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E.C. COMMISSION EXPLAINS AND REQUESTS U.S. SUPPORT FOR THE EUROPEAN PROPOSAL FOR A SINGLE WORLD-WIDE HDTV PRODUCTION STANDARD

The E.C. Commission's Washington Delegation today submitted an explanatory memorandum outlining the European approach and criteria for a single world-wide high-definition television, or HDTV production standard to the U.S. Departments of State and Commerce.

The European production standard is 1250 sequentially scanned TV lines, 50 HZ (hertz) field rate. This standard offers the advantage of high quality both for television and film production and, at the same time, easy convertibility to television standards world-wide. It would facilitate co-productions and international exchange of programs.

A world-wide standard will probably be used for the next 30 to 40 years. Consequently, it must take into account future technological developments, particularly the use of digital component studios and advances in camera and recording technologies. To allow for financial savings for the users, the standard also must allow artefact-free conversions from tape to film and film to tape.

The European HDTV proposal will be considered by a study group of the International Radio Consultative Committee (CCIR) in their May 10-16 meeting in Geneva. They have the task of formulating a draft recommendation defining the parameters for a single world-wide production standard to be adopted by the Plenary Session of the CCIR in 1990.

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The E.C. Commission states that the standard, based on a compatible approach to HDTV emission, has been shown to be feasible and the best for producers, broadcasters, the TV industry and the consumer. In this regard, the Commission seeks the support and cooperation of the United States Government.

On March 6, the E.C. Council of Industry Ministers unanimously agreed to promote the adoption of this norm as the world standard.