

## European Broadcasting Systems

### Co-operation for World Peace

THERE is no doubt about it (says A.G.A. in "World Radio") broadcasting is one of the chief factors in the promotion of understanding between nations—which again is the only means of transferring war from the battlefield to the conference table. For, if we understand our neighbours and those that are further away, or, if we at least know something of them, at first hand, and not through the medium of antiquated school books, we can talk, and do not require to resort to cruder means of defending our point of view.

Let us pass in review, before our mental eye, what is being done in the heart of Europe, ten years after the war and five years or so after the birth of broadcasting in those countries. I, of course, refer to activities in the broadcasting world.

GERMANY has the largest number of listeners on the Continent. The largest percentage, we are told, of the world, and not only of Europe, is to be found in Denmark. This latter country, however, is beyond the scope of this article. Austria, Germany, Holland, Hungary, Switzerland, and Czecho-Slovakia are the six countries which go to make up what is geographically termed Central Europe.

So many countries, so many different ways of organising broadcasting! In Austria, to take just one instance, the fees payable by listeners are graduated according to private income. The listener in Germany pays 140 per cent. more per annum for his broadcasting than do we in Britain, and 40 per cent. of their license money is retained by the State, the remainder going to the broadcasting company, which, though

only responsible for the programme side of radio, has to pay for the technical transmission as well. In Holland, no fees whatever are paid by listeners beyond an initial few pence for the registration of his set.

Broadcasting is subsidised from voluntary contribution in the case of the neutral organisations, and from party or other funds in the case of the other companies.

IN Hungary the listener pays about 1s. 10d. a month, of which part goes to the broadcasting company, and part is retained by the postal authorities who, in Hungary, are not only responsible for the technical side of transmission, but also pay for it. In Switzerland the listener pays a little more than in Britain, and here we have approximately the same system as our own, which means to say that one company is responsible both for the transmitters and for the programmes, and pays for both. There is one fundamental difference, however. In Switzerland there are five different broadcasting companies, one for each of the five transmitters. In Germany the programme control is decentralised, but the technical side is under single control.

Finally, in Czecho-Slovakia, we find listeners paying about the same fees as in Switzerland—about 13s., of which two-fifths go to the programme company, the remaining three-fifths—from which the complete technical service is paid—being retained by the postal authorities.

THUS in Austria we have, on the programme side, one company with its central seat in Vienna; in Germany nine regional, independent companies, constituents of the co-ordinating central company in Berlin; in Holland no central control, but private companies hiring transmitters from other private companies; in Hungary central control, one company; in Switzerland five companies members (all of an "amicable union"); in Czecho-Slovakia, finally, central control; one company with its central seat in Prague.

In spite of this great diversity in the organisation of broadcasting in Central Europe, there is one factor which we find in every country: a certain amount of State or Government control over the programmes. This may be exercised indirectly as in Switzerland, by means of provisions in the concession or directly, as perhaps in Germany, by means of local control boards.

The State is therefore in a position to use, if it thinks it desirable, the broadcasting stations as a means of propaganda not only for its own country, but also, perhaps, against other countries. Luckily, this eventuality is not the case. The "protocole amiable" of Geneva, which was signed by the Central European stations, together with many others, states that no station will broadcast any matter likely to be regarded as propaganda against another.

Broadcasting is, of course, widely used throughout Central Europe for the right kind of propaganda, or let us say advertisement—namely, the adver-

## New Zealand's Wireless Trade

### Potential and Actual Market

THE following was published in a recent issue of the "British Export Gazette":—

Although the number of wireless receiving sets licensed in New Zealand at December 31 last totalled 42,801, this figure showing an increase of 4616 over 1927, even a brief moment's consideration of the facts should convince dealers in Auckland, Wellington, etc., and also the manufacturers supplying them, that only the fringe of the market's possibilities has been touched. At a rough estimate, there are 800,000 dwelling houses in New Zealand today, besides about 1350 hotels and probably 4000 boarding houses, and on this basis, which is a very fair one, there are therefore something like 305,350 possible customers for wireless sets. As the licenses issued show, only 42,801 of these "possibles" have been persuaded to purchase sets, and thus the "sales field" still open is obviously considerable, for only a comparatively small number of occupiers of dwelling houses possess such diminutive incomes as to be unable to purchase a simple set for the purpose of receiving the programmes broadcast from the stations at Auckland, Wellington, Christchurch, and Dunedin.

### Portable Sets Good Line.

THE type of receiving set now selling in New Zealand varies from the crystal and one or two-valve instruments in use in the urban areas to higher-powered receivers for the country districts, and it must be admitted that hitherto sets of United States manufacture have had it more or less their own way on account of the progressive manner in which their merits have been advertised both to the importer and the user. But British sets have lately gained ground, and dealers anxious to tackle the new business awaiting attention might well make inquiries regarding the extremely efficient portable four and five-valve sets which a number of British manufacturers are now producing at a price which enables them to be retailed at well under £20 for the complete outfit. As the New Zealander is fond of camping out, and of open-air life generally, it should be easy for the local dealer to work up an important demand for such portable sets. In the case of sets

tising of the country's own special "features." Every firm advertises its wares, to make them better known, so why should a country not do the same, also to become better known, and subsequently better understood, by its neighbours?

Central Europe, the scene of hundreds of battles throughout the centuries, the geographical name for a conglomeration of States with sometimes widely mixed population, and also the part on our globe where the greatest diversity of broadcasting organisation systems exist, Central Europe, we can safely say, is the very place for broadcasters to show the world how nation can "speak peace unto nation."

for indoor use, it should be remembered that the percentage of the dwellings in New Zealand equipped with electricity is extremely high, and that receivers which will work off the mains are likely to be popular. A reasonably-priced battery eliminator is also a sure seller. The market, however, is wide, and almost every modern receiver and accessory is saleable—a fact which makes it the more surprising that the 1411 wireless dealers in New Zealand registered at the end of last year have only succeeded in selling some 42,800 sets in a field where at the very least 200,000 should be in use.

## News Items

ALTHOUGH station KNX, Hollywood, is reported carrying into the eastern section of America with more power than any other distant broadcaster, station officials wanted even greater service from the 5000-watt transmitter, and have installed massive tower insulators in each of the "legs" of the 250-foot towers. All of the power generated in the transmitter will now be hurled from the aerial, and none of the signal strength will be grounded.

SO far, the results of the League Broadcasts are not properly known, for reports are still coming in from distant parts, but it is believed that there is sufficient interest in these reports to justify the erection of a special high-power short-wave station which can be used for broadcasting and for carrying on the League's own business.

AS an experiment, the sessions have been broadcast over PCLL, Kootwijk, Holland, on a wavelength of 18.4 metres, with a power of 25 k.w. The announcements were made in English, French, Dutch and Japanese, and all listeners were asked to write and report the strength and clarity of signals.

### THROUGHOUT the DOMINION

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76 KENT TCE., WELLINGTON.

Telephone 20-798.

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