



IP(89) 308

**PRÉSSE-MÉDÉLELSE • MITTEILUNG AN DIE PRESSE • PRESS-RELEASE • INFORMATION A LA PRESSE
ΑΝΑΚΟΙΝΩΣΗ ΓΙΑ ΤΟΝ ΤΥΠΟ • INFORMAZIONE ALLA STAMPA • MEDEDELING AAN DE PERS**

Luxembourg,
Brussels, 27 April 1989

654.1
441.2(103)

**HIGH-DEFINITION TELEVISION
VICE PRESIDENT PANDOLFI FOR STEPPED-UP EUROPE/USA DIALOGUE**

"There has recently been a change in the United States' attitude toward high definition television and its strategic importance for American industry. New recommendations have been submitted to the State Department, which indicate a profound change of attitude, for the recommendations of the Advanced Television Systems Committee (ATSC) show that it has abandoned its previous position of supporting the Japanese standard as a single world production standard. Because of these developments it appears to me advisable to step up the dialogue between Europe and the United States both at political and industrial level."

This view was voiced by Vice President Filippo Maria Pandolfi on Thursday in Luxembourg in an address to the Ministers of the 12 Member States responsible for telecommunications. "The United States has understood", he said, "that the new high definition television technology is an opportunity for reviving the American electronics industry's appeal to the mass of American consumers, who represent a sector at present largely in Japanese hands. This change of attitude on the part of the United States is not unconnected with the fact that the European Community has taken a firm and specific stand on the subject of high definition television," he concluded.