-02-04 THE OCTAGON
CECIL STREET
SINGAPORE 0106
TEL: 225-5388

MARKET SHARE % 7

7. Taxes

a) What is the import duty rate on prerecorded video cassettes?

% 0

b) Are there withholding taxes on revenue? If yes, what are they and at what rate are they applied?

NO

8. Copyrights

a) Is this country a signatory of the International Copyright Convention? YES

b) How serious a problem is piracy in this territory/country? Describe.

1) CONFISCATED ALL PIRACY GOODS

2) HEAVY FINE AND IMPRISONMENT

Television

1. Market data

a) How many government-owned, non-commercial networks are there in this territory/country? Please name.

THERE ARE THREE GOVERNMENT-OWNED NETWORKS

- b) How many privately owned television networks are there? Please name.

MPB of MALAYSIA

- c) How many closed circuit (e.g., cable or satellite delivered) networks are there? Please name and indicate scope of programming.

THERE ARE THREE CLOSED CIRCUIT NETWORKS FROM MALAYSIA.

2. Market demand

- a) How important are the following types of programs in this market (very important, important, not important)? Also, please indicate the royalty paid for foreign programs.

<u>Type of program</u>	<u>Importance</u>	<u>Royalty Paid</u>	
		<u>1/2 Hour</u>	<u>1 Hour</u>
Game show	<u>VP</u>	<u>_____</u>	<u>X</u>
Soap opera	<u>I</u>	<u>_____</u>	<u>X</u>
Situation comedy	<u>I</u>	<u>X</u>	<u>_____</u>
Musical specials	<u>I</u>	<u>X</u>	<u>_____</u>
Children's shows	<u>VP</u>	<u>X</u>	<u>_____</u>
Police stories	<u>I</u>	<u>X</u>	<u>_____</u>
Movies	<u>VP</u>	<u>_____</u>	<u>X</u>
Nature	<u>NI</u>	<u>X</u>	<u>_____</u>
Drama	<u>I</u>	<u>X</u>	<u>_____</u>
Other (please specify)	<u>-</u>	<u>_____</u>	<u>_____</u>

b) Please send a copy of a recent television program schedule.

3. English language

a) What is the number of hours of foreign programming annually?

in English/French? # 1760hours

dubbed? # 208 hours

4. Censorship

a) Is there television censorship (official or self-imposed) in this territory/country? If yes, describe.

YES

ALL FILMS MUST SEND FOR CENSORSHIP

b) Are there any program content taboos? Describe.

1) HONGKONG "CANTONESE" FILMS INTO MANDARIN

2) JAPANESE FILMS INTO MANDARIN

3) ITALIAN, FRENCH AND GERMANY FILMS INTO MANDARIN AND ENGLISH.

5. Television programs

a) Are there any government financial support programs for domestic producers? What are they?

NO

b) Are there any government financial support programs for co-productions? What are they?

NO

c) Are there any restrictions on importing foreign language television programs to this territory/country?

NO

d) How many television programs were imported last year from each of the following. (Alternatively, how many hours of programs were imported.)

	<u># Programs</u>	<u># Hours</u>
USA	<u>1460</u>	<u>970</u>
Britain	<u>156</u>	<u>104</u>
France	<u>4</u>	<u>2</u>
Germany	<u>-</u>	<u>-</u>
Italy	<u>1</u>	<u>104</u>
Australia	<u>-</u>	<u>-</u>
Canada	<u>6</u>	<u>4</u>
Other	<u>-</u>	<u>-</u>

e) Does this territory/country have a government related international TV program coproduction agreement with Canada? Describe.

NO

6. Organizations

a) What television distribution associations are located here?
(Please provide name, address, telephone number and contact person).

- | | |
|-------------------------------------|----------------------------------|
| 1. <u>SETRON LTD</u> | 2. <u>SONY SINGAPORE PTE LTD</u> |
| <u>10 DUNDEE ROAD</u> | <u>10 DUNDEE ROAD</u> |
| <u>SINGAPORE 0314</u> | <u>SINGAPORE 0314</u> |
| <u>TEL: 472-2133</u> | <u>TEL: 472-2344</u> |
| 3. <u>PHILIPS SINGAPORE PTE LTD</u> | 4. _____ |
| <u>LORONG 1 TOA PAYOH</u> | _____ |
| <u>SINGAPORE 1231</u> | _____ |
| <u>TEL: 350-2000</u> | _____ |

7. Quotas and regulations

a) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign programs in this territory/country not covered in other questions? Describe.

NO

8. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

NO

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

NO

D. BOOK PUBLISHING

Please complete the following table.

1. Market data

- a) How many English/French language titles are available in this country/territory? (See chart columns 1 and 3.)
- b) How many copies of English/French language titles were sold last year in this country/territory? (See chart columns 2 and 4.)
- c) How many foreign language title translations are available in this country/territory? (See chart column 5.)
- d) How many copies of translated foreign language titles? (See chart column 6.)

2. Pricing

- a) What is the average retail price of a hard cover best seller in this territory/country? US \$ 22.00
- b) What is the cost of printing a hard cover best seller in this territory/country for:

Quantity = 50,000? US\$ 3.00 PER ANNUM

Quantity = 200,000? US\$ 2.50 PER ANNUM

- c) What is the cost of printing a soft cover best seller in this territory/country for:

Quantity = 50,000? US\$ 1.90 PER ANNUM

Quantity = 200,000? US\$ 1.40 PER ANNUM

3. Distribution

a) Who are the major rights holders (e.g. publishers) of foreign books in this territory/country? (Please provide name, address, telephone number and contact person.)

- | | |
|---|---|
| 1. <u>FEDERAL PUBLICATIONS (S)PTE LTD</u>
<u>1 NEW INDUSTRIAL RD</u>
<u>SINGAPORE</u>
<u>TEL: 284-8844</u> | 2. <u>HEINEMANN PUBLISHERS ASIA PTE LTD</u>
<u>41 JALAN PEMIMPIN #03-05</u>
<u>SINGAPORE 2057</u>
<u>TEL: 258-3255</u> |
| 3. <u>FEP INTERNATIONAL PTE LTD</u>
<u>348 JALAN BOON LAY</u>
<u>SINGAPORE 2261</u>
<u>TEL: 265-0311</u> | 4. <u>MACMILLANT SOUTHEAST ASIA PTE LTD</u>
<u>41 JALAN PEMIMPIN #03-04</u>
<u>SINGAPORE 2057</u>
<u>TEL: 258-1337</u> |

4. Organizations

a) What are the major book industry associations in this territory/country? (Please provide name, address, telephone number and contact person.)

- | | |
|--|---|
| 1. <u>SINGAPORE BOOK PUBLISHERS ASSOC.</u>
<u>P.O. BOX 946, SOLOMAD CRT. POST OFFICE</u>
<u>SINGAPORE 2617 TEL: 4361388</u>
<u>PRES: TAN HEE SENG</u>
<u>EDUCATIONAL PUBLISHERS COUNCIL</u>
<u>EDUCATIONAL PUBLISHERS COUNCIL</u> | 2. <u>SINGAPORE BOOKSELLER'S ASSOC.</u>
<u>428-429 KATONG SHOPPING CENTRE</u>
<u>SINGAPORE 15 TEL: 401495</u>
<u>PRES: N.T.S. CHOPRA</u> |
| 3. <u>NATIONAL BOOK DEVELOPMENT</u>
<u>COUNCIL OF SINGAPORE</u>
<u>BUKIT MERAH BRANCH LIBRARY</u>
<u>BUKIT MERAH CENTRAL</u>
<u>SINGAPORE 0315, TEL: 2732733</u> | 4. <u>LIBRARY ASSOCIATION OF SINGAPORE</u>
<u>NATIONAL LIBRARY</u>
<u>STAMFERD ROAD</u>
<u>SINGAPORE 2007</u> |

5. Quotas and regulations

a) Are there any quotas on the import of books? If yes, describe.

NO

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign books in this territory/country? Please describe.

NO

6. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

NO

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

NO

7. Copyright

- a) How serious a problem is piracy in this territory/country for books? Describe. ⁽⁵⁾

SERIOUS PROBLEM

E. SOUND RECORDING

I. Market data

- a) How many LP's, cassettes and compact discs were sold last year and the previous year? What is the retail dollar value of sales in each category of sound media? (See chart below.)

Sound Media	Last Year		Year Prior	
	Number	C\$	Number	C\$
LP's	1.074M	5.046M	0.685M	4.287M
Cassettes	3.913M	9.240M	1.818M	5.513M
Compact discs	0.365M	5.406M	0.804M	8.831M
Total	5.352M			

- b) What per cent of all LP's, cassettes and compact discs sold are:

English? % 64

French? %

2. Market demand

- a) How popular are the following categories of music? (very popular, popular, not popular).

<u>Category</u>	<u>Popularity</u>
Contemporary Top 40	<u>VP</u>
Classical	<u>I</u>
Jazz	<u>I</u>
Country & Western	<u>I</u>
Instrumental	<u>I</u>
Domestic	<u>NI</u>

3. Pricing

- a) What is the average price of a:

Cassette? US \$ 5.00
LP? US \$ 13.00
Compact disc? US \$ 20.00

- b) What is the average cost of one hour of studio time in a state of the art sound recording studio in this territory/country?

US \$ 1,500

4. Distribution

- a) Are there any retail stores or distributors who specialize in English/French language LP's/cassettes/compact discs? If so, please provide name, address, telephone number and contact person.

- | | |
|---|---|
| 1. <u>RECORD & DISC COLLECTIONS</u>
<u>583 ORCHARD RD #B1-42</u>
<u>SINGAPORE 0923</u>
<u>TEL: 733-6166</u> | 2. <u>OCEAN BUTTERFLIES PRODUCTION PTE LTD</u>
<u>50 JLN SULTAN</u>
<u>#04-08 JLN SULTAN CENTRE</u>
<u>TEL: 291-1093</u> |
| 3. <u>FARRER MUSIC CENTRE</u>
<u>#02-07 SERENE CENTRE</u>
<u>10 JALAN SERENE</u>
<u>SINGAPORE 1025</u>
<u>TEL: 467-5339</u> | 4. <u>COMPACT DISC CENTRE</u>
<u>#03-07 ORCHARD EMERALD CENTRE</u>
<u>SINGAPORE 0923</u>
<u>TEL: 733-5066</u> |

b) Who are the major rights holders of foreign LP's/cassettes/compact discs in this territory/country? Please provide name, address, telephone number and contact person.

- | | |
|--|--|
| 1. <u>RECORD & DISC COLLECTIONS</u>
<u>583 ORCHARD RD</u>
<u>B1-42 FORUM GALLERIA</u>
<u>SINGAPORE 0923</u>
<u>TEL: 733-6166</u> | 2. <u>POLYGRAM RECORDS PTE LTD</u>
<u>6 JOO KOON CIRCLE</u>
<u>TUAS, JURONG</u>
<u>SINGAPORE 2262</u>
<u>TEL: 861-1255</u> |
| 3. <u>SUPREME AUDIO PTE LTD</u>
<u>176-184 ORCHARD RD</u>
<u>#03-28 CENTREPOINT</u>
<u>SINGAPORE 0923</u>
<u>TEL: 734-3598</u> | 4. <u>SOUND LAB (S) PTE LTD</u>
<u>255 BUKIT TIMAH RD</u>
<u>SINGAPORE 1025</u>
<u>TEL: 734-9322</u> |

5. Radio stations

a) Are there any radio stations that specialize in western music? If yes, please provide name, address, telephone number and contact person.

- | | |
|--|-------------------------------------|
| 1. <u>SINGAPORE BROADCASTING CORP</u>
<u>CALDECOTT HILL</u>
<u>THOMSON ROAD</u>
<u>SINGAPORE 1129</u> | 2. _____

_____ |
| 3. <u>REDIFFUSION</u>
<u>182 CLEMENCEAU AVENUE</u>
<u>SINGAPORE 0923</u>
<u>TEL: 336-2211</u> | 4. _____

_____ |

Please send a copy of a recent "Top 40" music chart.

b) What is the total number of radio stations in this territory/
country? # TWO

Please name the major ones (name, address, telephone number and contact person).

1. SINGAPORE BROADCASTING CORP
CALDECOTT HILL
THOMSON ROAD
SINGAPORE 1129

2. REDIFFUSION
182 CLEMENCEAU AVENUE
SINGAPORE 0923
TEKL 336-2211

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

c) On average, what per cent of total airtime on popular radio is dedicated to English/French music? % _____

6. Technology

a) Are there any television programs or networks that feature music videos? If yes, please name the program or network and the number of annual hours of airtime dedicated to music videos.

<u>Network or Program</u>	<u>Annual Hours of Airtime</u>
1. <u>POSB SHOW (5)</u>	<u>52</u>
2. <u>VARIETY TONIGHT, SPECIAL (5)</u>	<u>52</u>
3. <u>PROGRAM HIGHLIGHTS</u>	<u>156</u>
_____	_____
_____	_____
_____	_____

7. Organizations

a) Please name the major associations in the sound recording/broadcast industry (name, address, telephone number and contact person).

- | | |
|---|--|
| 1. <u>POLYGRAM RECORDS PTE LTD</u>
<u>6 JOO KOON CIRCLE</u>
<u>TUAS, JURONG</u>
<u>SINGAPORE 2262</u>
<u>TEL: 861-1255</u> | 2. <u>J.J. JINGLES & MUSIC PRODUCTIC</u>
<u>PTE LTD</u>
<u>#03-05 SERENE CENTRE</u>
<u>10 JLN SERENE</u>
<u>SINGAPORE 1025 TEL: 466-6777</u> |
| 3. <u>SOUNDLAB (S) PTE LTD</u>
<u>225 BUKIT TIMAH ROAD</u>
<u>SINGAPORE 1025</u>
<u>TEL: 734-9322</u> | 4. <u>BOOGIE PRODUCTIONS PTE LTD</u>
<u>45-A MACPHERSON RD</u>
<u>SINGAPORE 1334</u>
<u>TEL: 284-9966</u> |
| 5. <u>R.C. SOUND SYSTEM & DESIGN</u>
<u>5 COLEMAN STREET</u>
<u>#18-15 EXCELSIOR HOTEL</u>
<u>& SHOPPING CENTRE</u>
<u>SINGAPORE 0617</u>
<u>TEL: 336-7388</u> | 6. <u>MIDI-MIX PRODUCTIONS PTE LTD</u>
<u>#04-04 SERENE CENTRE</u>
<u>10 JLN SERENE</u>
<u>SINGAPORE 1025</u>
<u>TEL: 467-5338</u> |

8. Quotas and regulations

a) Are there any quotas on the import of LP's/cassettes/compact discs? If yes, describe.

NO

- b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign LP's/cassettes/compact discs in this territory/country? Please describe.

NO

9. Remittance of earnings

- a) Are there withholding taxes? If yes, what are they?

NO

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

NO

10. Copyright

- a) How serious a problem is piracy in this territory/country for sound recordings? Describe.

Serious Problem (3)

F. PERIODICAL PUBLISHING

1. Market data

- a) How many English and French language periodicals (titles) are sold in this territory/country?

English? # 250
French? # NIL

- b) Please list the names of the above periodicals and their countries of origin.

Table with 2 columns: Periodical Title, Country of Origin. Includes the text '(PLEASE SEE ATTACHED LIST)' in the first row.

(Please use a blank sheet for additional periodicals.)

- c) How many copies of English and French language periodicals were sold in this country/territory:

Last year? # 25 MILLION
Previous year? # 24.7 MILLION

2. Market demand

- a) Please indicate the importance of the following kinds of periodicals in this territory/country (very important, important, not important).

<u>Category</u>	<u>Importance</u>
Travel	<u>VP</u>
Sports	<u>I</u>
News magazines	<u>VI</u>
Lifestyle magazines	<u>I</u>
Adult entertainment	<u>I</u>
Comic books	<u>I</u>
Nature	<u>NP</u>
Professional publications	<u>VI</u>
Children's magazines	<u>I</u>
Teen magazines	<u>I</u>
Educational	<u>I</u>
"How to"	<u> </u>

3. Distribution

- a) Please name the largest periodical deconsolidators in the territory/country. (A consolidator consolidates a number of small shipments of different goods in the export country. A deconsolidator separates the individual smaller shipments and sells to distributors in the import country.) Please provide name, address, telephone number and contact person.

- | | |
|--|---------------------------------------|
| 1. <u>READER'S DIGEST ASIALTD</u> | 2. <u>THE ECONOMIST NEWSPAPER LTD</u> |
| <u>#03-04 UNION BLDG</u> | <u>2 JURONG PORT ROAD</u> |
| <u>JALAN PEMIMPIN</u> | <u>SINGAPORE 2261</u> |
| <u>SINGAPORE 2057</u> | <u> </u> |
| 3. <u>MPH DISTRIBUTORS (S) PTE LTD</u> | 4. <u>TIMES PRINTERS SDN BHD</u> |
| <u>601 SIMS DRIVE #03-07/21</u> | <u>2 JURONG PORT ROAD</u> |
| <u>PAN-1 WAREHOUSE COMPLEX</u> | <u>SINGAPORE 2261</u> |
| <u>SINGAPORE 1434</u> | <u> </u> |

- b) Please name the major periodical distributors in this territory/country. Please provide name, address, telephone number and contact person.

- | | |
|---|--|
| <p>1. <u>TIME PERIODICALS PTE LTD</u>
 <u>1 NEW INDUSTRIAL ROAD</u>
 <hr/> <u>TIMES CENTRE</u>
 <hr/> <u>SINGAPORE 1953</u>
 <hr/> <u>TEL: 284-8844</u></p> | <p>2. <u>ASIAN BUSINESS PRESS PTE LTD</u>
 <u>17 TRACTOR ROAD</u>
 <hr/> <u>SINGAPORE 2262</u>
 <hr/> <u>TEL: 265-9233</u></p> |
| <p>3. <u>UNIVERSAL PRESS (S) PTE LTD</u>
 <u>39-B JLN PEMIMPIN</u>
 <hr/> <u>#03-02</u>
 <hr/> <u>SINGAPORE 2056</u>
 <hr/> <u>TEL: 259-2080</u></p> | <p>4. <u>BUSINESS WEEK MAGAZINE</u>
 <u>138 CECIL STREET</u>
 <hr/> <u>SINGAPORE 0106</u>
 <hr/> <u>TEL: 225-3033</u></p> |

c) Please indicate the major retail newstand that specializes in English/French language periodicals (name, address, telephone number and contact person).

1. TIMES PERIODICALS PTE LTD, 1 NEW INDUSTRIAL RD, TIMES CENTRE, SINGAPORE 1953
2. MPH BOOKSTORES (S) PTE LTD, 71-77 STAMFORD RD, SINGAPORE 0617

4. Pricing

- a) What is the price of the major locally produced current affairs (local equivalent of Time or Newsweek in Canada) publication?
\$ 4.00
- b) What is the price of Time magazine? \$ 5.00

5. Organizations

a) What industry associations for periodicals are located in this territory/country? Please provide name, address, telephone number and contact person.

- | | |
|---|--|
| <p>1. <u>READER'S DIGEST ASIA LTD</u>
 <hr/> <u>#03-04 UNION BLDG</u>
 <hr/> <u>JLN PEMIMPIN</u>
 <hr/> <u>SINGAPORE 2057</u></p> | <p>2. <u>THE ECONOMIST NEWSPAPER LTD</u>
 <hr/> <u>2 JURONG PORT ROAD</u>
 <hr/> <u>SINGAPORE 2261</u></p> |
|---|--|

3. MACMILLAN SOUTHEAST ASIA PTE LTD.	HEINEMANN PUBLISHERS ASIA PTE LTD
41 JLN PEMIMPIN #03-04	41 JLN PEMIMPIN #03-05
SINGAPORE 2057	SINGAPORE 2057

6. Quotas and regulations

- a) Are there any quotas on the import of periodicals? If yes, describe.

THERE ARE GENERALLY NO QUOTAS ON THE IMPORT OF PERIODICALS.

- b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign periodicals in this territory/country? Please describe.

YES, TIMES, ASIAWEEK, FAR EASTERN ECONOMIC REVIEW AND ASIAN WALL STREET JOURNAL FOR INTERFERING THE DOMESTIC POLITICS OF SINGAPORE

7. Remittance of earnings

- a) Are there withholding taxes? If yes, what are they?
NO

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

NO

LIST OF PERIODICALS ON SALE IN SINGAPORE

<u>NAME</u>	<u>COUNTRY</u>
Africa Economic Digest	U.K.
Agribusiness	U.K.
ASEAN Economic Bulletin	Singapore
ASEAN Forecast	Singapore
Asian Business	Singapore
Asiaweek	Hong Kong
Asian Furniture	Singapore
Asian Electricity	Singapore
Asian Meetings Incentive & Exhibition	Singapore
Asian Sources - Electronics	U.S.A.
Asian Sources - Computer	U.S.A.
Asian Sources - Gifts & Homes	U.S.A.
Asian Timber	Hong Kong
Australian Forest Industries	Australia
Beijing Review	China
Beverage World	U.S.A.
Blueprint	U.K.
Brazil - Trade & Industry	Brazil
British Business	U.K.
The Bulletin	Hong Kong
Business India	India
Business Latin America	U.S.A.

Business News	Indonesia
Chile-Exports,Investment, Economy	Chile
Chemicalweek	U.S.A.
Canada-ASEAN	Singapore
Apparal News	U.S.A.
China Newsletter	Japan
China Trade Report	Hong Kong
CIDB Review	Singapore
Communication World	U.K.
Containerisation International	U.K.
Countertrade & Barter	U.K.
Design	U.K.
Development Business	Korea
A Report-Trade & Industry	Kenya
Economic & Commercial News	India
Economic Impact	U.S.A.
Economic Bulletin	Singapore
The Economic News	Taiwan
The Economists	U.K.
EEC-Asia Report	Belgium
EFTA Bulletin	Switzerland
The Electrical Distributor	U.S.A.
Electrical Business	U.S.A.

Electrical Review	U.K.
Electronic Packaging & Production	U.S.A.
Engineering	U.K.
Entrepot	Singapore
European Report	Belgium
Exhibition Bulletin	U.K.
Export News	New Zealand
Fairplay	U.K.
Far East Business	Hong Kong
Far Eastern Economic Review	Hong Kong
Finance & Development	U.S.A.
Food Manufacture	U.K.
Fortune	Switzerland
Furniture Manufacture	U.K.
Furniture/Today	U.S.A.
Furniture World	U.S.A.
Graphis	Switzerland
Hong Kong Enterprise	Hong Kong
Hong Kong Trader	Hong Kong
Business World	France
Idea	Japan
India Today	India
Indonesia Development News	Indonesia

Indonesia Commercial Newsletter	Indonesia
IMF Survey	U.S.A.
Design In the Future	U.S.A.
International Trade Forces	U.S.A
Intereconomics	West Germany
International Textiles	U.K.
Kenya Export News	Kenya
Journal of Japanese Trade & Industry	Japan
JEI	Japan
The Japan Times	Japan
Japan Economic Journal	Japan
Japan Echo	Japan
Islands Business	Fiji
China Business & Industry Review	China
Korea Trade & Business	Korea
Latin American Markets	U.K.
Machinery Korea	Korea
Malaysian Business	Malaysia
Maritime Asia	Hong Kong
Maskaya	Malaysia
Middle East Business Intelligence	U.S.A.
Meet	U.K.
Middle-East-Food Trade & Catering Equipment	U.K.

Metalworking-Engineering/Marketing	Japan
Finnish Trade Review	Finland
Observer	France
Paper Asia	U.K.
Paper	U.K.
Oil & Gas News	Singapore
OT Overseas Trading	Hong Kong
PetroMin	Singapore
Asia's Energy Journal	Hong Kong
PEPLOS	France
Product Digest	South Africa
Publishers Weekly	U.S.A.
Prepared Foods	U.S.A.
Plywood & Panel World	U.S.A.
Seatrade Review	U.K.
Seatrade Week	U.K.
South	New Zealand
The Singapore Stock Exchange Journal	Singapore
Singapore Manufacturer	Singapore
Singapore Investment News	Singapore
Soviet Report	U.S.S.R.
Speaking of Japan	Japan
Trade Winds	Taiwan

US News

U.S.A.

The World Economy

U.K.

Time

Hong Kong

DEPARTMENT OF EXTERNAL AFFAIRS
CULTURAL INDUSTRIES FACT SHEET

August, 1988

Territory: SOUTH KOREA
External Affairs contact: Mr. S.M. Kim, Commercial Officer
Address: The Canadian Embassy
P.O. Box 6299
Seoul 100, Korea
Telex number: Tlx.: 27425

INTRODUCTION

Stevenson Kellogg Ernst & Whinney is working with External Affairs to identify opportunities to export Canadian cultural products to specific Pacific Rim countries. We know you have helped to gather information before. We have reviewed existing information and are asking for your further help only in areas where no information is currently available.

A. REFERENCE MATERIAL

1. Are you aware of any studies, reports or documents that have been prepared about the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country in addition to those we have listed as sources? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) Korea Motion Picture Yearbook (Korean)

Motion Picture Promotion Corp.

34-5, 3-KA, Namsan-Dong, Chung-ku, Seoul

Tel.: 02-755-9291/5

Contact: Mr. Tark, Chung/ President

b) Korean Publications Yearbook (Korean)
Korean Publisher's Association
105-2 Sagan-Dong, Chongno-ku, Seoul
Tel: 02-735-2701/3
Contact: Mr. In-Kyu, Lim/President

c) The Korean Press (English)
The Korean Press Institute
12th Floor, Korea Press Centre
25, 1-KA, Taepyongro, Chung-ku, Seoul
Tel.: 02-733-9434/40
Contact: Mr. Chul-Yong, Roh/President

d) _____

e) _____

f) _____

2. Are you aware of any directories or indexes of distributors, agents, producers or other organizations related to the Film/Video/Television, Book Publishing, Sound Recording or Periodicals Publishing industries in this country? Please name them below and tell us how we can arrange to acquire a copy, or indicate that you have enclosed a copy.

a) see previous items #1, a), b), c).

b) Audio-Video Catalogue (Korean)

Korea Phonogram Association

Room 201, Wooil Bldg.

255-56, Yongdu-Dong, Dongdaemun-ku, Seoul

Tel.: 02-922-6613/4

Contact: Mr. Jeong-Soo, Lim/President

c)

d)

e) _____

f) _____

B. GENERAL

1. What is the population of this territory/country? 41.2M (1985)
 see attachment #1 42.08M (1987)

2. List the five largest cities and their respective population.

see attachment #1

	<u>Name of city</u>	<u>Population</u>	
i)	<u>Seoul</u>	<u>9.64M</u>	<u>(1985)</u>
ii)	<u>Pusan</u>	<u>3.51M</u>	<u>(1985)</u>
iii)	<u>Daegu</u>	<u>2.03M</u>	<u>(1985)</u>
iv)	<u>Inchon</u>	<u>1.39M</u>	<u>(1985)</u>
v)	<u>Kwangju</u>	<u>0.91M</u>	<u>(1985)</u>

Urbanization 52%

3. How many people speak English or French? Or, what per cent of the population speaks English or French?

Literacy 92.7% (1981)

English # N/A %

French # N/A %

Approx. 150,000 students graduate from colleges every year. They have some knowledge in spoken and written English (but rarely in French) to a certain extent. However, their skill varies widely per individual.

4. How many people read and write English or French? Or, what per cent of the population reads and writes English or French?

English # _____ % _____

Some English spoken in business.
See previous item #3

French # _____ % _____

5. What is the age distribution of the population?

<u>Age group</u>	<u>#</u>	
0-12 years	<u>12.1M</u>	(0-14 yrs)
13-19 years	<u>4.32M</u>	(15-19 yrs)
20-50 years	<u>18.29M</u>	
50+ years	<u>5.72M</u>	
Total	<u><u>40.43M</u></u>	

6. Is English taught in schools? In which grades?

1st grade in middle school

7. Is French taught in schools? In which grades?

Optional subject in high school

8. What is the unit of currency? Won

What is the value per U.S. \$1.00? W 716 = U.S. \$1 (October 1988)

C. FILM/VIDEO/TELEVISION PRODUCTS

Film

1. Theatres

a) Number of theatres? # 680 (as of Aug. 1988)

b) Total seats? # 235,700 (1987)

average 345 seats/theatre

2. Admissions

- a) Number of annual admissions most recent year? 48.59M (1987)
- b) Gross box office receipts? W 79,000M (1987) (US\$110M)
Gross receipts/admission US\$ 2.27

3. Prices

- a) Average admission price? \$ W 3,500 (Seoul) (1987) (\$4.88)
W 2,500 (others)(1987) (\$3.49)

4. English language

- a) How many theatres show English and French language films?
All 680

5. Grading standard

- a) Is there a grading standard for pictures (e.g., G, PG, R, X, etc.)? What is it?
Minors (18 years & under) not allowed/minors allowed/
student of elementary school not allowed/middle school
allowed/high school allowed.

6. Films

- a) How many feature films were produced by domestic producers last year? # 80 (1985) 73 (1986)
- b) Are there any government financial support programs for domestic producers? What are they?

None except scholarships from Motion Picture Promotion Corporation, also loan funding and 1/3 contribution (max. up to W 20 million) to a limited number of excellent features.

- c) Are there any government financial support programs for co-productions? What are they?

None

- d) Are there any restrictions on importing English/French language films to this country/territory? What are they?

Recent legislation permitting imports, however all films must pass screening by Korea Public Performance Ethics Committee before importation is authorized.

- e) How many films were imported last year from each of:

USA	#	<u>39</u>	(1986)
Britain	#	<u>3</u>	
France	#	<u>3</u>	
Germany	#	<u>-</u>	
Italy	#	<u>1</u>	
Australia	#	<u>1</u>	
Canada	#	<u>-</u>	
Other	#	<u>4</u>	
Total	#	<u>51</u>	

- f) With what countries does this territory/country have government related film agreements?

None

7. Market demand

- a) How important are the following types of films in this market: very important, important, not important?

<u>Type of film</u>	<u>Importance</u>
Western	<u>I.</u>
Action/adventure	<u>V.I.</u>
Science fiction	<u>I.</u>
Comedy	<u>I.</u>
Horror	<u>I.</u>
Drama	<u>I.</u>
Documentary	<u>N.I.</u>

- b) Please send the most important theatre advertisement section of the major local paper from a recent week.
attachment #2, pages 4 & 5

8. Organizations

- a) What industry associations are located here? (Name, address, telephone number and contact person.) up to July 1, 1987 only one importer.
- | | |
|--|--|
| <p>1. <u>Motion Picture Promotion Corp.</u>
<u>of Korea</u>
<u>34-5, 3-KA, Namsan-Dong</u>
<u>Chung-ku, Seoul</u>
<u>Tel.: 02-755-9291/5</u>
Contact: Mr. Tark, Chung</p> | <p>2. <u>Federation of Theater Owners in Korea</u>
<u>Rm. 704, Jungwoo Blvd.</u>
<u>60, Doryum-Dong, Chongno-ku, Seoul</u>
<u>Tel.: 02-735-3382, 3384</u>
<u>Contact: Mr. Tae-Won, Lee/President</u></p> |
| <p>3. <u>Motion Picture Producers Assoc.</u>
<u>of Korea, Inc.</u>
<u>11th Floor, Daelim Motors Blvd.</u>
<u>16-6, Pildong-2KA, Chung-ku, Seoul</u>
<u>Tel.: 02-267-3725</u>
Contact: Mr. Tae-Won, Lee/President</p> | <p>4. _____

_____</p> |

b) Film distributors:

i) Which distributors represent international films in this territory/country (Paramount, MGM, Disney/Buena Vista, Warner, Columbia, 20th Century Fox, Universal, etc.)? Name, address, telephone number and contact name please.

- | | |
|--|----------|
| 1. <u>United International Pictures</u> | 2. _____ |
| <u>(UIP) Korea Inc.</u> | _____ |
| <u>2nd Floor Changchoong Blvd.</u> | _____ |
| <u>120-1, Jangchungdong-1KA, Chung-ku, Seoul</u> | _____ |
| <u>Contact: Mr. Mike Pae/General Manager</u> | _____ |
| <u>UIP Represents: Underlined U.S. Producers</u> | |
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

ii) List the six major independent distributors in this territory/country. Name, address, contact name and telephone number please.

- | | |
|--|---|
| 1. <u>Dong-A Exporters Co. Ltd.</u> | 2. <u>Tae Chang Inc.</u> |
| <u>120-1, 1-KA, Jangchoong-Dong</u> | <u>CPO Box 10470, Seoul</u> |
| <u>Chung-Ku, Seoul</u> | <u>Tel.: 02-276-0071/5</u> |
| <u>Tel.: 02-273-3181</u> | <u>Contact: Mr. Man-Yoo, Hong/President</u> |
| <u>Contact: Mr. Kan-Seok, Lee/President</u> | |
| 3. <u>Hap Dong Films Co. Ltd.</u> | 4. <u>Dae Yung Films Co. Ltd.</u> |
| <u>25-14, Choongmoo-ro 3KA</u> | <u>CPO Box 2711, Seoul</u> |
| <u>Chung-ku, Seoul</u> | <u>Tel.: 02-235-5970/1</u> |
| <u>Tel: 02-266-2686</u> | <u>Contact: Mr. In-Dong, Kim/President</u> |
| <u>Contact: Mr. Jeong-Hwan, Kwak/President</u> | |

5. Yun Bang Films Co. Ltd. 6. _____
84-4. Chungdam-Dong _____
Kangnam-ku. Seoul _____
Tel.: 02-543-5669-70 _____
Contact: Mr. Chun-Ji. Choi/President _____

9. Quotas and regulations

a) Are there any exhibition quotas in this territory/country? What are they?

Yes, called "screen quota"
Theatre must play locally produced films for (40%) more
than 146 days a year.

b) Are there any tax rebates or incentives for specific subjects? What are they?

None

c) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign films in this territory/country not covered in other questions? Describe.

None

10. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

None

However, producers shall pay income tax, corporate tax, etc.
which normally applies to business.

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

None

Video

1. Market data

- a) Number of households? # 9.57M
- b) Number of television sets? # 217/1000 people 8,423,374 (1986)
- c) Number of VCRs? # 1.0M (1986)

2. Domestic market

a) How many prerecorded video cassettes were sold last year?

2,343,500

b) How many English language prerecorded video cassettes were sold:

Last year? # approx. 70% of licensed video cassettes
(1,475,000)

Prior year? # N/A

How many French language prerecorded video cassettes were sold:

Last year? # _____ Not available
Prior year? # _____

3. Prices

a) What is the average prerecorded cassette retail sales price?

\$ W 14,000

4. Market demand

a) How important are the following types of video cassettes in this market: very important, important, not important?

<u>Type of video</u>	<u>Importance</u>
Prerecorded entertainment	<u>V.I.</u>
"How to"	<u>N.I.</u>
Educational	<u>V.I. (new market)</u>
Children's	<u>I.</u>

b) Please send the video catalogue from a prerecorded video cassette wholesaler (contact a retail store for name of major wholesaler).

Attachment #3: see note below

5. Organizations

a) What is the major video industry association (wholesale or retail) located in this territory/country? (Please provide name, address, telephone number and contact person.)

Korea Phonogram Association
Room 201, Woofil Blvd.
255-56, Yongdu-Dong, Dongdhemm-ku, Seoul
Tel.: 02-922-6613/4
Contact: Mr. Jeong-soo, Lim/President

Note: Separate video catalogue is not available from wholesaler, therefore we have enclosed "Monthly Video Magazine" which carries advertisement section for video cassettes.

6. Distribution

- a) List the major wholesale distributors in this territory/country. Please provide name, address, telephone number and contact name. Please indicate approximate market share for the top three.

- | | |
|---|--|
| <p>1. <u>Saeshin Young Sang Co. Ltd.</u>
<u>Seorin Ka Blvd.</u>
<u>47-4 Chongdam-Dong, Kangnam-ku</u>
<u>Seoul Tel.: 02-542-7301/2</u>
<u>Contact: Mr. Chung-Hee, Kim/Pres.</u></p> <p>Market share % <u>21</u></p> | <p>2. <u>Sam Hwa Video Production Co. Ltd.</u>
<u>86-16 Nonhyun-Dong, Kangnam-ku</u>
<u>Seoul Tel.: 02-549-7791</u>
<u>Contact: Mr. Hyun-Taik, Shin/Pres.</u></p> <p>Market share % <u>9.5</u></p> |
| <p>3. <u>Sam Yang Production Co. Ltd.</u>
<u>CPO Box 7880</u>
<u>Seoul</u>
<u>Tel.: 02-546-4715</u>
<u>Contact: Mr. Hwa-Sup, Lim/Pres.</u></p> <p>Market share % <u>8.6</u></p> | <p>4. <u>Dong Yang pRoduction Co. Ltd.</u>
<u>91-8, Chongdam-Dong, Kangnam-ku</u>
<u>Seoul</u>
<u>Tel.: 02-547-8984</u>
<u>Contact: Mr. Sang-Won, Yoon/Pres.</u></p> <p>MARKET SHARE % _____</p> |
| <p>5. <u>Sam Boo Production Co. Ltd.</u>
<u>903-29, Daechi-Dong</u>
<u>Kangman-ku, Seoul</u>
<u>Tel.: 02-562-2243</u>
<u>Contact: Mr. Pyong-Kwa, Park/Pres.</u></p> <p>MARKET SHARE % _____</p> | <p>6. <u>Sam Won Production Co. Ltd.</u>
<u>4th Floor, Taesling Blvd.</u>
<u>91-8 Chongdam-Dong, Kangnam-ku</u>
<u>Seoul Tel.: 02-546-3021/3</u>
<u>Contact: Mr. Jung-Ho, Oh/Pres.</u></p> <p>MARKET SHARE % _____</p> |

* Video productions normally distribute their products directly to retailers in Korea.

7. Taxes

a) What is the import duty rate on prerecorded video cassettes?

% 20

b) Are there withholding taxes on revenue? If yes, what are they and at what rate are they applied?

None

8. Copyrights

a) Is this country a signatory of the International Copyright Convention? _____ U.C.C. since Oct. 1, 1987

b) How serious a problem is piracy in this territory/country? Describe.

In business, piracy is gradually disappearing. However,
sales of pirated editions is about same size as those
legally sold. (Source: Korea Phonogram Assoc.)

Television

1. Market data

a) How many government-owned, non-commercial networks are there in this territory/country? Please name.

Korean Broadcasting System (KBS) - 3 channels
American Forces Korea Network (AFKN)
(U.S. Government owned)

b) How many privately owned television networks are there? Please name.

Three: Korea Broadcasting System (KBS), Munhwa Broadcasting Company (MBC), American Forces Korea Network (AFKN)

Only MBC is a private network. (MBC has 19 subsidiaries in other cities)

c) How many closed circuit (e.g., cable or satellite delivered) networks are there? Please name and indicate scope of programming.

No

2. Market demand

a) How important are the following types of programs in this market (very important, important, not important)? Also, please indicate the royalty paid for foreign programs.

<u>Type of program</u>	<u>Importance</u>	<u>Royalty Paid</u>	
		<u>1/2 Hour</u>	<u>1 Hour</u>
Game show	<u>I.</u>	_____	_____
Soap opera	<u>N.I.</u>	_____	_____
Situation comedy	<u>V.I.</u>	_____	_____
Musical specials	<u>I.</u>	_____	_____
Children's shows	<u>V.I.</u>	_____	_____
Police stories	<u>I.</u>	_____	_____
Movies	<u>V.I.</u>	_____	_____
Nature	<u>I.</u>	_____	_____
Drama	<u>V.I.</u>	_____	_____
Other (please specify)	_____	_____	_____

b) Please send a copy of a recent television program schedule.

3. English language

a) What is the number of hours of foreign programming annually?

in English/French?	# 0 hours	KBS 1	303 hrs.
dubbed?	# 2249 hours	KBS 2	997 hrs.
	(1987)	KBS 3	286 hrs.
		KBS 4	663 hrs.

4. Censorship

a) Is there television censorship (official or self-imposed) in this territory/country? If yes, describe.

Foreign produced films must pass screening by Korea Public Performance Ethics Committee (KPPEC) before importer can submit application for import to Minister of Culture and Information. The Korean Broadcasting Deliberations Committee reviews broadcasted programs and take appropriate measures if necessary.

b) Are there any program content taboos? Describe.

Please refer to enclosed "Broadcasting Deliberation Codes" (attachment #5). Government is more liberalizing restrictions in the codes recently.

5. Television programs

a) Are there any government financial support programs for domestic producers? What are they?

None

- b) Are there any government financial support programs for co-productions? What are they?

None

- c) Are there any restrictions on importing foreign language television programs to this territory/country?

Importation of foreign TV programs should be approved by the Ministry of Culture and Information. However, the Korean Broadcasting Commission determines whether the program can be broadcasted or not after reviewing.

- d) How many television programs were imported last year from each of the following. (Alternatively, how many hours of programs were imported.)

	<u># Programs</u>	<u># Hours</u>	Number of Mot.Pics.	Series/Speci
USA	_____	_____	96	336
Britain	_____	_____	10	32
France	_____	_____	8	22
Germany	_____	_____	10	13
Italy	_____	_____	7	0
Australia	_____	_____	0	6
Canada	_____	_____	1	14
Other	_____	_____	0	45
		<u>Total</u>	132	468

Note: This data is from MBC only. KBS was not willing to disclose this info.

- e) Does this territory/country have a government related international TV program coproduction agreement with Canada? Describe.

None

6. Organizations

a) What television distribution associations are located here?
(Please provide name, address, telephone number and contact person).

- | | |
|--|----------|
| 1. <u>Korean Broadcasting Assoc.</u> | 2. _____ |
| <u>15th Floor, Korea Press Center</u> | _____ |
| <u>25, 1-KA Taepyeongno, Chung-ku, Seoul</u> | _____ |
| <u>Tel.: 02-735-7117</u> | _____ |
| <u>Contact: Mr. Koo-Ho, Chung/Pres.</u> | _____ |
| 3. _____ | 4. _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

7. Quotas and regulations

a) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign programs in this territory/country not covered in other questions? Describe.

None

8. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

None

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

None _____

D. BOOK PUBLISHING

Please complete the following table.

1. Market data

- a) How many English/French language titles are available in this country/territory? (See chart columns 1 and 3.)
- b) How many copies of English/French language titles were sold last year in this country/territory? (See chart columns 2 and 4.)
- c) How many foreign language title translations are available in this country/territory? (See chart column 5.)
- d) How many copies of translated foreign language titles? (See chart column 6.)

2. Pricing

- a) What is the average retail price of a hard cover best seller in this territory/country? \$3.50-4.00 W 4.536 (1987)

- b) What is the cost of printing a hard cover best seller in this territory/country for:

Quantity = 50,000? \$ _____

Quantity = 200,000? \$ _____

Printing firms were unable to give cost figure unless they received detailed info

- c) What is the cost of printing a soft cover best seller in this territory/country for:

Quantity = 50,000? \$ _____

Quantity = 200,000? \$ _____

However, a large printing firm has advised that the cost of offset printing process only for 50,000 sheets of 788mm x 1092mm paper is W 1,600.

Book Category	1 # of English language titles	2 # of copies sold English titles	3 # of French language titles	4 # of copies sold French titles	5 # foreign language translations	6 # copies sold foreign translations
Education	1981 Imports US\$ 000's - Korea				121	
Technical & professional	Non Korean US 39.1% UK 7.2% JAP 45.0% Other 8.7%	N/A	N/A	N/A	1,593	N/A
Children					646	
Fiction					2,023	
Non-fiction*	1096 Non Korean	_____	_____	_____	65	_____
Total	1190 All				4,448	

*Please note any particular sub-categories such as travel, nature, etc.
Particularly scientific, technical, medical and
business in English

3. Distribution

- a) Who are the major rights holders (e.g. publishers) of foreign books in this territory/country? (Please provide name, address, telephone number and contact person.)

- | | | | |
|----|---|----|---|
| 1. | <u>Richard Kim</u>
<u>Trans-Lit Agency</u>
<u>Shrewsbury Massachusetts</u>
<u>& Seoul</u> | 2. | <u>Korea Overseas Publications Inc.</u>
<u>73 Sereen-Dong, Chongno-ku Seoul</u>
<u>Tel.: 02-735-54-1/4</u>
<u>Contact: Mr. Soon-Ku, Yo/Pres.</u> |
| 3. | <u>Universal Publications Agency</u>
<u>Ltd.</u>
<u>54, Kyunji-Dong, Chongno-ku</u>
<u>Tel.: 02-734-7611</u>
<u>Contact: Mr. KELLY Shin/Pres.</u> | 4. | <u>International Publications Service</u>
<u>(IPS)</u>
<u>Rm. 1104, Gongpyong Bldg.</u>
<u>Tel.: 02-734-2666/9</u>
<u>Contact: Mr. Young-Hoo, Min/Pres.</u> |

4. Organizations

- a) What are the major book industry associations in this territory/country? (Please provide name, address, telephone number and contact person.)

- | | | | |
|----|---|----|---|
| 1. | <u>Korean Publishers Assoc.</u>
<u>105-2 Sagan-Dong</u>
<u>Chongno-ku, Seoul 110</u>
<u>Tel. 02-735-2701/3, 02-7240790,</u>
<u>7238402, 7252701</u>
<u>Pres. In-Kyu Lim Secty: Doo Young Lee</u> | 2. | <u>Korean Library Assoc.</u>
<u>100-177, 1-KA</u>
<u>Hoehyun-Dong Tel.: 02-752-486</u>
<u>Chung-ku, Seoul</u>
<u>Exec.Dir.: Dae Kwon Park</u> |
| 3. | <u>Korean Publishers Cooperative</u>
<u>448-6 Shinsoo-Dong, Mapo-ku</u>
<u>Seoul</u>
<u>Tel.: 02-716-5621/3</u>
<u>Contact: Mr. Hyong-Doo, Yoon/Pres.</u> | | |

5. Quotas and regulations

a) Are there any quotas on the import of books? If yes, describe.

None

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign books in this territory/country? Please describe.

Since last year, Ministry of Culture & Information reviews imported foreign books to check whether restricted publications are imported. (e.g. communism related)

6. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

None

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

None

7. Copyright

- a) How serious a problem is piracy in this territory/country for books? Describe.

Leading haven for book pirates. Has not signed any conventions.

U.C.C. since Oct. 1, 1987

E. SOUND RECORDING

1. Market data

- a) How many LP's, cassettes and compact discs were sold last year and the previous year? What is the retail dollar value of sales in each category of sound media? (See chart below.)

Sound Media	Last Year		Year Prior	
	Number	\$	Number	\$
LP's	6,996,000		5,544,000	
Cassettes	37,457,000		35,388,000	
Compact discs	190,850		---	
Total	44,643,850	26,019M	40,932,000	24,054M

(Unit: 1 million Wo ex-factory price)

- b) What per cent of all LP's, cassettes and compact discs sold are:

English? % 65

French? % N/A

2. Market demand

- a) How popular are the following categories of music? (very popular, popular, not popular).

<u>Category</u>	<u>Popularity</u>
Contemporary Top 40	<u>very popular</u>
Classical	<u>very popular</u>
Jazz	<u>popular</u>
Country & Western	<u>popular</u>
Instrumental	<u>popular</u>
Domestic	<u>very popular</u>

3. Pricing

- a) What is the average price of a:

Cassette? \$ W 2,600 (\$3.63)
LP? \$ W 3,500 (\$4.89)
Compact disc? \$ W 12,000 (\$16.76)

- b) What is the average cost of one hour of studio time in a state of the art sound recording studio in this territory/country?

\$ W 120,000 (\$170)

4. Distribution

- a) Are there any retail stores or distributors who specialize in English/French language LP's/cassettes/compact discs? If so, please provide name, address, telephone number and contact person.

- | | |
|--|---|
| 1. <u>Kwang WHA Moon Records Co.</u>
<u>92, 2-Ku, Shinmunro, Chonno-ku</u>
<u>Seoul Tel.: 02-730-5014/5</u>
<u>Contact: Mr. Hyo-Dong, Kim/Pres.</u> | 2. <u>Dong Sung Records Co.</u>
<u>96-1, Yeji-dong, Chongno-ku, Seoul</u>
<u>Tel.: 02-266-0219</u>
<u>Contact: Mr. Kil-Won, Park/Pres.</u> |
| 3. <u>Mimi Recores Co.</u>
<u>137, Yeji-Dong, Chongno-ku, Seoul</u>
<u>Tel.: 02-266-0111</u>
<u>Contact: Mr. Jung-Ha, Lee/Pres.</u> | 4. _____

_____ |

b) Who are the major rights holders of foreign LP's/cassettes/compact discs in this territory/country? Please provide name, address, telephone number and contact person.

- | | |
|---|--|
| <p>1. <u>Sung-Eum Ltd.</u>
 <u>300-14, 2-KA Sungsoo-Dong</u>
 <u>Sungdong-ku, SEoul</u>
 <u>Tel.: 02-463-0141/4</u>
 <u>Contact: Mr. Sung-Hee, Lee/Pres.</u></p> | <p>2. <u>Jigu Record Co.</u>
 <u>233, Daeja-Ri, Byukje-Eup</u>
 <u>Koyang-Gun, Kyunggido</u>
 <u>Tel.: 02-353-3151/5</u>
 <u>Contact: Mr. Jeong-Soo, Lim/Pres.</u></p> |
| <p>3. <u>Oasis Record Co.</u>
 <u>196-18, Anyang 7-Dong</u>
 <u>Anyang-Shi, Kyunggido</u>
 <u>Tel.: 02-854-5121</u>
 <u>Contact: Mr. Jin-Soek, Sohn/Pres.</u></p> | <p>4. _____

 _____</p> |

5. Radio stations

a) Are there any radio stations that specialize in western music? If yes, please provide name, address, telephone number and contact person.

No radio station is particularly specialized in western music. All stations in next item broadcast western music in accordance with their program.

<p>1. _____ _____ _____ _____ _____ _____</p>	<p>2. _____ _____ _____ _____ _____ _____</p>
<p>3. _____ _____ _____ _____</p>	<p>4. _____ _____ _____ _____</p>

Please send a copy of a recent "Top 40" music chart. see attachment #3
right bottom corner of page 119

b) What is the total number of radio stations in this territory/country? # 24 (including 19 MBC's subsidiaries)
 Please name the major ones (name, address, telephone number and contact person).

1. Korean Broadcasting System (KBS) Munhwa Broadcasting Corp. (MBC)
18 Yoidu-Dong, youngdeungpo-ku 31 Yoido-Dong, Youngdeungpo-ku
Seoul Tel.: 02-781-1114 Seoul Tel.: 02-784-2000
Contact: MR. Koo-Ho, Chung/Pres. Contact: Mr. Jung-Hyu, Shin/Pres.
3. Christian Broadcasting System 4. Team Radio-Far East (Keukdong)
(CBS) Broadcasting Station (FBS)
Christian Bldg. 89 Sangsoo-Dong Mapo-ku, Seoul
136-46 Yonjee-Dong, Chongno-ku Tel.: 02-332-7131/9
Tel.: 02-764-0411/7 Contact: Mr. Jang-Hwan, Kim/Pres.
5. Contact: Mr. Jae-Eun, Lee/Pres. 6. _____
A.F.K.N. _____
Apo, San Francisco 96301-007 _____
U.S.A. _____
Tel.: Yongsan 3779 or 02-7914-3779
7. Contact: Ltc. Harold A. Wilson/Commander 8. _____
_____ _____
_____ _____
_____ _____

c) On average, what per cent of total airtime on popular radio is dedicated to English/French music? % 15-20

6. Technology

a) Are there any television programs or networks that feature music videos? If yes, please name the program or network and the number of annual hours of airtime dedicated to music videos.

Network or Program	Annual Hours of Airtime
None	
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

7. Organizations

a) Please name the major associations in the sound recording/broadcast industry (name, address, telephone number and contact person).

- | | |
|--|---|
| 1. <u>Korea Phonogram Assoc.</u>
<u>Room 201, Wooil Bldg.</u>
<u>255-56 Yongdu-dong, Dongdaemun-ku</u>
<u>Tel.: 02-922-6613/4</u>
<u>Contact: Mr. Jeong-Soo, Lim/Pres.</u> | 2. <u>Korean Cable Broadcasting Assoc.</u>
<u>Rm. 903, Jungwoo Bldg.</u>
<u>13-25, Yoido-Dong, Youngdeungpo-ku</u>
<u>Tel.: 02-784-0344</u>
<u>Contact: Mr. Kil-Hyun, Kim/Pres.</u> |
|--|---|

- | | |
|-------------------------------------|-------------------------------------|
| 3. _____

_____ | 4. _____

_____ |
| 5. _____

_____ | 6. _____

_____ |

8. Quotas and regulations

a) Are there any quotas on the import of LP's/cassettes/compact discs? If yes, describe.

None

- b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign LP's/cassettes/compact discs in this territory/country? Please describe.

Each music must pass screening by the Korea Public
Performance Ethics Committee before importation is
authorized by the Ministry of Culture and Information.

9. Remittance of earnings

- a) Are there withholding taxes? If yes, what are they?

None

- b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

N/A

10. Copyright

- a) How serious a problem is piracy in this territory/country for sound recordings? Describe.

Korea is now a signatory of U.C.C. as of Oct. 1, 1987.

Piracy problem is getting better in business circle.

F. PERIODICAL PUBLISHING

1. Market data

- a) How many English and French language periodicals (titles) are sold in this territory/country?

English? # _____
 French? # _____

Not available.
 Most foreign publications, except communism related and pornography can be imported/subscribed.

- b) Please list the names of the above periodicals and their countries of origin.

<u>Periodical Title</u>	<u>Country of Origin</u>
Time	USA
Newsweek	USA
Life	USA
Fortune	USA
Business Week	USA
The Economist	USA
Science	USA
Readers Digest	USA
National Geographic	USA
Nature	U.K.
The Christian Science Monitor	USA
Barron's	USA

(Please use a blank sheet for additional periodicals.)

- c) How many copies of English and French language periodicals were sold in this country/territory:

Last year? # 4,247,000
 Previous year? # 3,338,000

2. Market demand

- a) Please indicate the importance of the following kinds of periodicals in this territory/country (very important, important, not important).

<u>Category</u>	<u>Importance</u>
Travel	<u>I.</u>
Sports	<u>I.</u>
News magazines	<u>V.I.</u>
Lifestyle magazines	<u>V.I.</u>
Adult entertainment	<u>I.</u>
Comic books	<u>I.</u>
Nature	<u>N.I.</u>
Professional publications	<u>I.</u>
Children's magazines	<u>V.I.</u>
Teen magazines	<u>V.I.</u>
Educational	<u>I.</u>
"How to"	<u>N.I.</u>

3. Distribution

a) Please name the largest periodical deconsolidators in the territory/country. (A consolidator consolidates a number of small shipments of different goods in the export country. A deconsolidator separates the individual smaller shipments and sells to distributors in the import country.) Please provide name, address, telephone number and contact person.

- | | |
|--|---|
| 1. <u>Kookje Choolpan Trading Co.</u>
26, 2-KA Eulchiro, Chung-ku Seoul
Tel. 02-776-6003/4
Contact: Mr. Seok-Kyu, Lim/Pres. | 2. <u>Nae Woi Publishing Trade Co.</u>
Room 305, Chohyang Bldg.
28, 2-KA Myungdong, Chung-ku, Seoul
Tel.: 02-777-4208
Contact: Mr. Dong-Hwa, Choi/Pres. |
| 3. <u>International Publications Service</u>
Rm. 1104, Gongpyong Bldg.
S-1, Gongpyong-Dong, Chongno-ku
Tel.: 02-734-2666/9
Contact: Mr. Young-Hoo, Min/Pres. | <u>Hankook Technology Publications</u>
Trading Co.
275-5, 5-KA Eulchiro, Chung-ku Seoul
Tel.: 02-275-1361
Contact: Mr. Hyun-Jung, Chang/Pres. |

b) Please name the major periodical distributors in this territory/country. Please provide name, address, telephone number and contact person.

- | | |
|--|--|
| <p>1. <u>Kyobo Book Centre Co. Ltd.</u>
 <u>Kyobo Bldg.</u>
 <u>11-KA Chongno, Chongno-ku Seoul</u>
 <u>Tel.: 02-730-7891</u>
 <u>Contact: Mr. Suk-Ray, Sohn/Pres.</u></p> | <p>2. <u>Korea Overseas Publications Inc.</u>
 <u>KPO Box 593 Seoul</u>
 <u>Tel.: 02-735-5401/4</u>
 <u>Contact: Mr. Soon-Ku, Yo/Pres.</u></p> |
| <p>3. <u>Chongno Book Center Co. Ltd.</u>
 <u>CPO Box 3973, Seoul</u>
 <u>Tel.: 02-732-2331/9</u>
 <u>Contact: Mr. Ha-Rin, Chang/Pres.</u></p> | <p>4. <u>Pan Korea Book Corp.</u>
 <u>KPO Box 101, Seoul</u>
 <u>Tel.: 02-722-7369</u>
 <u>Contact: Mr. Yoon-Sum, Kim/Pres.</u></p> |

c) Please indicate the major retail newstand that specializes in English/French language periodicals (name, address, telephone number and contact person).

Not applicable.

Most bookstores sell foreign periodicals.

4. Pricing

- a) What is the price of the major locally produced current affairs (local equivalent of Time or Newsweek in Canada) publication?
\$ W 1,000
- b) What is the price of Time magazine? \$ W 2,000

5. Organizations

a) What industry associations for periodicals are located in this territory/country? Please provide name, address, telephone number and contact person.

- | | |
|---|--|
| <p>1. <u>Korea Magazine Association</u>
 <u>A Hall Magazine</u>
 <u>174-1, Cheongjeon-Dong Chongno-ku</u>
 <u>Tel.: 02-735-9467</u>
 <u>Contact: Mr. John-Kyum, Lee/Pres.</u></p> | <p>2. <u>Korea Weekly Newspaper Assoc.</u>
 <u>8-2, 2-Ka, Choongjeongro, Seodaemu-k</u>
 <u>Tel.: 02-313-4061</u>
 <u>Contact: Mr. Sum-Kyu, Park/Pres.</u></p> |
|---|--|

3. _____ 4. _____

6. Quotas and regulations

a) Are there any quotas on the import of periodicals? If yes, describe.

Since last year quota allocation for importers is lifted.

b) Do any other quotas, restrictions, limitations, subsidies or incentive programs apply to domestic and/or foreign periodicals in this territory/country? Please describe.

Since last year, Ministry of Culture & Information reviews imported foreign periodicals to check whether restricted publications are imported. (e.g. communism related, pornography, etc.). If so, some punitive measure follows on importers.

7. Remittance of earnings

a) Are there withholding taxes? If yes, what are they?

None

b) Are any countries excluded by treaty from any taxes or restrictions? If yes, describe.

None

LIBRARY E A / BIBLIOTHÈQUE A E



3 5036 01002973 7

DOCS
CA1 EA 90P65 ENG
vol. 2
Promoting Canadian cultural
products in Asia : opportunities
and the role of the Government of
Canada
57854156