

GENERAL AGREEMENT ON TARIFFS AND TRADE

RESTRICTED

L/2120

18 March 1964

Limited Distribution

Original: English

APPLICATION OF GATT TO INTERNATIONAL TRADE IN TELEVISION PROGRAMMES

Proposal by the Government of the United States

The Working Party on Television Programmes stated in its report (L/1741) that no final conclusion had been reached at its first meeting and it was recognized that further suggestions might be submitted to the Working Party for consideration at a later stage. The United States delegation has now submitted the following draft recommendation for consideration by the Working Party:

"The CONTRACTING PARTIES, recognizing that, when the General Agreement was drawn up, international trade in television programmes was virtually non-existent so that the implications of the application of the relevant provisions of the General Agreement to such trade were not considered;

Declare that it is the sense of the contracting parties that restrictions on international trade in television programmes should be limited to a minimum and that in the selection of television programmes broadcasting organizations should be allowed the greatest possible freedom of choice as between domestic and imported material.

Recognizing, however, that for reasons of public policy contracting parties may find it necessary to ensure that television programmes include a proportion of domestically-produced materials inter alia to reflect the traditions and cultures of their countries;

Recommend that, where contracting parties thus find it necessary to use internal quantitative regulations or otherwise to direct or influence the programme procurement policies of television broadcasting organizations, they adopt the following principles:

- (a) any such regulations or policies should be limited to a reservation of a specified proportion of viewing time for programmes produced domestically;
- (b) any such reservation of time shall not preclude television broadcasting organizations from devoting a reasonable proportion of viewing time to recorded programmes imported from other contracting parties, or require such organizations to discriminate as between exporting contracting parties or compel them to show imported programmes at unfavourable viewing hours; and
- (c) any such reservations shall be subject to negotiation for their limitation, liberalization or elimination."