

**Satellite Television And The Future Of
Broadcast Television In The Asia Pacific**

by

Georgette Wang

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Georgette Wang
Department of Journalism
National Chengchi University
Taipei, Taiwan, ROC

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Decades since the first mention of media imperialism and cultural dependency, the proliferation of communication technologies, including satellite television, VCR and cable television has brought renewed concerns over these issues (Servaes, 1992; Sussman and Lent, 1991). While in majority of the nations broadcast television has seldom ceased to import programs, communication technologies have gone one step further to thoroughly abolish boundaries; racial, cultural or national. Free-flowing through these new channels of communications are cultural products from but a few industrialized nations.

There may be disagreement to the impact of new media on cultures, yet few would suspect that the unprecedented number of choices now available to television audiences around the world is threatening to take away both audiences and advertising revenues from broadcast television networks. These are the changes we can hardly ignore for they hold the key to the future of broadcast television, a major outlet for local programs and an important indicator to the vitality of local cultural production. Although cultural industry is but a small part of the complex entity we call "culture," its importance in an information age is beyond suspicion.

This paper will first attempt to outline the growth of new media in Asia, with a focus on satellite television which is a new member in the media family in the region. The description is followed by an examination of the viewing rate of broadcast television and its advertising revenue in recent years. Finally

implications of the development as outlined above will be discussed in detail.

New Media in Asia: Are They Really Here?

Signing of the Maastricht Treaty and the emergence of Europe as one unified entity in 1992 have attracted a great deal of attention from both the industry and the academic community worldwide. To communications researchers especially of interest is the formation of one television audience in Europe nurtured by its various satellite television programs including the Sky Television, Super Channel, CNN, Eurosport and Sky Movies. Looming over the horizon is the prospect of the continent not just as one economic, but also as one cultural entity.

With relatively little attention from the global community, in April 1990 a satellite was added to the orbital space west of Singapore. AsiaSat 1, a communications satellite owned by Hong Kong's Hutchison Whampoa conglomerate, Britain's Cable and Wireless and China's Citic Technology Corporation, was not the first communications satellite over the Asian sky (1). Prior to the AsiaSat project, several nations in the region, including Australia, China, Indonesia, India, Japan, Pakistan and the former Soviet Russia have already launched their own satellites. But unlike most of its predecessors which are domestic in nature, AsiaSat has a footprint covering 38 nations in the Pacific and Asia (2) (Figure 1) with half of the world's population falling within its domain.

By the end of 1990, a satellite television service offered through AsiaSat was launched by Star TV, a joint venture between

Hutchison Whampoa and its chairman Lee Ka-shing. The Star TV service began with three channels in 1990, including the English sport and music channels, and the Mandarin (Chinese) channel featuring soap operas and variety shows. Two more channels, the BBC news and documentary channel, and the family entertainment channel were added to the package in the following year. As advertising has been the major source of income for Star TV in its initial stage of development, none of its program signals were scrambled. Plans are being made to launch a pay-TV service by the end of 1993.

Market response to Star TV was encouraging. As AsiaSat is a C-band satellite, access to Star TV programs requires a large dish of approximately 2.4 to 8 meters in diameter, depending on the location of reception. The size of the dish, however, did not seem to be causing a barrier to access the service for two major reasons: consumers' purchasing ability and market demand.

According to a report by the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), economic growth in the Asia-Pacific region is expected to exceed that of all other regions in the world during the 1992-94 period. China, the largest and also one of the fastest growing economies in the region, is to maintain its double-digit growth rate in 1993 (South China Morning Post, February 13, 1993). Together with 6.7% and 6.1% growth in Taiwan and Hong Kong respectively, a "Greater China" was emerging with a massive market potential.

On the other side of this affluence is the scarcity of television entertainment. As pointed out by Chan (1992), Asians have an average of 2.5 entertainment channels compared to 25

available to their North American and European counterparts. In addition broadcast television production often suffers from strict government regulations due to political or religious reasons.

Despite measures discouraging access to satellite TV by individual governments (Chan, 1992), the number of Star TV households reached 3 million in June 1992, one-year-and-half after its inauguration. A recent survey showed that by early 1993, the number has more than doubled the 1992 figure and reached over 11,166,000 households (3) in 12 nations.

As shown in Table 1, the penetration rates of Star TV homes showed a wide range of variation from nation to nation. Of the 12 television markets surveyed in the region, Israel and Taiwan had the highest penetration rate, both reaching over 41% of their television homes, followed by Hong Kong, United Arab Emirates and India. Yet in the other countries, Star TV reached no more than 5% of the television homes.

Sheer percentages, however, do not give the full picture. To advertisers, numbers rather than percentages serve a better indicator of the market size. In nations with a large population, even a small percentage could amount to a large number of satellite TV homes. The number of Star TV homes in China, for example, was 15 times that of Hong Kong although the penetration rate was merely one-sixth that of the British colony. Similarly the number of Star TV homes in India was found to be 1.6 times more than the number of Star TV homes in Taiwan while its penetration rate was less than half of the latter.

Obviously arguments can be made against the adequacy of the method employed in gathering the above data. Because of the vastness of the territory involved, rural areas were largely excluded from the survey. In some cases major cities were left out. In China, for example, only five cities were chosen for the survey, excluding both Beijing, the capital city, and Shanghai, the largest city of the country. However the statistics offered at least a sketch of the size, and the vigor of the Asian market for satellite television.

And of course satellite television is not the only new medium that has taken hold in Asia. As is demonstrated in the cases of Taiwan, India and Israel, Star TV owes much of its rapid growth to cable systems which carried satellite channels over their networks (Table 1). Even in China where new media are closely controlled, the number of government-operated cable systems is increasing rapidly. By April 1993, approximately 1,800 cable systems were operating in China, with 429 set up in just the first three months of the year (Kristof, 1993).

Another new medium which has made its way into many of the most heavily regulated television markets is VCR. According to a figure released by Screen Digest (Intermedia, 1991: 6), the number of VCRs in Far East alone accounted for 17% of the world total in 1991 (Table 2). If added to the Asia and Australia/Pacific figures, the percentage would reach 22.5%. Within a decade, the number of VCRs in this region increased over ten times from 4.9 million to 51.4 million sets.

More Channels for What Content, and So What?

Although data regarding the origins of video materials flowing across national borders and the program content of cable networks are difficult to come by, there is little doubt that majority of what's supplied through these new media are from just a handful of nations in the developed world. On Star TV for example, only one of the four channels, the Chinese Channel, features programs produced in China, Taiwan and Hong Kong, while the English channels are mostly dominated by American, or British products.

Despite piracy problems, the revenue of American programs from overseas market was estimated to have reached \$600 million in 1989, almost an increase of 92% from the 1985 level (Negrine and Papathanassopoulos, 1991, p. 21). A study by Booz Allen and Hamilton (1989) discovered a parallel growth in the U.S. film production. It was found that the number of films produced in U.S. has doubled from 300 in 1985 to 600 in 1988 to 1989. This expansion of the U.S. film production was especially noteworthy when contrasted with modest growth observed in European nations. If the trend continues, a few U.S. production companies are likely to become the sole winners in the global video market that communication technologies have helped to create.

Implications of this further penetration of Western, or more precisely, U.S., video programs are manifold. To communication researchers who were alarmed by the dominance of imported television programs in Third World nations in the 1970s, today the communications revolution did not seem to have brought an

improvement to, if not worsening, the situation. In developing nations information technologies were found to have been used to benefit the commercial television, the transnationals, or the privileged class in the society (Sussman and Lent, 1991). But concerns over proper uses of communication technologies were not unique to the Third World. In Europe, policies of the European Community were criticized for allowing total freedom in providing services across national borders (Servaes, 1991). It is feared that the convergence of technological, economic and political forces will become a threat to media autonomy and cultural identity, eventually leading to cultural synchronization (Corcoran, 1991; Servaes, 1992).

The same worries are reflected on the communication policies regarding access to satellite television in several Asian nations. According to Chan (1992), government responses to Star TV can be categorized into four types: a) virtual suppression as exemplified by Singapore and Malaysia, where access to satellite television is banned; b) regulated openness as is found in Hong Kong and the Philippines, where access is allowed, but redistribution of satellite programs is regulated; c) illegal openness as seen in Taiwan and India, where regulations discourage the redistribution of satellite programs, and d) suppressive openness as found in China, where no access to "foreign television signals" is allowed unless a permission is granted (Radio Television Yearbook of China, 1991), but the law does not ban the sales of dishes (Kristof, 1993).

From the above four types of government responses we can see

a range of openness in dealing with direct access to satellite television. Obviously not many governments are willing to totally give up control. The question is what to control, which has much to do with the protection of the nation's political, economic and religious interest, and how to exercise control which is related to the government ability, and also its desire in enforcing laws. In China, for example, crackdown on satellite dishes presented a conflict of interest among government institutions. While the hardliners accused satellite television for bringing "pronographic and reactionary" programs, sales of dishes have become a lucrative business for the Army General Staff Department and the Ministry of Radio, Film and Television (Kristof, 1993). What is happening in China, India and Taiwan serve as best examples in the difficulties it may involve in fighting against the "information invasion from outer space."

How long it will take before the remaining "nutshells" are cracked open by satellite television remains to be a question. The fact is, even if satellite television can be effectively barred, other communication technologies, including VCRs, fax machines and personal computers are known to have made their way into the most strictly controlled markets (Ogan, 1989; Kristof, 1993). The question is, are changes taking place when policy makers and researchers are preoccupied with the questions of what and how to control? If yes, what are these changes and what are the implications of such changes?

Viewership and Advertising Revenues in Broadcast Television: Any Significant Changes?

The impact of communication technologies may be found on every aspect of our society, yet the most direct influence is cast upon their competitors on the market: broadcast television. Two major targets for this competition, viewership and advertising revenue determine the winner and the loser in the business.

So far evidence has shown that the competition for viewership and advertising revenues is not necessarily a zero-sum game. Studies have pointed to a steady increase in viewing hours over the past few decades as new media mushroomed. A time-budgeting study of bulletin board system (BBS) users in Taiwan (Ke, 1993) showed a decrease in the number of hours for sleep, rather than media exposure when a new medium comes into people's life. Similarly, advertising revenue of traditional mass media has registered significant growth in several of the economically prospering countries in the region, e.g., Taiwan, Thailand, Singapore and Hong Kong (Table 3) despite of competition from new media.

However, the resources are not unlimited. As the number of hours to a day is always 24, increases in the time spent on one activity will inevitably take the place of the time spent on others. Although studies have found shorter sleeping hours as a result of using new media, it is quite clear that average people cannot afford to overindulge themselves in such swapping without serious consequences. If the time spent on sleeping and other daily chores cannot be further reduced, media exposure patterns

will bound to change.

Signs of new media's threat to broadcast television began to emerge in the early 1980s as its viewing rate began to slip. Within a decade from 1983 to 1992, the combined viewing rate of the three American television networks, ABC, CBS and NBC (weekdays, 8:00 pm to 11:00 pm) has gone down approximately 10 percentage points. By 1992 this network prime time viewing rate is dropping to under 40% (3). Broadcast television executives may take solace in the fact that with penetration rate reaching into 60% of the television households, so far in U.S. none of the cable network programs can achieve a viewing rate comparable to that of the three networks. Viewing rate, however, is directly related to advertising revenue. When one rating point in a broadcast television network's annual prime-time average can translate into over US\$500 million in revenue (Webster, 1989, p. 5), a ten-point drop is nothing to be ignored.

Nations in the Asia-Pacific region differ widely in terms of economic development and media infrastructure. Although new media have made their appearances in most of the nations in the region, the situation in Hong Kong, Taiwan and China is especially noteworthy for Star TV's Mandarin channel is in direct competition with broadcast television in these three societies.

In Hong Kong where Star TV is housed, a trend contrary to what has happened in the U.S. was observed: yesterday viewership of broadcast television programs recorded a steady increase, rather than a decrease in the past few years (4). As shown in Table 4, the percentage of television audience who claimed to have watched broadcast television programs yesterday grew 13

percentage points, from 85% in 1984 to 98% in 1990.

But if we look at the viewership during prime time hours, a rather different picture emerges. From 1983 to 1991, the total ratings of broadcast television prime-time programs in Hong Kong dropped ten percentage points to around 40%, a level similar to that of U.S. (Table 4). The most dramatic fall was observed in 1988, when in one single year the total rating dropped 6 points. If we multiply rating points by the number of viewers they represent, in nine years prime-time broadcast television programs in Hong Kong have lost half a million viewers, a large number by any account.

One may be tempted to quickly point out the fact that the 3% drop from 1991 to 1992 in Hong Kong's prime time viewing rate was the biggest fall since 1989, yet it is difficult to establish a relationship between broadcast television viewing and Star TV because the downward trend began well before Star TV launched its service.

Although data are scattered, a similar trend is observed in Taiwan (Table 4), one of the few nations with highest Star TV viewing rate and VCR penetration. Yesterday viewership of the three broadcast television networks recorded a steady growth from 80% in 1989 to 86% in 1992, yet viewing rate during prime time hours (weekdays, 18:30 pm to 21:30 pm) dropped from 46.3% in 1990 to 44.1% in 1992 (3). While it is again difficult to establish the cause of this decline, a comparison of Star TV Mandarin channel's post-prime-time (8:00 pm to 12:00 am) program rating and average rating of the three network television programs

showed the Mandarin channel leading the others during the 9:00 pm to 11:00 pm time segment (3).

In China, one of the largest markets in Asia, the situation is less clear as few reliable statistics are available. Yet despite government discouragement, Star TV is becoming an increasingly important "window to the world" to people behind the rusty iron curtain. In 1993 there were an estimate of 20 million Star TV viewers all over China.

As pointed out earlier, viewing rate is an important indicator of the development of broadcast television because it is directly related to advertising revenue. The rating of a program determines the advertising rate of the time slot, and also its attractiveness to advertisers. A declining viewing rate often means declining advertising revenue, media's major source of income.

Nothing of this nature occurred if we look at the amount of advertising expenditures on broadcast television in Hong Kong and Taiwan. As is shown in Table 3, in absolute amount Hong Kong's television advertising expenditures increased 4.8 times during the 11 year-period examined. However if we look at the percentage of television advertising expenditures in the total media advertising expenditures, there was a steady decline over the years, from 70% in 1982 down to 47% in 1992.

It is importance to put figures in context before drawing a conclusion over their meaning. While it was true that in absolute terms the amount of television advertising expenditures has had a significant growth in Hong Kong, its shrinking share

in the overall media advertising expenditures indicated a slower growth rate as compared to other mass media during the same period of time. Also not to be overlooked was Hong Kong's inflation rate in the late 1980s. Hong Kong's consumer price index, for example, more than doubled from 74.3 in 1981 to 159.1 in 1991, seriously undercutting the value of the currency.

In Taiwan the amount of television advertising expenditures also scored an impressive growth in the early 1990s, from NT\$15.8 billion in 1990 to NT\$22.5 billion in 1992. No similar decline was observed in the percentage of this expenditures in the total media advertising expenditures; television's share remained around one-third of the total from 1990 to 1992. This record, however, is not as significant considering the recent increases in the hours of broadcasting, and a decline in media cost index.

The above figures are helpful for us to establish two observations: a steady decline of broadcast television prime-time viewership, and slower growth of television advertising expenditures in Hong Kong and Taiwan. Yet these two observations helped to raise, rather than answer, questions.

First, it is not clear whether the decline in prime-time viewing rate will continue in the years to come, and if yes, how far will it go before the pinch on advertising revenue is felt. As earlier mentioned, despite substantial Star TV penetration in both Hong Kong and Taiwan, satellite television cannot claim to be the cause of declining prime-time broadcast television viewing rate in these two societies since the fall was observed well before Star TV came into the picture. While satellite television

is expected to hasten the downward trend, the development can be viewed mostly as a result of new media growth over the past decade, especially other video-entertainment media. In Taiwan, unlicensed cable television networks began to emerge since 1979, and VCR is a popular household item in both Hong Kong and Taiwan.

If the proliferation of new media has led to the decline of prime-time broadcast television viewership, such a trend is likely to continue as the licensing of cable television and the inauguration of Star TV's pay TV service are around the corner. Growth of Star TV homes is expected to accelerate in Hong Kong when the three-year ban on Cantonese broadcast over Star TV as imposed by the Hong Kong government TV expires at the end of 1993.

To broadcast television executives in these two societies, the slow-down in advertising growth may be a signal for a matured and stable market, but it could also mean troublesome days ahead, especially when market share begins to dwindle. Yet at least at the moment no one seems to be overly threatened by this decline in the prime-time viewing rate, thanks to two important factors:

a) some of the most popular new information and communications media, e.g., VCR and personal computers, may take the audience away from broadcast television, but they are not as effective in reaching a large audience; they do not depend on advertising for their income, and therefore do not compete with broadcast television for advertising resources; and

b) even for new media which depend on advertising revenue for their income, they do not necessarily compete with broadcast

for their income, they do not necessarily compete with broadcast television for the same group of advertisers. For example, satellite television, or any type of cross-national broadcasting television is attractive to transnationals or regional businesses because it can reach "a unified, single market, in one easy sweep." (Negrine and Papathanassopoulos, 1991, p. 18). Cable networks, on the other hand, tend to be ideal for promoting local, rather than national or international businesses. In this regard each medium is pledged with its own market niche.

However, this "division of advertising" may not last for very long as business practices are determined by market forces. If satellite television and cable networks begin to offer rates that are competitive enough, it is entirely possible for broadcast television to lose its customers.

Star TV, for example, has offered a package for "pioneering customers" when the service was first launched. The package includes 4,000 30-second spots for US\$ 2 million. A buyer has two years to "consume" the time he has bought, and with the deal he automatically becomes a share holder of the company (Wang, 1991). Even if not for the package, an average rate of US\$1500 for a 30-second advertisement on Star TV is a highly competitive price comparing to the advertising rates of broadcast television networks elsewhere. Central Television in China, for example, charges US\$8,000 for a 30-second prime-time spot, and booking has to be made half a year in advance. For Taiwan's Taiwan Television Company, the price is NT\$90,000, an equivalent to US\$3,460 for a 30-second spot at the same time segment. In addition to the high prices, there are regulations that sometimes

limit the type and the content of advertisement allowed to be aired over broadcast television. One of the largest advertiser groups over Star TV, for example, is tobacco and liquor companies which advertisements are banned from television in several nations in the region (6).

In 1992 Star TV's advertising revenue was estimated to be around US\$100 million, and is expected to double in 1993. With this rate of growth it is not possible for broadcast television advertising expenditures to stay intact, even if some of Star TV's revenue comes from businesses which advertisement is not allowed over broadcast television.

What we have learned from Taiwan and Hong Kong is an indicator of what may lie in the future for broadcast television in many other nations. However it is dangerous to assume that all nations are going through the same process of change. As mentioned earlier in this paper, given the range of variation in development stages, nations in the Asia Pacific region are widely different in the extent of media penetration, growth of new media and communication policy regulations. Satellite television, for example, can claim no impact on broadcast television in Singapore and Malaysia as it is officially banned in these nations. In some developing nations, television is experiencing unprecedented growth while new media are hardly visible, but in others, e.g., China, satellite television is growing out of hand.

Limited by the availability of data, it is not possible for us to examine broadcast television viewing behavior patterns in each of the nations in the region; however broadcast television advertising expenditures in the past few years give us some

advertising expenditures in the past few years give us some interesting clues to its development. As shown in Table 4, in Indonesia, the country with lowest per capita income in the group, growth in television advertising expenditures came after it has already reached a peak in other nations. In Malaysia a pattern similar to that of Hong Kong emerged; rapid growth in the share of television advertising expenditures was observed in the first few years of the 1980s; it reached a high point in 1989, then began to fall to 41% in 1992. In the other nations, including Thailand, Taiwan and Singapore, television advertising expenditures have also scored growth in volume, but their share in the media advertising expenditures remained stable during the years examined.

Of the nations examined, Indonesia is the only one where broadcast television advertising expenditures are vigorously growing. The finding is consistent with the result of a previous study by Dordick and Wang (1993) in which television growth was found to have leveled off in both the developed, and the newly industrialized nations, but was picking up quickly in the low-income economies. Worthy of our close attention is the situation in Malaysia; although the decline in broadcast television advertising expenditures are far less dramatic than that in Hong Kong, the downward trend was clear and consistent.

Broadcast television, therefore, is faced with enemies on two fronts: viewership and advertising revenue, which are like the two sides of the same coin. As pointed out by Chan (1992), several factors, including policy and regulation, competition from broadcast television, satellite television programming, and

advertising revenue will influence the future of Star TV. In fact the same can be said about broadcast television. How well will broadcast television survive the challenges from new media depends on the attractiveness of its programs as compared to that available through other channels, and its ability in wooing advertisers.

In addition to the influence on broadcast television's viewing rate and advertising revenue, changes in other aspects of the television business have been observed in recent years, and programming is one area of concern. In Taiwan for example, increasingly actors from Hong Kong and even China were invited to participate in local production since video-taped television drama from Hong Kong became popular. Star TV for its part is stepping up pressure recently as it began to produce programs. In addition to competing for viewers and advertising revenue, Star TV is now competing with broadcast television for ideas and talents as well.

So far the biggest obstacle to Star TV expansion is government policies. As earlier mentioned, in almost all of the nations covered by AsiaSat footprint, there are some forms of regulation limiting access to satellite television. On the other hand satellite television and other new media also challenge government policies, especially those aimed at controlling information. In China, visitors are required to surrender foreign newspapers or magazines when they enter the country. However video taped "polluting" materials have long been sneaking into the country, and now satellite television brings its audience uncensored information and entertainment directly from

findings lend support to the belief that the audiences tend to favor programs from the same cultural background (Lee, C.C., 1980). What we do not know is whether the viewers who have quit watching broadcast television programs during prime time hours are still watching local, rather than foreign programs.

But even the consumption of foreign programs may not always lead to negative consequences. Recently Star TV's music television channel is found to have stirred "patriotic pride" among music fans in India, as described in a Time Magazine article (Shah, 1992, p. 46). With approximately 20% of its program content featuring Asian singers, Star TV's MTV channel has brought not just American, but also Asian, Middle Eastern and African pop stars into the spotlight, thus formulating a Pan-Asian market.

The birth of a new market, and the rise of regionalism are certainly important to business entrepreneurs, but to the policy makers and researchers, a much more important aspect of the new trend was perhaps the recognition of home-grown talents by their own people. For the first time a "foreign medium" has helped to establish the reputation of indigenous artists at home. To China, Hong Kong and Taiwan, even the distinction between foreign and indigenous is blurred in the process. China, for example, has at one time seriously considered a crack down on satellite dishes because Star TV brings in undesirable programming. Not to be overlooked is the fact that China not only is one of the major share holder of AsiaSat, Chinese programs are regularly broadcasted through AsiaSat transponders.

foreign sources. The plight of the Chinese leaders is best described in this sentence by an Economist correspondent (The Economist, 1993): "They are not stupid, but they are not sure what to do."

Government policies may be forced to give in to the increasingly powerful information revolution, however the concerns based on which policies were formulated, remained. Key to all concerns is the integrity of culture.

Culture: the Ultimate Concern

Regardless of whether the concepts involved are media imperialism or cultural invasion, cultural hegemony or cultural synchronization, the ultimate concern is whether indigenous cultures will suffer as a result of audience's exposure to foreign video products.

But just as research failed to provide solid evidence to the harm of imported programs decades ago, signs are mixed regarding the influence of this influx of foreign programs on local cultures. According to a survey of the share of local and overseas programs in the top 20 programs (7), in six of the seven nations examined: Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, South Korea and Thailand, local programs occupied over 90% of the top-20 list in 1992. In Hong Kong the percentage was 100. The only nation that had majority of the top-20 programs imported was Malaysia, where only 40% of the programs were locally produced.

Although we do not know the share of local and imported programs in all programs broadcasted over television, the

development, rapid growth of other new media undoubtedly contributed to the decline witnessed in Hong Kong, Taiwan and Malaysia. From what we have learned about Star TV, it is perhaps a matter of time before broadcast television in the region begin to feel the impact.

To some governments, the only way to protect the indigenous television industry and culture is to prohibit the access to satellite television. However such measures may not be realistic because even if satellite television can be barred, barring other new media was proved to be nearly impossible. The trend toward regionalization and internationalization is already here, whether desired, or undesired.

According to Negrine and Papathanassopoulos (1991), encouraging local production and co-production are two ways to avoid being overwhelmed by imported video programs brought in by new media. The experiences of Star TV's MTV channel showed co-production not merely a viable way to stem the flow of imported programs, but a venue to stimulate growth and building recognition of indigenous talents and cultural products.

A proverb says, if you cannot beat him, join him. The logic applies, even in an information age.

In order to attract more local customers, Star TV is likely to continue this line of programming; Western packages blended in regional elements. At this point it is too early to predict the impact of such programs on local cultures beyond what is being reported. But even at such a limited scale the development calls for a redefinition of the term "media imperialism," and also a reconsideration of policies which for fear of cultural invasion, banned access to new media.

Conclusion

This paper examined the recent changes in broadcast television viewing rate and television advertising expenditures in a number of Asian nations in light of the rapid growth in new media, especially satellite television.

So far there is little evidence showing the influence of Star TV, the first satellite television service available in the Asia Pacific region on broadcast television. In both Hong Kong and Taiwan which viewing rate was examined, a decline in prime-time viewing was observed, but at least in Hong Kong the decline began years before Star TV came into the picture. The share of television advertising expenditures in media advertising expenditures was maintained except for two of the six nations examined: Hong Kong and Malaysia. Again Star TV cannot claim to have contributed to the decline in these two nations as it is banned in Malaysia, and in Hong Kong, the downward trend began years before Star TV launched its service.

Although the influence of Star TV on broadcast television viewing and advertising revenue is not visible at this stage of

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Note

1. Major sources of information on AsiaSat and Star TV reported in this paper include newspaper clippings, Star TV promotion materials and Joseph Man Chan, "Satellite Television and the Infosphere: National Responses and Accessibility to Star TV in Asia," paper presented at the Ninth World Communication Forum, Tokyo, Japan, 1992.
2. The 38 nations covered by AsiaSat are: Afghanistan, Bahrain, Bangladesh, Bhutan, Burma (Myanmar), Cambodia, China, Cyprus, Egypt, Hong Kong, India, Indonesia, Iraq, Iran, Israel, Japan, Jordan, South Korea, North Korea, Kuwait, Laos, Lebanon, Malaysia, Mongolia, Nepal, Oman, Pakistan, the Philippines, Qatar, Saudi Arabia, Singapore, the former Soviet Russia, Syria, Taiwan, Thailand, Turkey, United Arab Emirates, and Vietnam.
3. Data from Frank Small and Associates, courtesy of Star TV.
4. Data for U.S. television viewership were from the Singapore Broadcasting Corporation; for Hong Kong, AGB Research Services, and for Taiwan, Red Wood TV Rating, courtesy of Ogilvy and Mather Taiwan.
5. Data from ADEX, SRG.
6. Information from Pocket Guide to Media, Ogilvy and Mather, and personal interview with Jasper Hsu, Deputy General Manager of United Communications, June 11, 1993.
7. Statistics from Singapore Broadcasting Corporation.

Table 1 Star TV Penetration by Nations

Nation	Star TV Homes by Feb. '93	% of TV Homes	CATV Homes	% of TV Homes
Hong Kong	304,809	19		
India	3,300,500	17	4,116,000	21.2
Indonesia	36,211	--		
Israel	410,000	41	414,150	40.9
Korea	18,945	--		
Kuwait	12,780	5		
Pakistan	61,239	3		
Philippines	137,141	4		
Taiwan	1,980,140	41	2,125,028	43.9
Thailand	32,393	--		
U.A.E	72,809	18		
China	4,800,000	3		
Total	11,166,967			

Source: Frank Small and Associates. Star TV Homes Penetration Report 1993.

Table 2 VCR Growth by Region

Year	Far East	Australia/Pacific	Asia	World Total
1981	4025	273	200	15,139
1982	6970	650	380	27,334
1983	11,065	1265	770	43,958
1984	17,205	2035	1385	67,631
1985	22,800	2723	2225	94,744
1986	25,006	2960	1685	113,887
1987	27,409	3369	2923	138,414
1988	30,139	3680	3869	161,326
1989	33,160	3971	5145	184,021
1990	36,058	4216	6683	206,744
1991	38,909	4392	8221	228,401

Source: Screen Digest as printed in InterMedia, Vol. 19-6, December 1991, p. 6.

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Table 3 Broadcast Television Expenditures in Six Asian Nations

	Hong Kong		Taiwan		Singapore		Indonesia		Malaysia		Thailand	
	Ad\$	%	Ad\$	%	Ad\$	%	Ad\$	%	Ad\$	%	Ad\$	%
1982	893	70	4314	30					49.4	17		
1983	1006	68	5105	29.5					66.3	19		
1984	1417	60	6215	31					112.5	28		
1985	1727	60	7214	35.3	79.6	27			134.0	32		
1986	1969	58	7749	33.9					144.6	37	2612	48.5
1987	2239	57	8955	30.5					167.2	41	3024	48.9
1988	2609	56	11353	30.3	130.5	32			222.2	44	3854	50.0
1989	2804	51	14162	29.5	134.6	29	29	6	300.8	47	4958	49.9
1990	3335	50	15898	31.9	168.7	29	51	8	351.5	44	6502	50.3
1991	3784	50	17928	32.8	188.5	29	209	25	414.5	42	8180	50.5
1992	4336	47			244.2	33	323	33	447.3	41		
TV Penetration	100		97.8		99				92		95*	51-70**

*Figure in Bangkok

**Figure in rural areas

Sources of information: for Hong Kong, ADEX, SRG; for Taiwan, Redwood Rating; for Singapore, SRS Adex Reports; for Indonesia, PPPI; for Thailand, Media Focus.

Table 4 Broadcast Television Viewership in Hong Kong and Taiwan

Year	Yesterday Viewership*	% of TV Audience		Prime Time Viewership in %	
		HK	TW	HK	TW
1984	3854	85		52	
1985	4035	89		51	
1986	4276	93		49	
1987	4718	95		49	
1988	4622	97		43	
1989	4771	98		44	
1990	4771	98	80	45	46
1991			83	42	
1992			86		44

*Number in thousand

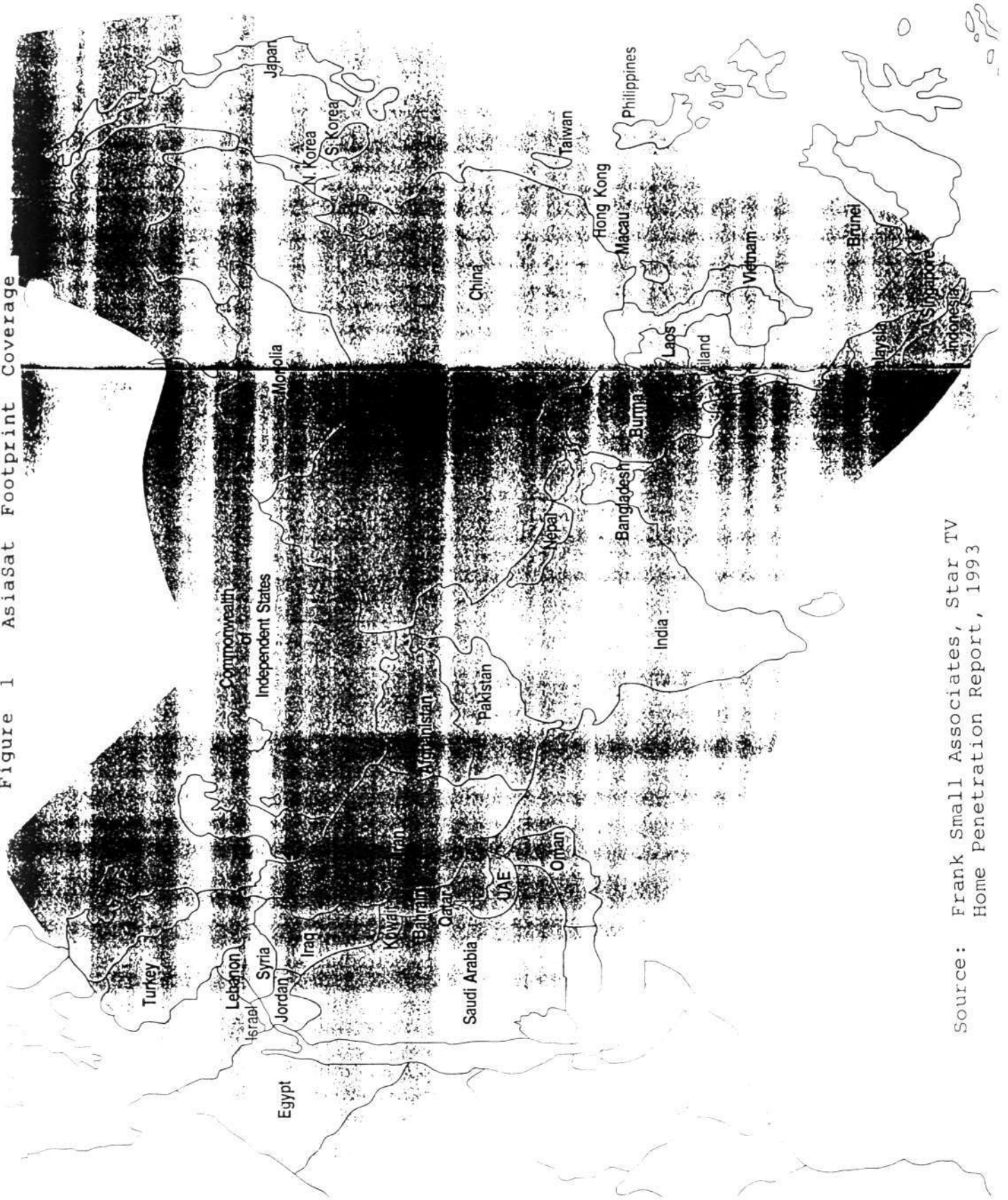
Source: AGB Research Services

Figure 1 Asiasat Footprint Coverage



Source: Frank Small + Associates, Star TV Press

Figure 1 AsiaSat Footprint Coverage



Source: Frank Small Associates, Star TV Home Penetration Report, 1993