

The efficiency of ERTU is certainly eightfold compared to newspapers as an information medium as was said previously, its organization being the largest in the Arab world and most influential. Therefore, no matter how the political situation in the Middle East changes, it seems to remain as it is, because too many people are already depending heavily on ERTU's television today.

2-2 Present State of ERTU

2-2-1 History of ERTU's TV Production

Television in Egypt, which started in July 1960, had enough talented experts by whom diversified production could be made without importing production staff from other nations, thanks to the traditional film industry flourishing in Egypt. This was not possible by any other Arab country.

All the television programs produced during the early years had to be broadcast "live" because VTRs had not been introduced as today.

Therefore, even studio programs were produced in the way just as the theatrical relay programs are presented today. Microphones and those stands had to be included in a camera-shot, actors, and actresses were told to be waiting by the stage, and no mistake was allowed in their extremely tense acting and speeches (because it was a "live" broadcasting.) And the performance was usually given in the presence of hundreds audiences.

Since VTR was introduced later and video-taping became possible in program making, the technique has been changed to the present-day editing method by which scenes were shot cut by cut inside a studio with no

audiences, and these scenes were later compiled into a master VTR tape by use of VTR editing. This change was a boon for the production staff, particularly for the actors and actresses, because they no longer had to memorize all the speeches in the entire hour of drama, and when they happen to make a mistake, retake is always possible by VTR.

Program-production naturally became more and more elaborate. After the latter part of 1960's, the sale of VTR tapes to neighboring countries became possible just like ordinary films, and the occupancy to use studios for program production rapidly increased.

For the live programs in earlier years, the time required for the production of a program was composed of the broadcast time and the preparation time, and a single program was completed in about a day; but by recording VTR cut by cut, three to five days sometimes even more are easily spent for the production of one program.

1974 was a revolutionary year for ERTU. It was a year when Egypt opened its door to Western nations. Many Western programs (mostly British and American) began to be introduced to Egyptian television in the form of VTR tapes.

The problem which occurred was the decision on which television system Egypt should adopt -- the PAL system adopted by Western Europe, mainly England, West Germany, etc., the SECAM system used in the Soviet Union, East European nations, and France, or the NTSC system of America, Japan, etc. Each system certainly has its own distinctive features, but they don't have compatibility with each other. The solution of the problem became complicated as not a small number of political elements got involved in the issue. Under

such circumstances, the French government continued to persuade Egypt to adopt the SECAM system and finally succeeded before the war in 1973 to install the ERTU studios with an SECAM color equipment. Thus in 1974 Egypt officially decided to adopt and continue to use the SECAM system.

The black and white television equipment which had so far been used by ERTU since its foundation in 1960 became outworn, and it was time to change them with new ones anyway, but color television was regarded by some people as a luxury, and it was believed that Egypt was not rich enough even to consider the use of color television.

However, ERTU, from its own standpoint, insisted that the new color equipment was necessary to produce programs to be exported to other nations where color television was rapidly being put into use, and that the purchase of black and white television equipment had become increasingly more difficult.

In August 1974, new eleven television studios were officially equipped in the existing ERTU Cairo Headquarters Building by the Information Minister, Mr. Ahmed Abul-Magd.

This is the present ERTU, and its production facilities were imported from France and England and assembled in the Center.

2-2-2 ERTU's Television Broadcasting

At present ERTU is providing its service by nationwide networks using two channels to more than 80 % of all the people in Egypt. Efforts are being continued to

expand its service areas. In 1985 ERTU imported a number of transmitters from Japan, and its networks have extended to some very remote areas including Sinai Peninsula.

As mentioned previously, unlike Japan, Egypt has no commercial broadcasts and as far as television is concerned ERTU is answering single-handed all the requests of the people.

On October 6, 1985 (which is celebrated as the anniversary of the day when Egypt won an overwhelming victory over the Israeli army in the 4th Middle Eastern War in 1973), Channel 3 was reopened. This channel had been closed since 1967 for reasons of financial difficulties caused by the Sinai War in 1967.

But it has not been used as the third television, with emphasis placed on local programs, for the time being 2-hour or so education programs from Cairo are being broadcast daily on this channel from 18:00.

Characteristics of each of the 3 television programs -
- Channel 1, 2, and 3.

Channel 1

For the various classes of people, mainly domestic information on science, culture, and society of all kinds, corresponding to the level of each class, are being broadcast. This channel has the characteristic of a government broadcasting as it deals with nationally important subjects and various points currently at issue in Egypt.

To build up nationalism among the general public is the most important theme in Egypt today.

Channel 1 broadcasts political, education, and religious programs, as well as important points at issue in various political parties and service sections.

The total broadcasting time in the fiscal year of 1984/1985 was 4,695 hours, which account for 53.7 % of the total broadcasting time of Channel 1 and Channel 2 combined.

Channel 2

Programs with emphasis placed mainly on cultural, literary and artistic subjects are broadcast.

While keeping balance between the original Egyptian culture and foreign countries' culture, programs aiming at stimulating the people's noble sentiments particularly in the cultural field are broadcast.

Important cultural programs and traditional Egyptian dramas, as well as international dramas are broadcast.

The total broadcasting time is 4,048 hours, which account for 46.3 % of the total broadcasting time of Channel 1 and Channel 2 combined.

Channel 3

New transmitters are scheduled to be installed at the broadcasting center in each district in various parts of this spacious country; and in the future local programs produced at the production center in each district production studio will be broadcast.

The area to be covered by Channel 3 will be gradually expanded from the Cario district, from which broadcasting started on October 6, 1985, to Alexandria, El-Menia (Upper Egypt), Ismalia (Suez Canal), and Tanta (Middle of Delta.)

2-2-3 Present State of Television Programs

Table 2-1 shows the schedule of the broadcasting hours of Channel 1. It is the schedule from October through December 1985. Except for the Ramadan period, national holidays and other special occasions, this pattern has been maintained for the past several years.

(1) Programs transmitted on Channel 1 (refer to Table 2-1)

So-called weekday broadcasting between Saturday and Thursday

- 11:00 -- Koran prayers followed by the introduction of today's programs, 20-minute news and the program for housewives dealing mainly with religion and health
- 11:40 -- Children's hour
(Almost all of these programs are originally imported and being broadcast with little editing work, because of the limit of the production staff and the facilities, re-broadcast programs are also frequent)
- 12:00 -- 45-minute drama, which was produced by ERTU and was once broadcast in the evening, followed by 15-minute news
- 13:00 -- until 15:00 intermission
- 15:00 -- 5-minute Koran prayers followed by four 30-minute educational-cultural programs including a religious program and programs for children, housewives, and young people, a relay sports program (soccer is particularly popular) and others on vocational education, geography, science, tourism, etc.
(Most of these are productions by ERTU, but some rebroadcast programs are also used)

Table 2-1

PRESENT BROADCASTING PROGRAM (I) TABLE (OCT~DEC'85)

	SAT	SUN	MON	TUE	WED	THU	FRI		
10:00							Opening Koran	10:00	
							Today's Prog (E)		
11:00							Children's (I) Film	11:00	
	(E) Opening, Koran, Today's Prog./ Press Reviews.								
	Religious (E)	Women (E)	Religious (E)	Health (E)	Women	Health	Children's News (E)		
12:00	(E) Children's Prog. (I)								
	Egyptian Drama Serieese (Repeat) (E)						Religious (E)	12:00	
	News / Close Down (E)								
13:00							Koran (E)	13:00	
							Women's Magazin (E)		
14:00							Religious (E)	14:00	
							Weekly Talk (E)		
15:00	Reopening, Koran								
	Religious (E)	(E)	Folk Tales (E)	Children's (E)	Children's (E)	Religious (E)	Soccer Game (E)		
16:00	(I) Sports (E)	Sports	Youth (E)	Women's (E)	Worker's (E)	Tourism (E)			
	Children's (I) Prog. (E)	Alabian Film	Children's Prog. (E)						
17:00	Worker's Spring of Life (E)	Tourism	My Country (E)	Family Cooking (E)	Science (E)	My Country (E)	Action (E)	17:00	
	School Prog. (Secondary & Preparatory) (E)						Candle (E)	Faith for Young (E)	
18:00							Health Magazin	18:00	
							My Life (E)		
							(E) Discussion		
19:00	Youth (E)	Let's Think (E)	Space Children's (E)	Science (E)	People's Questions (E)	Poem / My Book (E)		19:00	
				(I) (E) Action					
	Commercials (P)								
	Egyptian Film (E) and (P)								
20:00	Short Drama (I) Culture (E)	Camera Tour (E)	On the Way (E)	Magazin (E)	Film (E)	Alabian Music (E)	Film Music (E)	20:00	
21:00	Weather Focast								
							News		
22:00	Discussion (E)	(P) or (E) Alabian Film	Night & Star (Variety) (I) and (E)	Alabian Film (P) or (E)	Variety Music of Foregin Film (I)	(E) and (I) Drama / Variety Show	Week end Events (E)	22:00	
23:00	(I) Film Club Some Repeated						(I) and (E) Drama Serieese / Alabian Film	23:00	
24:00							Closing (E)	24:00	
	Closing								
1:00							Closing	1:00	

I : Import

E : ERTU Self Made

P : Purched from out side of ERTU

- 17:00 -- 18:00 -- School education programs (two 30-minute programs) for the 6th year class primary school pupils and the 3rd year class middle school students
- 18:00 -- 15-minute evening news followed by an educational, cultural and social program of all kinds of a wide range of viewers including children and adults
- 19:00 -- All kinds of commercial spots broadcast en bloc (Unlike the commercial broadcaster in America and Japan, ERTU does not broadcast commercials between the programs)
- 19:15 -- One of the Egyptian films including those produced by ERTU
- 20:00 -- 10-minute weather forecast followed by a 45-minute educational-cultural program tinged with amusement, including an educational drama, a film, music, etc.
- 21:00 -- Either a 15-minute or 35-minute evening news and a program related with news
- 22:00 -- 23:30 or 24:30 -- 2 to 2.5 hour evening film-variety show followed by the closing program of 10-minute Koran prayers

Note: In Egypt Friday is set apart to be celebrated as a holiday based on the Islamic precepts. Government offices are adopting the 5-day working system and are closed on Friday and Saturday.

Programs broadcast on Friday

- 10:00 -- Opening Koran followed by Today's program introduction and from 10:10 to 11:15 children's film
- 11:15 -- Children's news
- 11:30 -- Religious program
- 13:00 -- 30-minute women's program
- 13:30 -- Again a religious program
- 14:00 -- 45-minute weekly interview program inviting a man or woman of knowledge of some well-known person as guest
- 14:45 -- About 2-hour relay broadcast of a soccer game
- 16:45 -- Talk program dealing with social education and culture
- 17:00 -- 30-minute educational program for young people
- 17:30 -- My life" (1 30-minute social education program)
- 18:00 -- News
- 18:15 -- Discussion program (dealing with political, social, and economic problems)
- 19:00 -- Commercial spots
- 19:15 -- Egyptian film (produced by ERTU)
- 20:00 -- Commercials
- 20:10 -- Movie music
- 20:50 -- Weather forecast
- 21:00 -- News
- 21:15 -- "Weekend" dealing with various events of the week
- 22:00 -- Commercials

22:15 -- Foreign or Egyptian film (imported from
abroad or produced in Egypt)

23:00 -- Closing program

(2) Programs transmitted on Channel 2 (refer to Table 2-2)

Ordinary day programs (Sat., Mon., Tues., Wed.)

15:00 -- 15-minute Koran prayers followed by various
programs, mainly foreign-made, including an
Arabian film, a 30-minute film for children,
programs dealing with science, health, home
education, etc. -- either 15-minute or 30-
minute

17:15 -- 15-minute French Language news

17:30 -- 30-minute educational-cultural program for
young people and adults

18:00 -- One-hour school education program

19:00 -- 10-minute religious hour

19:10 -- 35-minute educational program imported from
abroad dealing with science

19:45 -- 15-minute weather forecast followed by a
commercial time

20:00 -- 20-minute English news

20:20 -- 40-minute foreign drama series

21:00 -- 10-minute tourist guide followed by a 50-
minute foreign or ERTU-produced cultural
program featuring history, music, culture,
sports, theatrical entertainment, etc.

22:00 -- Introduction of tomorrow's programs followed
by a commercial time

22:10 -- Long foreign or Arabian film, a variety show,
30-minute news and the closing announcement

	SAT	SUN	MON	TUE	WED	THU	FRI		
10:00		Opening Koran (E)						10:00	
		Children's Meeting (E)							
11:00		Drama (I)						11:00	
		Foreign Serial							
12:00		Game & Star (I)						12:00	
13:00		Foreign Film (I)					Opening Koran (E)	13:00	
							Request for Children (E or I)		
14:00		Religious (E)					News Comment (E)	14:00	
		to All People (E)					Weekly (I) Telecinema		
15:00	Opening Koran (E)		Opening Koran (E)					(I)	15:00
		Arabian Film (P) (E)	Foreign Drama Service (I)				Foreign Film		
16:00	Foreign Film (I)		Sports (I)	Cartoon (I)	Hasband Wife (E) Your Game (I)	Arabian Film (E) or (P)	Religious (E)	16:00	
		Family Pray (E)	In the Way to You	World of Plant	Health (E)		Cartoon Film (I)		
17:00	Children's (E)	Encyclopedia Science (E)	Children's (I)	Sports for All (I)	Children's (I)		Step by Step (I)	17:00	
			French News (E)					Short Film (I)	
18:00	Adam & Eve (E)	Arts (E)	Under the Sea (I)	New Technology (I)	With Youth (E)	Religious (E)	Medicin/ Science (I)	18:00	
	Educational Prog. (E)								
19:00	Religious (E)	Travellers Road (I)	Religious (E)	Religious (E)	Islam Library (E)	Home Doctor (E)	(I) or (E)	19:00	
		Foreign Serie "Electric Company" (I)				Sports (I)	Weekly Sports		
							Weather Forecast		
20:00							For Your Health (Commercials)	20:00	
							English News (E)		
							Foreign Drama Serie (I)		
21:00	Window to the World (I)	Tourism (I)	Welcome to Egypt (E)	Window to the World (I)	5 Mins Tourism (E)	Window to the World		21:00	
	Historical (I)	World Songs (I)	Foot-ball of Week (E)	Cultural Night (E)	Sound of Music (E) and (I)	Theatre Play (E)	Ballet (I)		
22:00		Tomorrows Prog Commercials							
23:00	Variety (I)	Foreign Film Drama (I)			Arabian Film (E) or (P)	Foreign Film (I) (Oscar Awarded)	Foreign Film (I)	23:00	
		News of 24hrs (E)					News of 24hrs (E)		
24:00		Closing				News of 24hrs (E)	Closing	24:00	
						Closing			
1:00									1:00

Tomorrows Prog Commercials

Sunday programs

- 10:00 -- Opening announcement followed by Koran prayers
- 10:10 -- 50-minute program for children
40-minute foreign serial drama
20-minute entertainment program
90-minute foreign film and a religious program followed by a 120-minute Arabian film
(The rest of the programs are compiled largely the same as those of the ordinary days)

Friday programs

- 13:00 -- Opening announcement followed by a 40-minute program for children
- 14:00 -- 30-minute news commentary and a 30-minute film followed mainly by a film sports or entertainment program for the viewers enjoying the holiday

(3) Programs transmitted on Channel 3 (refer to Table 2-3)

- 18:00 -- Opening announcement followed by a program mainly for children
- 18:30 -- 30-minute reportage
- 19:00 -- 30-minute cultural program
- 19:30 -- 30-minute local news
- 20:00 -- (Saturday only) one-hour cultural program
(Thursday only) 2-hour Egyptian film
(cultural program)

Table 2-3 PRESENT BROADCASTING PROGRAM (3) TABLE (OCT ~ DEC'85)

	SAT	SUN	MON	TUE	WED	THU	FRI	
17:00		October in their Eyes					October in their Eyes	17:00
18:00				Opening Koran				18:00
				A W. Children Prog.				
				Tamed Village Cartoon				
			Reportage			(I)		
19:00	General Hospital (E)	Culture Prog (E)	Career Woman Camera Visit	Reminder of Time Cinema Life	Culture Prog.	Computer World Invitation for bezona	Culture Prog. (I)	19:00
			Local News (E)			My Lovely Country (E)	Local News (E)	
20:00	Culture Prog (E) (Egyptian Theater)			Koran Closing			Koran Closing	20:00
21:00	Koran Closing					(E) or (P) Special Invitation (Egyptian Film)		21:00
22:00						Koran Closing		22:00
23:00								23:00

2-2-4 Switchover from one program to another (Function of the continuity room)

A remarkable difference between Egyptian television programs and those broadcast in Japan is the appearance of a charming introduction always made at the switchover time from one program to another by a person who introduces the next program. This method models after that of European television. The reason for the use of this method is that each program is not necessarily made strictly according to the designated time for the broadcasting, and so the above introduction plays the part of a kind of cushion between the two programs.

Popular songs and a group of commercial spots are usually inserted between the two programs with the landscapes of Cairo or some farming villages shown as background. Therefore, the opening time of each program is not always punctual.

All the transmitting operations are conducted in the continuity room.

2-2-5 Number of ERTU Employees

According to the ERTU Yearbook of 1984/5, the number of its employees is 15,381 -- as of December 31, 1985 -- 32 % of whom are women.

At each broadcasting center, these employees are made up of:

37.55 % -- in the engineering sector
5.61 % -- in the general affairs sector
3.48 % -- in the management sector
27.09 % -- in the TV production sector
22.07 % -- in the radio sector
2.73 % -- in the accountants' sector
0.92 % -- in the other sectors

* Some temporary workers and part-timers are included in those listed in the last item, so their number is rather flexible.

This large number of ERTU employees - 15,381 - might be regarded as too many, compared, for example, with 7,000 NHK employees who are largely managing to the same kinds of work. This was also pointed out by Douglas A. Boyd (mentioned previously) in his book, "Broadcasting in the Arab World." (p.39 2.1 Egypt)

However, this phenomenon is not particularly conspicuous only in ERTU, but can be seen practically in all the government offices in Egypt. Since the 1950's the Egyptian government has taken a positive policy of opening the doors of universities for the people in lower social classes, and also increased the number of these institutions. As a result, at the end of the 1950's, the people had to face the severe reality of no job openings found for new university graduates. As a solution, new graduates were encouraged to seek employment in the government, and they were assigned almost at random to various sections of government offices. ERTU was no exception. Hence its employees now exceed by far the actually needed number.

In 1980 the initial monthly salary for a new university graduate was only 30 LE, which was only a little more than an unemployment allowance.

(REFERENCE)

University graduates in Egypt and their potentialities in television program production

The total number of students studying at universities in Egypt in the fiscal 1982/1983 was 666,600 (490,231 in the cultural science departments and 176,369 in the science and engineering department.) In the past six years the number has increased yearly by 6.98 % in average. There are 12 universities in the cities of major districts in Egypt -- Cairo, Ain Shams, Alexandria, Asyut, Al-Azhar, Tanta, Elmansoura, Elzagazig, Helwan, Suez Canal, El-Menia, and El-Munufia.

The number of university graduates of the same fiscal year is 89,007 (62,237 from the cultural departments and 26,770 from the science and engineering department.) In the past 6 years the number has risen by an yearly average of 5.26 %.

$$\frac{\text{'82/'83 graduates}}{\text{'81/'82 total students } \div 4 \text{ (years)}} = \frac{89,007}{611,452 \div 4} = 58.4\%$$

In other words, the number of students who have successfully graduated from university is only 60 % -- which reveals a fairly severe student life.

The girls among all the university graduates accounted for 29.8 % in the fiscal year of '77/'78, but reached 32.3 % in '82/'83 -- showing a steady increase. This reveals the tendency of the young intellectual women rapidly advancing into the society.

While the number of university students is thus increasing, they actually account for only 1.5 % of the total population, and the number of graduates only 0.2 % -- a still very low percentage.

The difficulty in finding jobs in the country forces the yearly increasing number of university graduates to seek jobs abroad (outside Egypt), resulting in the brisk activities of free production staffs in other countries.

According to the result of the 1976 national census, the total number of Egyptians living abroad is 1,425,000, a considerable number of whom (no exact number available at present) are engaged in the production of television programs in England, Germany, Greece, Jordan, Bahrain, Dubai, etc.

And as a matter of fact, ERTU is importing from other countries the programs, (including children's programs) produced by these Egyptian working abroad, paying some 2.3 MLE in foreign currency ('82-'83).

2-2-6 Scale of the Budget of ERTU (Fiscal 1984/1985)

(1) Business Income

a Advertisements	26.65 MLE	34.6 %
b Sales of programs	10.11 "	13.2 %
c Government programs	20.30 "	26.4 %
d Viewing fees	5.54 "	7.2 %
e Others	14.40 "	18.7 %
<hr/>		
Total	77.00 MLE	100 %
	(¥11,858,000,000)	

The combined income from the advertisements and from the sales of programs are at the 47.80% ratio. About half the business income consist of the incomes from the broadcasting (advertisement) of commercial spots and the sales of ERTU-produced programs to other countries.

The income from the government programs means what ERTU receives from the Education and Culture Ministries as the expenses for broadcasting programs related to education, which total 20 MLE. ERTU also receives 5.54 MLE collected through power companies as the money proportionate to television viewing fees, which are included in the general electricity charges.

(2) Business Expenses

Since ERTU is a non-profit-making business organization, the same amount of money as the incomes mentioned above are consumed as the expenses for the production of programs and the administration of facilities, the personnel expenses, etc.

2-2-7 Present State of ERTU's TV Production Facilities

ERTU has only 12 studios including the 3 continuity studios and one news studio inside the Television Center Building in Cairo.

The following is the general outlook of these studios:

Large studios -- 4

Studio No. 1 and 2 ...	450 m ²	Used for more elaborate programs requiring 8-10 set scenes (ex. educational dramas)
Studio No. 5	600 m ²	
Studio No. 10 ...	1,000 m ²	

Medium-size studios -- 4

Studio No. 3, 4, and 6 ..	600 m ²	Used for comparatively simple programs requiring only 1-2 sets
Studio No. 12 ...	100 m ²	

Small studios -- 4

Studio No. 7, 8, 9, and 11

.... 60 m²

*These studios are used for the continuity and news programs.

Telecine equipment and VTRs are used exclusively for each of Studio 1, 2, 5 and 10 (Large studios) and NO. 6 (Medium-size studio), while studio No. 3, 4, and 12 (Medium-size studio) share the same VTRs and telecine equipment.

The former's exclusive usage of VTRs and telecines is due to the reason that those studio are used for the complicated production such as drama in which scenes are shot cut by cut and edited into a master VTR later by frequently using VTRs, while in the latter the equipment can be shared because the program is videotaped throughly from the beginning to the end, and the dependance on VTRs for editing is comparatively little. So the same equipment can be shared in different studios.

However, the tendency of television program production in recent years is steadily increasing the dependance on VTR editing, as in the case of ERTU. In its studios, therefore, VTRs are often used until midnight.

All the main VTRs used for program production are operated under one inch C format-PAL System.

Although the color television system adopted in Egypt is the SECAM system, programs in studios are produced by the PAL System, and is changed from PAL to SECAM in the Master Control Room when it is actually broadcast.

Most of the studios program production equipment are the imported ones from the West, but the layout of the

sub-control room seems to be not similar to the European style, but more like the Japanese style, as the vision console, the sound mix-console, and the lighting control console are placed all in one room.

2-2-8 Actual State of the Television Program Production

Table 2-4~6 show how the large studios (usually used for the production of large-scale, more elaborate programs such as dramas and varieties) -- Studio 2, Studio 5, and Studio 10 -- were used during the July season of 1985; and Table 2-7~8 show how the medium-size studios (for the production of more general comparatively simple programs) --Studio 4 and Studio 12 -- were used during the January season of 1985.

What are learned from the above table are:

1. Too much time (3-4 days) is spent for setting up theatrical scenes. It is because, according to the layout of this building, the space allocated to the decor area is too small, and also because of the poor access of their storage to the studios. (For example, the storage is built on the ground floor, while the studios are found on the 5th floor.)
2. Too much burden is placed on VTR editing (requiring midnight labor)
3. Work is sometimes disturbed by the failure of power and the failure of cameras.
4. In general, the inefficiency of drama production activities at major studios is affecting worsening the condition under which general programs are produced at medium-size studios. (Sometimes four programs have to be produced in a day)

Table 2-4 Program Production Schedule at Studio No.2 in ERTU.
(July 1985)

Time Date	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	1	2	3	4	5	6	7	8	Net Recording Time	Remarks
1 (Mon)																										
2																										
3																										
4																										
5 (Fri)																										
6																										
7 (Sun)																										
8																										
9																										
10																										
11																										
12 (Fri)																										
13																										
14 (Sun)																										
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19 (Fri)																										
20																										
21 (Sun)																										
22																										
23																										
24																										
25																										
26 (Fri)																										
27																										
28 (Sun)																										
29																										
30 (Tue)																										

(450m²)

Table 2-5 Program Production Schedule at Studio No.5 in ERTU
(July 1985)

(600m)

Time Date	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	1	2	3	4	5	6	7	8	Net Recording Time
1 (Mon)	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	Decorat	2.30h
2																									11.0 h
3																									14.0 h
4																									13.5 h
5 (Fri)																									
6																									7.5 h
7 (Sun)																									16.0 h
8																									11.5 h
9																									13.0 h
10																									13.5 h
11																									2.0 h
12 (Fri)																									2.0 h
13																									8.0 sec
14 (Sun)																									13.50
15																									12.30
16																									11.0
17																									14.50
18																									13.40
19 (Fri)																									9.0
20																									10.30
21 (Sun)																									15.0
22																									
23																									19.0
24																									12.40
25																									
26 (Fri)																									17.55
27																									
28 (Sun)																									16.10
29																									
30 (Tue)																									

Table 2-6 Program Production Schedule at Studio No. 10 in ERTU.
(July 1985)

Time Date	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	1	2	3	4	5	6	Net Recording Time
1 (Mon)				Decoratn																			
2																							
3								(Lighting)															
4				Rehearsal			Recording	Break		Recording													14.35
5 (Fri)								Week-end															
6				Rehearsal			Recording	Break		Recording													13.45
7 (Sun)																							15.45
8																							12.15
9																							20.30
10																							24.30
11																							21.05
12 (Fri)								Week-end															
13				Rehearsal			Recording	Break		Recording													16.25
14 (Sun)																							20.00
15																							19.30
16																							20.35
17																							17.45
18																							18.45
19 (Fri)								Week-end															
20				Rehearsal			Recording	Break		Recording													17.45
21 (Sun)																							21.05
22																							15.05
23										Holiday													
24								Recording	Break		Recording												19.10
25								Decoratn															
26 (Fri)																							
27								Week-end															
28 (Sun)								Recording	Break		Recording												12.40
29																							10.20
30 (Tue)																							20.30
																							18.10

Table 2-7 Program Production Schedule at Studio No. 4 in ERTU.
(January 1965)

Date	Time	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	Total Recording Time
1 (Tue)																	3 h. 50 m
2																	2. 22
3 (Thu)																	2. 41
5																	2. 10
6 (Sun)																	3. 22
7																	3. 25
8																	3. 11
9 (Wed)																	4. 34
10.																	3. 07
12																	2. 00
13 (Sun)																	2. 03
14																	3. 10
15																	3. 03
16 (Wed)																	3. 44
17																	2. 09
19																	3. 43
20 (Sun)																	4. 00
21																	2. 16
22																	3. 35
23 (Wed)																	1. 27
24																	2. 59
26																	1. 49
27 (Sun)																	1. 43
28																	3. 23
29																	3. 59
30																	3. 39
31 (Thu)																	3. 25

Table 2-8 Program Production Schedule at Studio No.12 in ERTU

(January 1985)

Time Date	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
1 (Tue)																
2																
3																
5																
6 (Sun)																
7																
8																
9 (Wed)																
10																
12																
13 (Sun)																
14																
15																
16 (Wed)																
17																
19																
20 (Sun)																
21																
22																
23 (Wed)																
24																
26																
27 (Sun)																
28																
29																
30 (Wed)																
31																

(100m)

Index

- * Recorded Variety Program —*—*
- * Recorded Program ~~~~~
- * Recorded Childrens Program —o—o—o—
- * Recorded Religious Program —+—+—+—
- * Recorded Family healthy Program /—/—/—/—
- * Recorded Family Program ———
- * Lighting adjustment ———
- * Scenery Assembling —o—o—o—
- * Accessory - - - - -

⊙ Every morning Equipment adjustment from 8.30 → 10.3 plus trouble shoot.

Ninety five series of educational dramas were produced (by video taping) in the five studios of the ERTU TV center in 1983/1984; the total time of the produced programs was 295 hours and 54 minutes (about 300 hours.)

Studio	Number of programs	Time			Percentage
		Hours	Minutes	Seconds	
Studio 1	23	67	27	19	23 %
Studio 2	16	41	34	55	14 %
Studio 5	10	53	25	25	18 %
Studio 6	31	46	16	50	15 %
Studio 10	15	88	9	35	30 %
Total	95 units	295	54	4	100 %

When it is compared to the case of NHK -- about 210 hours of dramas at its three studios -- 70 hours at each studio --, 300 hours are spent yearly by ERTU at its five studios --60 hours at each studio in average.

Both the time and labor required for the production of dramas differ greatly, of course, according to their contents, but the production at ERTU is certainly inefficient considerably. The reason for this inefficiency, in addition to the above-mentioned items is that both the set scenes and stage properties have to be set up throughly by ERTU's own hands.

Now for the production all the general programs -- including those for school education, adult education, for the illiterate, children and women, as well as cultural and religious programs -- medium-size studios -- Studio 3, Studio 4 (200 m²) and Studio 12 (100 m²) --

- are mainly used. The total time of produced programs at these studios, including 500 hours for school education programs, amounts to 1,600 hours.

In order to examine how much crowded status of the program production in these studios, comparing with the production rate at NHK broadcasting center is considered. At NHK the total time of the general programs produced at its 18 studios is 5,300 hours per year which means the average program time for each studio is 294 hours, while at ERTU 1,600 hours of the same kind general programs are produced at the three studios which is 533 hours per studio. Therefore $533/294=1.8$ times heavier program production rate is the present ERTU's status. In fact, as many as four programs within a day are sometimes produced in ERTU, while three is the maximum rate at a NHK studio.

2-3 Necessity to Increase the Production of the Programs

2-3-1 Insufficiency of the Production of Programs in Proportion to the Frame-work of the on air tables of Ch.1, Ch.2, and Ch.3 shown in Table 2-(1~3)

Table 2-9

	<u>Ch.1</u>	<u>Ch.2</u>	<u>Ch.3</u>	<u>Total</u>	<u>Produced by ERTU</u>
School education	260	364		(624)	← 500 (St. 3,4,12)
Teachers' programs	-	-	39	(39)	
Educational dramas	479	-	-	(479)	← 300 (St. 1,2,5,6,10)
Arabian films	299	338	-	(637)	} 2,923 from Outside
Foreign films	219	1,057	-	(1,276)	
Varieties	264	83	-	(347)	
Children's programs	338	325	182	(663)	
Women's programs	155	78		(233)	
Young People's programs	339	312	-	(651)	
Programs for illiterate adults	52	138		(190)	
General educational-cultural programs	371	237	316	(960)	3,225, 1,100 (St. 3,4,12)
					when 48 % are rebroadcast, lack of 575

Tourist guide	39	91		(960)	
Religious programs	164	52		(216)	
News	662	455	128	(1,245)	1,381 ← 1,381
News commentaries	182	91		(273)	
Sports (live)	143	34		(177)	
Opening	52	91	60	(203)	At continuity Studio
Closing	91	30	91	(212)	
<hr/>					
Total	4,226	3,864	970	(9,060)	hours
	8,090				

The first thing to be pointed out from Table 2-9 is that for the total broadcasting time of general educational and cultural program -- 3,225 hours --, the time of the programs actually produced by ERTU is only 1,100 hours. $1,100/3,225 \approx 1/3$ In other words, ERTU is producing only one third of all such programs. It also means that in order to fill up all the broadcasting time, the same programs have to be broadcast three times. (the initial broadcasting + rebroadcasting + re-rebroadcasting)

Since the audience rating of all programs in Egypt is extremely high -- 70 % --, frequent re-broadcasting and re-rebroadcasting naturally stir up dissatisfaction among the viewers.

Broadcasting has a nature of passing away, therefore, for viewers who were not able to see programs at the time of the on-air, it is necessary to rebroadcast the programs.

However, to what extent programs are to be rebroadcast cannot be decided with a simple rule because of different broadcasting circumstances of the nations.

In the case of NHK in Japan, the cultural and educational program production hour per year is 5,500 hours and the total broadcasting hour is 10,560 hours, therefore, the ratio is 52 %, it means that one time rebroadcasting is basically being conducted.

When this is applied to ERTU, $3,225 \text{ (hrs)} \times 0.52 = 1,675 \text{ (hrs)}$. For the necessary 1,675 hours of programs, only 1,100 hours of programs are being produced by ERTU at present. Therefore, 575 hours of general, educational and cultural programs are to be produced more.

$$1,675 \text{ (hrs)} - 1,100 \text{ (hrs)} = 575 \text{ (hrs)}$$

This means that for the total amount of general, educational, and cultural programs to be produced by ERTU, 575 hours of them are already lacking even at present.

2-3-2 Reduction of Imported Foreign Films; their replacement with the programs produced by ERTU

In the present framework of broadcasting time, the imported foreign films are one of those for which the production by ERTU itself in the future is strongly demanded. From the above Table 2-9, the film programs for which ERTU depends on foreign countries are 1,276 hours, 247 hours of varieties and 663 hours of children's programs, totalling 2,286 hours, which account for 25 % of the total broadcasting time. Furthermore, when these are added by 637 hours of Arabian films ERTU is purchasing from outside, including those produced by the Egyptians who live outside Egypt, the figure reaches 2,928 (hours) (32 %

of the total.) The foreign currency used each year for this purpose is as much as about 2.3 MLE.

The following are the foreign films ERTU possesses at present:

1. Long American films	1,000 programs	1,500 hrs
2. Serial American films (both long and short)	50 series	500 hrs
3. Serial French films	20 series	150 hrs
4. Animation and other films		200 hrs
5. Documentary films		300 hrs
6. Educational films		150 hrs
<hr/>		
Total		2,800 hrs

For the above-mentioned 2,286 hours of foreign films, the new supply in each fiscal year is gravely insufficient, and so the rebroadcasting of old films has become the order of the day, to a great dissatisfaction of the viewers.

As for the contents of the programs, many parts of foreign films do not go well with the Islamic customs and precepts. These have to be cut when the films get on the air. The reason why these foreign dramas are broadcast despite such inconveniences is that the production in Egypt is far short of the people's demand for dramas.

ERTU anticipates to produce dramas which will meet the Islamic tradition and society so as to replace imported films with Egyptian-made dramas in the future.

Note: Regarding the foreign films broadcast in the evening on Ch.1 and Ch.2, the viewers' dissatisfaction with the rebroadcasting of these films is particularly strong.

"I'll stay at home to watch a rerun movie," has become a common joke among the Egyptians exchanged on their way home from work.

Under such circumstances, ERTU is anxious to replace at least 500 hours of the imported foreign films now being broadcast with the programs produced by itself in the future.

2-3-3 Popular Educational Drama Programs (600 hours/year)

(1) Demand for a serial morning drama (100 hours/year)

At present ERTU is producing and broadcasting a 45-minute evening home drama series (300 hours/year) on Ch.1 at 19:00, and rebroadcasting it at 12:00 (on the following day.)

Since the audience rating is as high as 70 %, however, the viewers are naturally expressing strong dissatisfaction with the rebroadcasting of this program. In order to solve the problem, ERTU is pressed with the urgent need of producing and broadcasting a serial morning drama to replace the rebroadcasting of the evening drama series.

The most appropriate time for this kind of program is the time when the family is happily gathering in the morning before the husband leaves home for work -- usually for 20 minutes from 7:30. So ERTU is considering to broadcast such program six times a week (excluding Friday) on Ch.1, and rebroadcast it from 12:00 (of the same day.)

20 minutes x 6 (days a week) x 50 (weeks) = 100 hours.
It is necessary, therefore, to produce 100 hours of a serial morning drama by ERTU.

(2) Replacement of Foreign Films with the Dramas produced
in Egypt (500 hours)

For the reasons stated previously in 2-3-2, foreign films must be replaced with the programs produced by ERTU as much as possible. At least 500 of the present 2,286 hours of foreign films must be replaced by the programs produced by ERTU.

(3) Educational significance of television dramas

To educate the uneducated people (including both the illiterate older than 10 years of age, and the people whose scholastic ability is below that of primary school pupils -- 76.7 %, according to the official statistics of '76) whose number exceeds 70 % of the total population today, the broadcasting of the direct educational and cultural programs alone is not very effective. Efforts must be made, therefore, to widen their understanding of the history of Egypt and of the districts outside their own, as well as to broaden their knowledge, ethics and religion, by presenting dramas on television.

(4) Support provided by the Nation

As mentioned previously (in 2-1-3), the Egyptian people's love for drama is traditionally very strong. And television dramas are supported by all the people, old and young and men and women, irrespective of their classes. The popularity rate of television dramas is said to exceed 70 %. Dramas which are thus eagerly supported by most people provide the power for the Egyptians to build up their national spirit which they need most today.

NOTE: The serial morning drama, "Oshin," broadcast by NHK in 1983, created an unprecedented sensation throughout Japan. The Education Minister at the time, who appreciated the educational significance of that drama,

invited the child who had played the starring part of "Oshin" in it to show his appreciation of her effort and good performance.

(5) Demands raised by the surrounding Arab Nations

The Egyptians with a long cultural history and tradition have a special ability and talent in producing dramas, which is not shared by the other Arab nations surrounding Egypt. At the same time, the Egyptians have the advantage of speaking the Arabic language which is regarded by the other Arab nations as "standard," and the programs produced in Egypt are eagerly purchased by these nations. The programs ERTU is exporting to other countries (mainly Arab nations) are 5,790 hrs/year, and ERTU's income in foreign currency from these programs is as much as 10 MLE ('84/'85.)

(6) Making the Most of the Capable Persons

As mentioned in 2-2-5 (as reference) regarding the intellectual industry such as program production, Egypt abounds in people who are high in academic ability, intelligence and talent. Production of television programs provides these people with field where they can make full use of their talent.

At present ERTU has 263 registered script writers and 65 registered directors (excluding assistant directors --- The number of registered directors in NHK is about 30.)

From these figures it can be judged that the increase by 600 hours in the number of dramas produced by ERTU is possible.

2-3-4 School Education Programs

(1) Present State of School Education Programs

At present ERTU is broadcasting school education programs for two hours daily, which last from October through June next year, in conformity with the period of lessons provided in school.

On Channel 1, two 30-minute programs are broadcast daily for the third year class students of general secondary school five times a week between Saturday and Thursday. 30 (minutes) x 2 (days) x 5 (weeks)

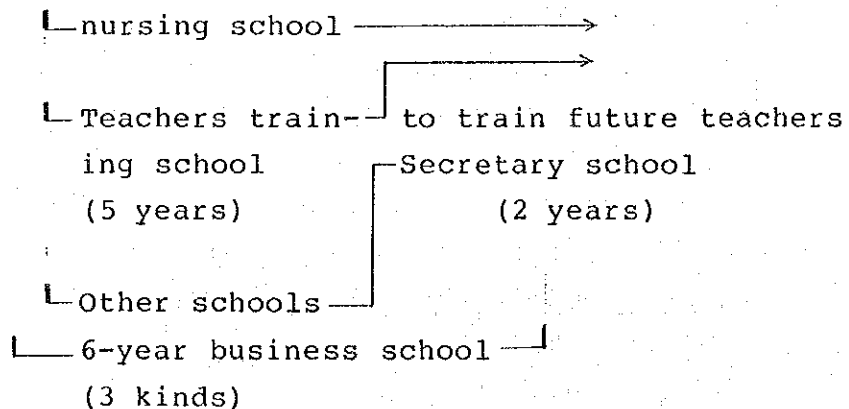
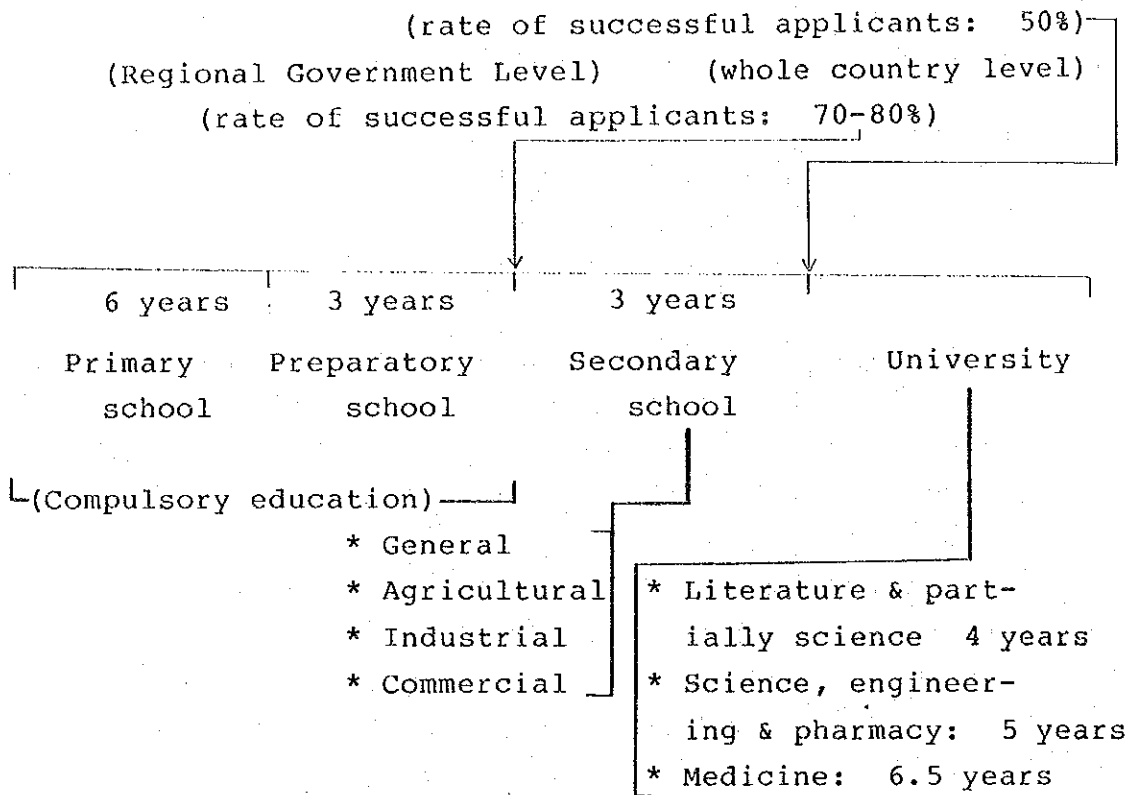
On Channel 2, on the other hand, 3.5 hours of educational programs are being broadcast every week for the third year class students of agricultural, commercial, and technical secondary schools. (Some extra programs are broadcast on Friday.)

In addition, for the third year class students of preparatory schools, three hours of educational programs and an educational affairs program (0.5 hours) are being broadcast every week.

These programs are broadcast for 2 hours between 17:00 and 19:00 for the students at home to help them pass the nationally uniform academic ability test which examines their ability for the entrance to higher schools (university or general secondary school.)

Besides the above-mentioned programs, ERTU is also broadcasting some extra programs for students including primary school pupils.

School Education System in Egypt



Broadcasting time: As a rule from 17:00 on Weekdays

Content of the programs: Preparatory:

1. Arabic Language
2. English
3. Mathematics
4. Science
5. Geography & history
6. Prize program (Quiz program to urge competition in obtaining new knowledge)

Educational affairs:

meant for the people related in some way or another to education.

Subjects presented by the Education Ministry, for example, are discussed by scholars in the form of a talk program.

Primary Programs broadcast for the 6th year class primary school pupils during the examination season only, including Arabic language, mathematics, and science.

0.5 hours to one hour

Secondary

1. Mathematics
2. Science
3. Literature (Languages- Arabic, French, and English -- and history)

Percentage of usage

90% of the students who hope to receive higher school education are viewing these programs.

- a. In the past, the so-called In-school Educational Programs were broadcast in Egypt, but they were forced to stop due to the grave difficulty in repairing the receiving equipment.
- b. Since the teaching equipment in schools especially in local business schools are insufficient, the broadcast-ing of lessons by television are urgently needed.
- c. The timetables of the studios show extremely crammed schedules. Therefore, either quantitative or qualitative expansion of the programs broadcast today is simply impossible under the present circumstances.

(2) Need to increase the Hours for School Education Programs

Educational programs are now being broadcast only for the third year class students in preparatory and secondary schools; but it is hoped that the programs for the second and first year class students, too are compiled and broadcast in the future. Those for primary school pupils should also be considered. It is absolutely necessary at least to double the hours of programs which are broadcast at present or increase them by 500 hours.

500 hours correspond to 30 minutes x 4 (programs) x 5 (days)/week x 50 (weeks).

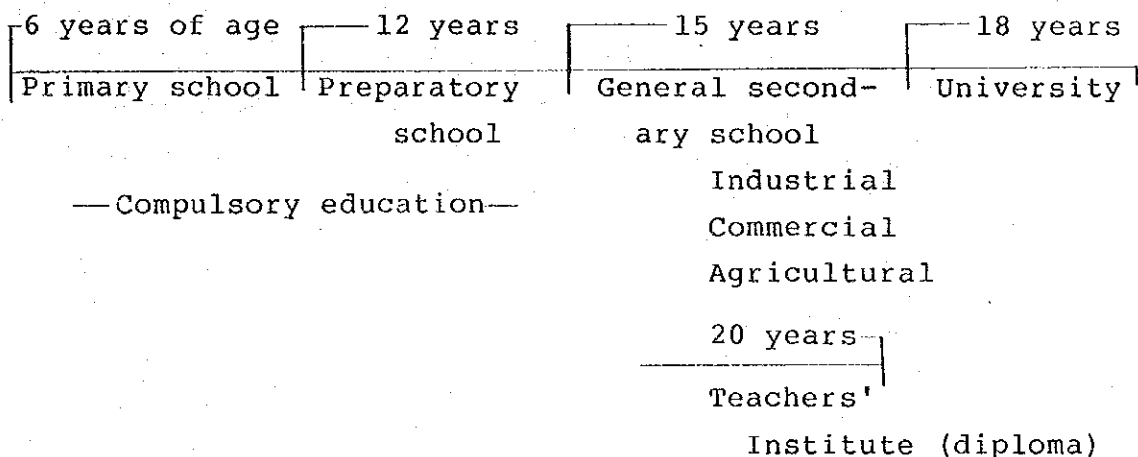
2-3-5 Programs for school teachers

In connection with the school education programs, there is also an urgent need to increase programs for school teachers.

Reasons for the necessity of these programs

Under the conventional system, a teacher's diploma is given to all those who have graduated from a five-year teachers' institute, (which is equivalent to a normal school in Japan in the past) after having graduating from preparatory school. However, since the same-level teachers have come to teach both primary and preparatory schools according to the latest change of the educational regulations, their present qualification of only having the above-mentioned diploma is not sufficient. Therefore, all the primary school teachers have newly been placed under the obligation of mastering the same-level curricula required for university students. (This system was adopted first in Cairo in 1983 and has since been expanded also outside Cairo.)

School Education System



* All the 35,000 primary school teachers today are diploma teachers.

They are all expected to master the curricula broadcast by television and radio, to attend the supplementary lectures by the university professors in education departments given at A/V centers in various districts throughout the country, and to pass the license examination. Since the university professors are very busy and the school teachers are also restricted by various rules, the above requirements are not actually being satisfied today. Therefore, the educational television programs must cover all the university curricula. (The university curricula are composed of 4 degrees; each degree is to be acquired in a year comprising 2 semesters (one from October to the end of January of the following year, and the other from February to June.)

Tentative curricula at present as to January 1986

The programs of

0.5 hours x 5 (days)/week = 2.5 hours/week on Channel 2

0.5 hours x 5 (days)/week = 2.5 hours/week on Channel 3

Produced at the studios of the Education Ministry outside ERTU, are now being broadcast, but these studios are so obsolete today that they barely function to produce all these programs, and assistance by ERTU is badly needed. Therefore, the functional capacity to produce at least 0.5 hours x 6 days/week = 3 hours/week -- 150 hours/year -- of new programs is absolutely needed in the future.

2-3-6 Programs to cope with the problem of the illiterate adults

10 minutes x 6 (days)/week x 50 (weeks) = 50 hours

As mentioned above, the number of university graduates is increasing year by year; at the same time, there are a considerable number of illiterate people. Although the utterly illiterate are 56 % of the total population, the figure reaches 76 % when those with their scholastic ability lower than that of primary school pupils are included.

For these illiterate adults, ERTU has been broadcasting since 1973 a 20-minute Arabic language program and a 10-minute simple mathematics program (both including a rebroadcasting once a week) for 9 months each year. Those who have watched these programs continuously for 9 months, studied hard for themselves and passed the examination given by the Education Ministry can receive a completion certificate.

Because of the lack of studios, however, they are allocated for these programs only once a week (for half a day); and it is very difficult to change old programs or produce new programs satisfactorily.

It is, therefore, necessary to allocate studios regularly for the production so as to be able to broadcast a 10-minute new program daily for 6 days a week.

It is hoped to effectively compile in this program the lessons on traffic manners so as to prevent congestion in the streets and traffic accidents in Cairo (an average of 10 people falling victim to traffic accidents daily), and the lessons on first aid treatment at the time of accidents, etc.

2-3-7 Programs for Children

Since the children in Egypt are very fond of television, and the parents are eager to give their children good education, ERTU is broadcasting a considerably large number of children's programs.

On Channel 1, a 20-minute program is broadcast every morning (11:40 - 12:00) (from Saturday through Thursday), and a 30-minute afternoon program is broadcast (16:00 - 16:30) (from Saturday through Thursday), and another one-hour program (10:15 - 11:15) (on Friday.)

On Channel 2, a one-hour morning program (10:10 - 11:00) is broadcast (on Sunday), and a 30-minute afternoon program (16:40 - 17:10) (from Saturday through Wednesday), and another 45-minute afternoon program (13:15 - 14:00) (on Friday.)

On Channel 3, a 15-minute program is broadcast (18:05 - 18:20) every afternoon.

The contents of these programs are puppet plays, songs, semi-dramas, variety shows, circus programs, quiz programs (participated by children), foreign films, etc., most of which are imported from other countries.

Because of the lack of production studios, ERTU is unable to dub these foreign programs in Arabic, and so they are being broadcast just as they are: However, the children love to watch them. Due to the shortage of the stocked programs, many of them are rebroadcast. Therefore, strong voices are raised to present programs more suitable for the Egyptian children, and more than 1,000 letters asking for such programs are pouring into the ERTU office every week (according to ERTU producers in charge.) Many of the requests written in these

letters include the programs rich in discipline and educational contents. In fact, the children are obtaining useful knowledge from television programs, which are influencing their daily behaviors. The requests also include the criticism that foreign films are not always appropriate for the Egyptian children.

In response to the demand by the viewers expressed in the above letters, ERTU is considering the production and broadcasting of a regular daily studio program for the small children of 5-6 years of age as the preparation for these children's entrance to primary school.

It is considered urgent to start producing 125 hours of children's programs now.

30 minutes x 5 (days) x 50 (weeks)/year = 125 hours/
year

2-3-8 Foreign Language Conversation Programs

30 minutes x 6 (days)/week x 50 (weeks)/year = 150
hours/year

Egypt bounds in pyramids and other historic relics and sights, and incomes from foreign tourists form an important part of national finance.

According to the statistical Year Book, the total number of foreigners visiting Egypt each year is as many as 1,500,000, 600,000 of them are Arabs, 540,000 Europeans, 220,000 Americans, and the remaining 130,000 of other nationalities.

However, as far as concerned with ordinary Egyptians except for such as governmental officials, hotelmen who usually contact with foreigners, there are relatively few Egyptians being able to speak foreign language.

Therefore, the necessity for learning useful conversation in foreign languages is great.

ERTU considers it necessary to broadcast a 30-minute daily conversation program six times a week.

2-3-9 Vocational Education Program

30 minutes x 6 (days)/week x 50 (weeks) = 150 hours

There is a strong demand for the broadcasting of program dealing with various types of vocational education among the people, particularly those with poor academic background who live scattered throughout the country. At present a training center is operated for these people by the Ministry of Industry and the Ministry of Development and Construction, but ERTU is also considering to provide the people in local areas and those who are unable to use the government training center because of various restrictions with vocational education by television.

2-3-10 Arabic Language Study Program

30 minutes x 6 (days)/week x 50 (weeks)/year = 150 hours/year

Equally great is the demand for the Arabic language study program for the foreigners living in Egypt. Many foreign students are studying at Cairo University. Many foreigners other than students are also staying in Egypt.

The broadcasting of Arabic language study program is eagerly requested by the people in other countries as they respect the Egyptians as the people who speak the orthodox Arabic language.

2-3-11 Programs for the Intellectuals

45 Minutes x 6 (days)/week x 50 (weeks) = 225 hours

Television programs are important not only for improving the educational level of the general public but also for the intellectual leaders with high academic background who are supporting the nation.

What is needed is the kind of program which provides these people with the latest information in their respective fields of work, as well as the traditional Egyptian culture. As for the contents of the programs, two 45-minute regular daily programs for three different fields of culture, economy and science for six days a week are necessary.

2-3-12 Production of Commercial Spots

Commercial spots are provided in the statute in Egypt to be produced by ERTU, but because of the lack of studios, ERTU has had to depend on the private productions for this task. There are about 20 such productions in Egypt, and they are producing some 1,200 commercial spots.

It is, therefore, desired for the new Television Center to increase its income by producing commercial spots without giving too much damage to these private productions.

The number of commercial spots to be produced by ERTU for the time being will be limited to about 400 or 1/3 of all the 1,200 spots.

Incidentally, ERTU is annually broadcasting less than 400 hours of commercial spots, in the fiscal 1984-1985, it raised a profit of 26.6 MLE or 23.6 % of its total income of 77 MLE from commercial spots.

2-3-13 Demand for Future Program Production and Urgent
Demand for 2,100 hours of New Programs

In addition to the above mentioned newly required programs, ERTU needs further more programs to supply the Ch-3 broadcasting which started from 6th Oct., 1985.

As the public demands for each of ERTU's TV programs are diversifying year by year, the existing two channels cannot meet for the various demands. Each educational and cultural program aiming at working youngsters, school teachers, intellectuals, and so on should be broadcast on the preferable time for the respective viewers. The start of the Ch-3 is based on the such circumstances, and consequently Ch-3 can meet with the local inhabitants' request related to each regional area in this vast country.

Although, it has broadcast 2 - 4 hours a day from 18:00 as the initial stage, it, of course, needs more programs in the future. 30% of which are to be produced at Cairo.

Besides that, ERTU has a future plan to extend its broadcasting time totaled 10 hours a day including Ch-1 and Ch-2. However, to realize those request at one time is difficult in terms of financial condition and its large amount of production scale.

Therefore, necessary programs mentioned in item 2-3 which are:

Programs to replace foreign movies	500 hours
Morning serial home drama	100
School education program	500
School teacher's program	150
Children's program	125
Illiterates education program	50
Vocational program	150
Foreign language program	150
Standard Arabic program	150
For Intellectuals program	225
<hr/>	
Total	2,100 hours

The totaled 2,100 hours is a minimum, but essential quantity in order to respond not only for the nation's demands but also for the expectation of neighbouring Arab countries which ERTU has cultivated so far for long years.

2-4 Limitation of the Existing Cairo TV Center for the Increase of Program Production

In order to realize the 2,100 hours of more program production, it requires 13 numbers of TV studios. However, the additional construction of the existing Cairo TV Center building is impossible from the present architectural condition of the building and the surrounding city conditions.

As mentioned before, this building was designed and constructed in the late 1950s, when black and white TV had just started, so that no consideration of recent program production methods such as VTR cut by cut recording and the colornization on its studio layout has been taken.

Accordingly, the efficiency of the program production in Cairo TV Center is very low from an international point of view. Most serious problem is lack of space related to the scenery set making area and the decor storing area, and besides the access between the decor area and studio floor is poor. Furthermore, the building has elapsed already 25 years, and the functions of electric power and air-conditions has superanuated and has no more capability for the additional loads. To add more 13 TV studios to the existing Cairo TV Center's building which includes 12 TV studios, naturally it requires additional land adjacent to the building that is extremely difficult due to over populated mid Cairo City.

---- incidentally, the land cost next to the building is said more than 2,000 LE/m² or 5,000 LE/m² ----

ERTU had managed to acquired some of its neighbouring land, and is carrying out the expansion works for additional decor area and car parking area, but which are only a small remedy for ERTU's demands.

Under such circumstances, ERTU had decided to build a new TV Production Center at 6th Oct. City among 5 satellite cities surrounding Cairo where ERTU purchased a land as large as 2 million m².

Egypt Government has asked to make survey and planning of the New TV Center to the Government of Japan.

2-5 Effective System in the New Television Center and the Entirely New Administrative System

According to the president of ERTU, Mr. Hussein Mohamed Enan, the New Television Center is an organization which belongs to ERTU, but will also be operated as a profit seeking company, financially independent of ERTU.

Its position will be the same as the Sono Company, which is dubbing educational video and sound materials (A/V tapes) while belonging to ERTU. Since the new television center is a profit-seeking company, the wages of its workers will be decided just as in other private companies, independent of the wages of the employees of the present Cairo Headquarters of ERTU.

The wages at the new Television Centers consist of regular pays and contract pays, which are decided according to the respective skills and jobs of its workers. Some of them are regular ERTU employees while others are temporary workers employed only for a certain period on contract basis.

At the New Television Center, Friday, which is a holiday at the present Cairo Headquarters, is a working day (for the purpose of effective use of studios.)

With the latest-model program production equipment and well-organized and yet compact and effective daily

administrative system, as well as the rationally planned layout of the buildings. the new Television Center can produce more and better programs with its productivity twice as much as those produced at the present Cairo Television Center.

ERTU has already bought a site for the new Television Center buildings in 6th Oct City, and decided to buy houses for the construction staff. New houses are now being built rapidly in the city. Four thousand houses are scheduled to be completed by the end of 1985. The number of new houses in the city will continue to increase year by year, and at the end 6th Oct City will become very large, having a population of 500,000 or 600,000 people.

It is planned to build 6th Oct City in the midst of a desert 25 kilometers west of Cairo City. The place once had rivers which had appeared as a result of the floods of the Nile; therefore, it can be turned into a green area again if only enough irrigation water is supplied. At present construction work is under way to draw the irrigation water there from the Nile by use of big service pipes one meter's diameter; several wells have also been dug, and so a part of the land is already being turned into a green area.

Power transmission lines and power plants have also been built, the planning of streets has been examined carefully, and the construction of infrastructures is steadily under way.

The site for the new Television Center is located along the highway leading toward Cairo City, and its buildings will be constructed closer to Cairo in the new city. The area of the new center is as spacious as 2 million m² (600,000 tsubo.) ERTU plans to build at

the site of the new Television Center a hotel near the studio complex for the actors and actresses who will stay for some certain days to produce programs in the New TV Center.

Another reason why ERTU has chosen this particular spot as the site of the new Television Center is that an open shooting area can be utilizing the immense space. There, all kinds of open sets can be arranged, and magnificent shoots with the desert as a background can easily be available.

Such outdoor shootings are of course impossible in Cairo City where many spectators will immediately surround the scenes and disturb the shootings.

The Annual Book Summary of Egyptian Radio & TV Union (1984/1985) is attached in the end of this part as ANNEX 2-1.

A N N E X

**THE ANNUAL BOOK SUMMARY
OF
EGYPTIAN RADIO & T.V. UNION**

- The Radio & T.V. Union is a general independent body with its legal entity. It undertakes the responsibility of managing the affairs of radio and television in the Arab Republic of Egypt.

Function of the Union :

The union is meant to make all audio-visual services meet adequately the requirements of the community and attain its objectives.

Statute of Administration :

The union had been provided by a system of management by the law number 13 year 1979 which guarantees participation through :-

- A General Assembly.
- A board of trustees.
- A board for delegate members.

Broadcasting Systems :

The union applies the most modern systems and organization in the domain of audio-visual services such as :

- The network organizational system in the Broadcasting service which includes seven networks.
- The system of fully independent channels in the T.V. service (they include three channels the third of which began transmission on 6th of October).
- Such organization ensures meeting the needs of all viewers and listeners and to meet all or most tastes.

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Transmission :

Remarkable achievements have been made in the domain of transmission, the most prominent of which were.

- Transmission with frequencies covering every and all places within Egypt, and furthermore monitored and viewed in such neighbour countries as Saudi Arabia, Jordan, Syria, Lebanon, Israel and Libya.
- Extra powerful broadcasting stations with transmission that could be monitored around the Globe.
- The union kept its pioneering position in the middle east by taking the lead in using the first Microwave network in the entire region.
- Most up to-date technology in the field of communication and in using solar power in feeding microwave networks.

International Relation Domain :

- The Federation is enjoying strong and close ties with the similar services in the Arab world and abroad, ties that serves cooperation in domains of exchanging programmes, mutual production, training and the exchange of experience.
- The union enjoys as well full membership in most similar bodies, regional and international, and it usually participates in most conferences and festivals related to broadcasting and T.V. activities.
- The department that deals with international relations submits many and various studies, researches and papers in the field of communication in its wider meaning (including of course the field of satellites).
- The Union has in fact many of the most versed experts in communication particularly in all kinds of broadcasting service activities.

This advantage is fortunately felt not only in Egypt. but in roughly all the Arab broadcasting services which are always enjoying the Egyptian experience in the engineering broadcasting and managerial fields related to broadcasting services.

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Achievements of Union's Sectors

I --- The Radio

The transmission hours of the local networks totalled 159 hours and 42 minutes, distributed as follows :

Networks and transmission

<i>Local Networks</i>	Transmission		Percentage of total %
	H	M	
The principal network	24	—	15,03 %
The voice of Arabs	27	30	17,22 %
The commercial	13	45	8,61 %
The cultural	32	2	20,04 %
The Religious	19	—	11,90 %
The local	43	25	27,20 %
	159	42	100,00 %

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Overseas Programme

The network transmits with thirty three languages to cover almost all regions of the globe. the daily hours of transmission are 52 H.& 30 M. Through 41 Services.

	H	M	Percentage of total %
For Asia and the mideast	14	15	27,14 %
For Africa	30	19	37,14 %
For Europe	4	45	9,05 %
For North and South America	9	—	17,14 %
Hebrew	5	—	9,53 %
	52	30	100,00 %

The Studios :

- 6 Studios for live broadcasting.
- 18 Studios for montage, interviews and speakers.
- 4 Studios for drama.
- 7 Studios for Music.
- 10 Studios for News.
- 10 cabins for monitoring political news.
- 7 cabins for correspondents and reports.
- The main control room.

Stations :

- 102 transmission stations with a total power of 9296 k.w.

Programmes :

- The service presented 826 programmes 213 of which are new, covering 83 different events.
- The programmes cover all life sides and interests of the listeners.
- 134 programmes have been presented in the holly month of Ramadan.

Training for new staff :

During the year 84/85 professional training has been provided for 327 would-be announcers in the broadcasting service.

2 — The T.V. Sector.

The total of T.V. transmission hours in the year 84/85 was 8743 h. 54 m. The daily hours accordingly are 23 h. 57 m. on the two channels, the rate is 53.7% on channel (1) 46,3 % on channel (2).

Programme's transmission hours for a typical week

<i>Programmes</i>	<i>H</i>	<i>M</i>	<i>Percentage of total %</i>
Categories & Public programmes	26	30	25,53 %
News	20	15	19,50 %
Education, illiteracy	17	45	17,09 %
Variety, entertainment	13	50	13,32 %
Cultural	11	55	11,48 %
Religion	10	05	9,71 %
Sports	3	30	3,37 %
	103	50	100,00 %

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Note : These do not include drama and programmes of the particular events (Celebrations and the like).

Studios :

The studios inside T.V. broadcasting building in Maspiro, Cairo are 12 studios equipped with up-to-date technology and scientific facilities, the studios themselves are the most huge in the area. They are five studios for drama production and varieties they take the numbers (1- 2- 5- 6- 10).

- Three studios for programmes — production number (3- 4- 12).
- Three. announcer studios.
- One studio for news.
- The T.V. received 924. satellite messages totaled 445 hours and transmitted from its stations 161 messages totaled 64 h. 30 m.
- T.V. transmission stations are 62 with a total power of 329.2 K.W.
- Educational, Programmes showed in the T.V. screen during the fiscal year 84/85 have taken 475 hours. Transmission of documentary films totalled 56 hours Compared With 15 hours in the year 1980.
- The central department of news in the T.V. service receives two daily messages Via the satellite of the European Broadcasting Union besides 4000 news agency dispatches out of which comprehensive newscasts are shown in the screen.
- The programmes shown weekly on the T.V. screen totaled 134 besides programmes of special events and the drama (Arabic and Foreign). They take 104 hours of transmission in total.
- T.V. Films produced 46 works that had taken 63 h. 25 m. of transmission besides 34 works produced by the video-production service. These include Episodes — plays — short stories. 1420 hours of foreign films, 1820 hours of films, songs from T.V. production have been shown.

Sector of Economic and Financial Affairs

— The revenues of the sector totalled 77,002.865 L.E. in the fiscal year 1984/1985 and could be tabled as follows.

Revenues		
Source	Sums	Percentage of total %
Advertisements	26,657,644	34,62 %
Marketing	10,110,146	13,13 %
Educational, informational services	20,300,000	26,36 %
Broadcasting fees	5,539,392	7,19 %
Other revenues	14,395,683	18,70 %
	77,002,865	100,00 %

Notice

These revenues are 38.22 % more than the precedent year.

Hours of Programmes Marketed and Advertised

Programmes marketed abroad in hours :

A total of 5790 hours in the fiscal year 1984/1985.

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Advertisements :

The total of hours reserved have not surpassed 400 hours in the same fiscal year.

Notice : The T.V. service has dealings with twenty adv. agencies besides the direct dealing with agents.

Prices of advertisements in the T.V. service

Ordinary timing		Extraordinary timing	
Channel one	Channel two	Time in seconds	
L.E.	L.E.	L.E.	
260	240	150	10
400	360	220	20
400	540	300	30
720	800	400	45
800	900	500	60

Notice :

T.V. programmes are marketed to fourteen Arab T.V. services.

- Efforts are being made to open foreign markets.
- Hours marketed in the fiscal year 84/85 totalled 5790 hours.

4 — Broadcast Engineering Sector

- Broadcast Engineering sector is keeping pace with the technological evolution in the field of Electronics usages through using modern methods as satellites.
- Performing engineering and technical studies and researches to make available and useful the Egyptian information services.

- The usage of medium, short, ultra waves (frequency F.M.).
- Operating and maintaining Radio & T.V. studios and supplying them with sound effects (sterio) and optical effects and the ultra modern apparatus for recrding and modern tables of multiplied channels for controlling sound and sound control apparatus in addition to sound automation apparatus and the most modern electronic sound effects.
- Projects are existing all over the republic according to objective plans.
 Like such zones, remote for broadcasting transmission were supplied with microwaves Networks and transmission centres, in addition to developing T.V. apparatus in the field of News gathering, exterior photography and recordings.
- In the field of regional broadcating, the engineering sector has completed the establishment of North & South Sinai Radio-Stations.
- The sector also replaced studios in Alex. Radio station and two tables of montage at Mid Delta Station.
- Working is going on in the extensions in the Radio & T.V. Building.
- In coordination with Japan the sector is following up the establishment of the new Centre of T.V. production at the city of 6th October.

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Broadcasting and T.V. Transmission Stations during the year 1984/1985.

T. V.

	<i>Station No.</i>	<i>Capacity in K.W.</i>
Channel one	31	164,6
Channel two	31	164,6
Total	62	329,2

Radio

Broadcasting Transmission stations	75	5771
Medium and short waves	22	3500
Modulation frequency	5	25
Total	102	9296

From the above schedule it is clear that engineering stations totalled 164 with a power of 9625,2 K. W. during the year 1984/1985.

5 — Union's Presidency

The Board of Trustees

The Board of Trustees held — during the year 1984/85 nine sessions in which 37 subjects had been discussed and studied, in addition to the permanent committees activities which also held 64 sessions in which they had studied the subjects submitted to them.

The Board of the Delegate Members

The Board of the Delegate Members also held nine sessions in which it had studied 68 subjects which included all activities of the different sectors, in addition to the annual session of the Union's General Assembly for approving the annual report on the activity of the Union and approving the Union's General Budget for the fiscal year 1984/1985.

Central Dept. of News :

- 24000 news dispatches covering all events.
- Immediate Communicating.
- It issued 200 News and analysis' Bulletins.
- It issued 1390 Bulletins of press and magazine news produced by the general department of Journalism from 7148 Magazines and Journals which were examined by the Department.
- The staff translated : 1692 Essays into English, French, Germany and Hebrew Languages.
- Monitored 9552 news from foreign Broadcasting services.
- Making Analysis ; of reports totalled 1250 political Reports.
- Preparing 1667 reports about local and world events.
- Preparing 315000 microfilms documents (157 films).
- Preparing 1015 folders as archives for political information.

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International Relations

After Egypt has regained its membership in E.B.U. in January 1985 as an active member after a period of absence lasted for six years. A decision had been taken of establishing a ground station for European satellite, for receiving all political News programmes, live which leads to reducing of their costs.

It is expected to start transmission at the beginning of the next year.

At the time on which the E.B.U. General Assembly was held at Napoli with the presence of forty members including Egypt. The most important subjects which raised by Conferers were :

- 1 — Establishing a ground station for receiving satellite News programmes for the moment.
- 2 — The necessity of Egyptian presence through giving Egypt the chance to show its programmes on the screens of the member - states' T.V. services as it is one of the first producers of such programmes in the region.
- 3 — To pursue the system of the right of public performance for composers and authors from now on.
- 4 — The size of informational exchange during the year 1984/1985 reached 538 Radio tapes and 915 Video tapes with an increaseg reached 142.34% for television, compared with the last year.
- 5 — Protocols and executive programmes between the Union and fourteen Nations had been signed.

The General Secretariat

Audience Researches

In the field of researches on listeners and viewers, the Union accomplished the researches approved by the committee of researches and studies which included four field researches, as follows :

- A barometer research for listening and viewing.
- A research on drama programmes in Radio & T.V.
- A research on children programmes in Radio & T.V.

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- The re-examining of educational programmes by including a sample of secondary school students from rural societies. Besides, the Research, Department had made a field study on Egyptian expatriates concerning listening to Egypt's overseas programmes.
- The programmes Following-up Department performed a great endeavour in following-up what is broadcasted in the six networks of Radio and shown on the two channels of T.V. during the year 84/85. A follow-up of 18363 hours for all Radio networks had been made, in addition to the follow-up of all T.V. programmes.

Training Activities :

The courses which had been given at the Union Training Institutes during the year 84/85 reached 56 courses attended by 1177 trainees from the Union staff and 124 trainees from abroad, in addition to 3 seminars about the Egyptian satellite attended by 245 audiences.

Staff and Employees :

The number of employees in all the sectors of Radio & T.V. Union in 31/12/1985 was 15381 employees, among them 32% females.

Their distribution in the different sectors is as follows.

	Number	Percentage of total %
Broadcasting Engineering	5777	37,55%
Television	4163	27,07 %
Radio	3482	22,07 %
The General Secretariat	863	5,61 %
Union's Presidency	535	3,48 %
Economic Sector	420	2,73 %
Radio-& T.V. Magazine	141	0,92 %

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Social Welfare :

In the domain of social welfare, the Union offers to the employees various social services through co-operative societies.

There is also a kindergarten near by Maspuro building for the service of the employees and for care of their children.

The kindergarten is supplied by a garden, a video, a television, and sport apparatus.

In the field of medical care, the Union offers all medical services to the employees. Its clinic received during the year 1984/1985 77945 patients.

There is also a first class cafeteria in the tenth floor which offers soft drinks and meals for symbolic prices for the employees.

The Union tries to raise the standard of living for the employees through raising salaries, the rate of incentives and rewards.

Good efforts have been exerted in the domain of providing the employees with entertainment, internal tours and recreational facilities, in addition to pilgrimage and Omra holly trips.

PART 3

PROGRAM COMPILATION
AND PRODUCTION PLAN

3. PROGRAM COMPILATION & PRODUCTION PLAN

3-1 Program Production in the New TV Center

3-1-1 Present Condition of the Cairo Center and its Future

As described in Part 2, there is a strong demand for TV broadcasting in Egypt; therefore, ERTU is now very enthusiastic about the improvement of its service. Nevertheless, the present Cairo Center has very limited space for extending its facilities due to the unfavorable condition of its location. In addition, the Center is still utilizing old building and equipment in poor condition; therefore, it would be difficult either to produce more programs or to improve the quality of existing programs.

Since the Cairo Center is currently facing such problems, ERTU expects the establishment of the New TV Center. Even after the New TV Center is established, the existing ERTU building in Cairo will continue its service as the Headquarter of the ERTU and also as the broadcasting center including management section and radio section (domestic service and overseas service.)

All programs produced in the New TV Center will be sent first to the Cairo Center, from where the programs will be transmitted and broadcast to the whole country. In the future, the existing Cairo Center will continue its operation, and will continue to produce programs at its present level.

3-1-2 Role of the New TV Center

The aim is to promote the production of new types of programs by utilizing the latest production methods in the newly established TV Center.

The New TV Center should be an independent sector in the entire ERTU organization. The existing Cairo Broadcasting Center produces 15 minutes of drama in a studio per day. As can be seen from this example, program production is not very efficient. Some of the factors leading to this inefficiency are: (1) Lack of space related to the scenery set making area and the decore storing area. (2) Poor access between the decore area and studio floor. (3) The superanuated production facilities. Keeping the above-mentioned problems in mind, the New Tv Center should be operated as a center where completely new idea of program production is introduced. In order to produce the programs efficiently the following devices are recommended: (1) The replacement of the conventional film production system with the latest video system, EFP (Electronic Field Pick-up). (2) The use of an off-line editing method which would improve the quality of programs and increase the efficiency of the facilities. (3) The rationalization of operation & maintenance system of equipment so that program production is not affected by equipment malfunction. (4) The establishment of a new operation system in which programs could be produced even on hoiydays, Fridays and Saturdays. By utilizing the devices listed above, the New TV Center could function as a center where new types of TV programs are produced.

In the New TV Center, it is targetted that programs be produced as follows:

- (1) Dramatized educational programs ----- 30 min./day in one studio
- (2) General educational & cultural programs ----- over 60 min./day
(2 or 3 30 min. programs)

The New TV Center will be constructed in two phases. Soon after the first phase of the construction is completed, the New TV Center will begin operations. However, at this stage, it would be impossible to produce 2,100 hours of programs. Therefore, consideration should be given as to what kinds of programs are to be produced there on the first stage and the second stage, and how the TV studios should be utilized. When the first phase of construction is complete, production should be begun on the most essential programs.

3-2 Program to be produced in the New TV Center

Presently, ERTU broadcasts approximately 10 hours per day through Ch. 1 and 2 each, and approximately 2 hours per day through Ch. 3; a total of 8,000 to 9,000 hours a year. In the existing Cairo Center, programs produced are equivalent to only 1,900 hours per year. For the rest of the broadcasting hours, imported programs or re-runs of old programs are telecast. Therefore, the first task for the ERTU is to replace those imported programs by its own programs in evening prime-time. In this item what kinds of programs should be produced after the completion of the first phase and what kinds of programs might be required after the second phase are discussed.

(1) Dramatized morning serial program

This program aims to be most related to the majority of the viewers and to be the mental food for the nation. At 7:30 in the morning, before office-going hour, 20-minute serial programs will be broadcast 6 days a week, and is considered to be repeated at noon.

Estimated broadcasting hour, 100 hours per year.

$$20 \text{ min.} \times 6 \text{ D} \times 50 \text{ W} = 100 \text{ H/Y}$$

(2) Dramatized evening serial program

This serial program in drama style offers cultural and educational subjects to the people in evening prime time.

Existing foreign or domestic movie programs will be replaced by this serial program.

45-minute programs are scheduled to be broadcast 6 days a week, yearly 225 hours.

$$45 \text{ min.} \times 6 \text{ D} \times 50 \text{ W} = 225 \text{ H/Y}$$

(3) Dramatized special feature program

Aiming at adults, and focussing on the current topics which would be discussed in family all together, this program will be telecast at a fixed time on fixed day every week.

Various kinds of home and foreign affairs and current topics are discussed in this program, which will be composed in drama style for easy understanding of the majority.

This program will replace the existing foreign program telecast in evening prime time.

As for the provisional planning, this program will consist of one 1.5-hour program and four 1-hour programs weekly, 225 hours yearly. These programs may have a flexibility of compilation of broadcasting hour in accordance with the contents of the program or the urgency of the topics.

$$(1.5 \text{ H} \times 1 \text{ Prog.} + 1 \text{ H} \times 4 \text{ Progs.}) \times 50 \text{ W} = 275 \text{ H/Y}$$

(4) School programs

ERTU used to broadcast in-school educational programs, but the practice was abandoned fifteen years ago because most of the schools, particularly those in remote areas, suffered from difficulties in the maintenance of their TV sets. Educational programs for schools which are currently under production by ERTU are all for the use of students for their home study. These educational programs are exclusively provided for the students of the highest grade of preparatory school and secondary school. These programs are for those students of the highest grade who want to be successful in entering upper schools. ERTU is now trying to expand the range of its service so that the programs may also be appropriate for the lower grade students. When the New TV Center is completed, ERTU expects to broadcast 500 hours of school programs per year.

$$0.5 \text{ H} \times 4 \text{ programs/D} \times 5 \text{ D} \times 50 \text{ W} = 500 \text{ H/Y}$$

(5) Teachers' programs

According to the recent regulation, every primary school has to cover university level curriculum, so that he can get required qualification by this program. This program is to be broadcast for 30 minutes every day regularly: 150 hours per year. Therefore, programs aimed at teachers are scheduled to be broadcast for 30 min. every day regularly: 150 hours per year.

$$0.5 \text{ H} \times 6 \text{ D} \times 50 \text{ W} = 150 \text{ H/Y}$$

(6) 10-minute program for adult education

This program is mainly for illiterate persons who need to acquire indispensable knowledge such as "public morals," "health and insurance," "first aid" and so forth, in order to lead an ordinary social life. The program introduces necessary information within ten min., and it will be broadcast every day at the same time.

$$10 \text{ min.} \times 6 \text{ D} \times 50 \text{ W} = 50 \text{ H/Y}$$

(7) Children's programs

ERTU telecasts a large number of programs solely for children through Ch. 1, Ch. 2, and Ch. 3 every day. However, some of the programs are imported, and some are repeats. Therefore, one of the goals in utilizing the New TV Center is to produce appropriate programs for children. Those programs are necessary in order to improve the educational system for children who bear the future of Egypt. In the actual program producing situation, a large number of children and their parents are expected to come to the studio; various creative production methods will be required. Therefore, a large studio of at least 600 m² is required. 30-minute programs are to be broadcast five days every week, the total estimation of broadcasting hours would be 125 hours a year.

$$0.5 \text{ H} \times 5 \text{ D} \times 50 \text{ W} = 125 \text{ H/Y}$$

(8) Foreign language programs

Due to the development of the communication network systems and to the improved air flight systems, the world is becoming smaller. In order to meet this internationalization, every broadcast organization has

begun to pay much attention to foreign language education. NHK, for example, it has educational programs for seven languages: English, German, French, Spanish, Russian, Chinese, and Korean. NHK provides various programs designed for different levels of students, ranging from programs for elementary level which are based on daily conversation, to the programs for higher level students. On the completion of the New TV Center, ERTU will be encouraged to produce foreign language programs. The estimated broadcasting time would be 150 hours per year.

$$0.5 \text{ H} \times 6 \text{ D} \times 50 \text{ W} = 150 \text{ H/Y}$$

(9) Vocational training programs

The program will help people to acquire necessary techniques and information. Estimated broadcasting hours are 150 hours per year. The broadcasting time schedule should be favorable to workers.

$$0.5 \text{ H} \times 6 \text{ D} \times 50 \text{ W} = 150 \text{ H/Y}$$

(10) Arabic language programs

The native language in Egypt is Arabic. Although many different Arabic dialects are spoken among Middle Eastern people, what is considered to be the standard Arabic language is the one spoken in Egypt. Therefore, it is important for the Egyptian people to preserve, promote their own native language. Equally great is the demand for the Arabic language program for the foreigners living in Egypt. The broadcasting of Arabic language study program is eagerly requested by the people in other countries as they respect the the Egyptians as the people who speak the orthodox Arabic language. 150 hours of broad-casting per year.

$$0.5 \text{ H} \times 6 \text{ D} \times 50 \text{ W} = 150 \text{ H/Y}$$

(11) Cultural and educational programs for adults

These programs are exclusively for people with a higher educational background, and perhaps those holding prominent positions in society. The program will provide the latest information and in-depth knowledge of various professional fields.

It is hoped that the program could also be enjoyable for the other people. It is scheduled to broadcast for 45 minutes 6 days per week.

45 min. x 6 D x 50 W = 225 H/Y

3-3 Program Compilation Plan

The construction work of the New TV Center will be divided into two phases. It will take 4 years to complete the first phase, after that, 4 more years will be taken to finish the second phase.

The programs to be produced in the New TV Center described in Item 3-2 shall be demarcated into two phases, and suitable broadcasting channel for each program are examined.

3-3-1 Programs to be produced after the Completion of the First Phase

All the programs listed in Item 3-2 are important and necessary for ERTU. Among those, some programs must be given priority for the first phase.

The programs to be produced in the first phase and the assigned broadcasting channels are as follows:

(1) Dramatized morning serial program

100 H/Y :

20 min. x 6 D x 50 W Ch. 1

(2) Dramatized feature program

175 H/Y (out of 225 H/Y):

(1.5 H x 1 Prog. + 1 H x 2 Prog.) x 50 W.. Ch.1 & 2

(3) School education program

250 H/Y (out of 500 H/Y):

30 min. x 2 Prog. x 5 D x 50 W Ch. 3

(4) Teacher's program

150 H/Y :

30 min. x 6 D x 50 W Ch. 3

(5) Short program for adults

50 H/Y :

10 min. x 6 D x 50 W Ch. 3

(6) Children's program

125 H/Y :

30 min. x 5 D x 50 W Ch. 2

(7) Foreign language program

150 H/Y :

30 min. x 6 D x 50 W Ch. 2

(8) Vocational program

150 H/Y :

30 min. x 6 D x 50 W Ch. 1

After the completion of the first phase, total 1,150 hours of programs are to be produced yearly.

3-2-2 Programs to be produced after finishing of the Second Phase

After the finishing of the construction of the second phase, following programs will be produced in addition to the programs mentioned above.

(1) Dramatized evening serial program

225 H/Y :

45 min. x 6 D x 50 W Ch. 2

(2) Dramatized feature drama

100 H/Y : (the rest of first phase)

1 H x 2 Prog. x 50 W Ch.1 & 2

(3) School education program

250 H/Y : (the rest of first phase)

30 min x 2 Prog. x 5 D x 50 W Ch. 3

(4) Arabic language program

150 H/Y :

30 min. x 6 D x 50 W Ch. 2

(5) Sophisticated cultural program

225 H/Y :

45 min. x 6 D x 50 W Ch. 3

After the second phase, 950 hours of programs will be produced in addition to the first phase. Total hours of the programs to be produced in the New TV Center will reach 2,100 hours per year. (refer to Table 3-1)

Program compilation plan after the completion of the New TV Center is provisionally shown in Table 3-2~3-4.

DEMARCATON OF PROGRAMS TO PHASE I & II

Table 3-1

	Phase I (hours)	Phase II (hours)
Dramatized Educational Program	Special Educational (ST-No.1) 175 Morning Serial (ST-No.2 & No.6) 100 275	Special Educational (ST-No.1 & No.3) 275 Morning Serial (ST-No.2 & No.6) 100 Evening Serial (ST-No.4 & No.5) 225 600
General Program	Children (ST-No.6) 125 School Education (ST-No.3) 250 Teacher's & Short Prog. for Adult (ST-No.4) 200 Vocational Foreign Language (ST-No.5) 300 875	Children (ST-No.6) 125 School Education (ST-No.7 & No.8) 500 Teacher's & Short Prog. for Adult (ST-No.9) 200 Vocational, Foreign Language National Language (ST-No.10 & No.11) 450 Sophisticated Culture (ST-No.12) 225 1,500
Total	6 Studios 1,150	13 Studios 2,100

DEVELOPMENT PLAN OF BROADCASTING PROGRAM (I) TABLE

Table 3-2

	SAT	SUN	MON	TUE	WED	THU	FRI	
7:00	Vocational Prog (Phase I)							7:00
8:00	Morning Serial Drama (Phase I)							8:00
9:00								9:00
10:00								10:00
11:00								11:00
12:00	Morning Serial Drama (Phase I) Repeat							12:00
13:00								13:00
14:00								14:00
15:00								15:00
16:00								16:00
17:00								17:00
18:00								18:00
19:00								19:00
20:00	Adult Short Prog (Phase I)							20:00
21:00								21:00
22:00								22:00
23:00	Special Drama (Phase I)					Special Drama (Phase I)	Special Drama (Phase II)	23:00
24:00								24:00

DEVELOPMENT PLAN OF BROADCASTING PROGRAM (2) TABLE

Table 3 - 3

	SAT	SUN	MON	TUE	WED	THU	FRI	
6:00	Arabic Language Study (Phase II)							6:00
7:00	Foreign Language (Phase I)							7:00
8:00								8:00
9:00								9:00
10:00								10:00
11:00								11:00
12:00								12:00
13:00								13:00
14:00								14:00
15:00								15:00
16:00								16:00
17:00								17:00
18:00	Children		Children's Prog (Phase I)					18:00
19:00								19:00
20:00	Evening Serial Drama (Phase II)							20:00
21:00								21:00
22:00								22:00
23:00		Special Drama (Phase I)					Special Drama (Phase II)	23:00

DEVELOPMENT PLAN OF BROADCASTING PROGRAM (3) TABLE

Table 3-4

	SAT	SUN	MON	TUE	WED	THU	FRI	
6:00								6:00
7:00								7:00
8:00								8:00
9:00								9:00
10:00								10:00
11:00								11:00
12:00								12:00
13:00								13:00
14:00								14:00
15:00								15:00
16:00								16:00
17:00								17:00
18:00								18:00
19:00								19:00
20:00								20:00
21:00								21:00
22:00								22:00
23:00								23:00

School Education (Phase II)
School Education (Phase I)

Teacher's Prog (Phase I)
Sophisticated Culture Prog for Adult (Phase II)

TABLE OF STUDIO ARRANGEMENT FOR PHASE I

Table 3-5

Studio	Month			
	1st Week	2nd Week	3rd Week	4th Week
NO	Special Feature Prog 1 & 2 (1 ^H x 2 ^{Prog} x 50 ^W)			
1	Decor → LS ←	6D → LS ←	6D → LS ←	6D → * * *
2	Special Feature Prog 3 (1.5 ^H x 50 ^W)	7D → LS ←	7D → LS ←	Morning Serial Prog (20 ^{Min} x 6 ^D x 50 ^W) Decor → LS ← 6D
3	School Education (0.5 ^H x 2 ^{Prog} x 50 ^W)	5D → *	5D → *	5D → *
4	Teachers Prog (0.5 ^H x 6 ^D x 50 ^W) & Short Prog (10 ^{Min} x 6 ^D x 50 ^W)	IC 3D → * ST ← *	IC 3D → * ST ← *	IC 3D → * ST ← *
5	Foreign Language & Vocational (0.5 ^H x 6 ^D x 50 ^W)	FL 3D → VO 3D → *	FL 3D → VO 3D → *	FL 3D → VO 3D → *
6	Morning Serial Prog	Decor → LS ←	Decor → LS ←	Decor → LS ←

Prog. Production Schedule : Phase I

- 1 Special Feature Prog 1 & 2 0.5^H x 18^D x 11.5^M = 100 ¼
- 2 Special Feature Prog 3 0.5^H x 14^D x 11.5^M = 75 ¾
- 3 Morning Serial Prog 0.5^H x 18^D x 11.5^M = 100 ¼
- 4 Children's Prog 1^H x 6^D x 25^W = 130 ¾
- 5 School Education 1^H x 5^D x 50^W = 250 ½
- 6 Teachers Prog 1^H x 3^D x 50^W = 150 ½
- 7 Short Prog 1^H x 1^D x 50^W = 50 ½
- 8 Foreign Language 1^H x 3^D x 50^W = 150 ½
- 9 Vocational 1^H x 3^D x 50^W = 150 ½

TABLE OF STUDIO ARRANGEMENT FOR PHASE II

Table 3-6(1)

Studio	Month			
	1st Week	2nd Week	3rd Week	4th Week
NO	Special Feature Prog 1 & 2 (1 ^H x 2 ^{Prog} x 50 ^W)			
1	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → *
2	Special Feature Prog 3 (1.5 ^H x 50 ^W)			
	Decor → LS → 7D → LS → 7D → LS → 7D → LS → 7D → 6D →	Decor → LS → 7D → LS → 7D → LS → 7D → LS → 7D → 6D →	Decor → LS → 7D → LS → 7D → LS → 7D → LS → 7D → 6D →	Decor → LS → 7D → LS → 7D → LS → 7D → LS → 7D → 6D →
3	Special Feature Prog 4 & 5 (1 ^H x 2 ^{Prog} x 50 ^W)			
	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → *
4	Evening Serial Prog (45 ^{Min} x 6 ^D x 50 ^W)			
	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 3D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 3D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 3D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 3D → *
5	Evening Serial Prog			
	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 3D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 3D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 3D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 3D → *
6	Morning Serial Prog (20 ^{Min} x 5 ^S x 50 ^W) Children's Prog (0.5 ^H x 5 ^D x 50 ^W)			
	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 5D → Morning Serial Prog → Decor → LS → 6D → LS → 6D → LS → 6D → 5D → Children's Prog → Decor → LS → 6D → LS → 6D → LS → 6D → 5D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 5D → Morning Serial Prog → Decor → LS → 6D → LS → 6D → LS → 6D → 5D → Children's Prog → Decor → LS → 6D → LS → 6D → LS → 6D → 5D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 5D → Morning Serial Prog → Decor → LS → 6D → LS → 6D → LS → 6D → 5D → Children's Prog → Decor → LS → 6D → LS → 6D → LS → 6D → 5D → *	Decor → LS → 6D → LS → 6D → LS → 6D → LS → 6D → 5D → Morning Serial Prog → Decor → LS → 6D → LS → 6D → LS → 6D → 5D → Children's Prog → Decor → LS → 6D → LS → 6D → LS → 6D → 5D → *

Prog Production Schedule : Phase I

- 1 Special Feature Prog 1 & 2 0.5^H x 18^D x 11.5^M = 100 $\frac{H}{Y}$ 5 Evening Serial Prog 0.5^H x 20^D x 25^M x 11.5^M = 225 $\frac{H}{Y}$
- 2 Special Feature Prog 3 0.5^H x 14^D x 11.5^M = 75 $\frac{H}{Y}$ 6 Children's Prog 1^H x 6^D x 25^M = 130 $\frac{H}{Y}$
- 3 Special Feature Prog 4 & 5 0.5^H x 18^D x 11.5^M = 100 $\frac{H}{Y}$
- 4 Morning Serial Prog 0.5^H x 18^D x 11.5^M = 100 $\frac{H}{Y}$

TABLE OF STUDIO ARRANGEMENT FOR PHASE II

Table 3-6 (2)

Studio	Month			
	1st Week	2nd Week	3rd Week	4th Week
NO	School Education (0.5 ^H x 4 ^{Prog} x 5 ^D x 50)			
7	5D → *	5D → *	5D → *	5D → *
8	School Education			
	5D → *	5D → *	5D → *	5D → *
9	Teacher's Prog (0.5 ^H x 6 ^D x 50 ^W)	Short Prog		
	TC 3D → * ST → *	TC 3D → * ST → *	TC 3D → * ST → *	TC 3D → * ST → *
10	Foreign Language & Vocational (0.5 ^H x 6 ^D x 50 ^W)			
	* FL 3D → VO 3D → * FL 3D →	* FL 3D →	* FL 3D → VO 3D → * FL 3D →	* FL 3D →
11	Arabic Language & Vocational (0.5 ^H x 6 ^D x 50 ^W)			
	* NL 3D →	* NL 3D → VO 3D →	* NL 3D →	* NL 3D → VO 3D →
12	Sophisticated Culture Prog (45 ^{Min} x 6 ^D x 50 ^W)			
	6D →	6D →	6D →	6D →
13	Commercial & Urgent Use			
	* * * * *	* * * * *	* * * * *	* * * * *

Prog. Production Schedule : Phase II

- 1 School Education: 1^H x 5^D x 50^W x 2ST = 500 ^{H/Y}
- 2 Teacher's Prog: 1^H x 3^D x 50^W = 150 ^{H/Y}
- 3 Short Prog: 1^H x 50^W = 50 ^{H/Y}
- 4 Foreign Language: 1^H x 3^D x 50^W = 150 ^{H/Y}
- 5 Vocational: 1^H x 3^D x 50^W = 150 ^{H/Y}
- 6 Arabic Language: 1^H x 3^D x 50^W = 150 ^{H/Y}
- 7 Sophisticated Culture Prog: 45^{Min} x 6^D x 50^W = 225 ^{H/Y}

3-4 Required Number and Scale of TV Studios and Program Production Schedule

The above mentioned programs, which will be produced in the New TV Center, are divided into two types according to the style of the production process:

- a. Dramatized programs
- b. General educational & cultural programs

The number and the scale of the TV studios required in the New TV Center to produce these programs are examined as follows, and how to utilize these studios are also studied.

3-4-1 Required number and scale of TV studios

Table 3-6 shows a typical model of the program production schedule. As mentioned in the Item 3-1-2, 30 minutes of the Dramatized programs are produced in one studio a day.

During one month, 6 to 7 days are occupied by scenery setting and light setting. In case of the dramatized programs, the production schedule is not so stable owing to the contents of the drama and situation of the scene. But around 20 days can be estimated to be used for the actual program production. Therefore, 10 hours of the dramatized programs can be produced in one studio a month. Another half a month, every year, should be provided for the maintenance of the studio facilities. That means 11.5 months are utilized for the program production, and 115 hours of the dramatized programs can be produced per year in one studio.

Consequently, 6 studios are necessary in order to produce 600 hours of dramatized programs

$$600 \div 115 = 5.2 \longrightarrow 6$$

On the other hand, in case of the General programs, 1 hour of the program production a day should be made in one studio. As shown in Table 3-6, yearly 200 to 250 hours, 225 hours on the average, are produced in one studio.

In order to produce 1,500 hours of the General programs 7 studios are required.

$$1,500 \div 225 = 6.7 \rightarrow 7$$

As for the size of the studios, 600 m² of floor area are needed in which the Dramatized programs are produced. One of them should have 900 m² of floor area taking the special programs into consideration.

7 studios for the General programs have floor area of 300 m² each.

3-4-2 Production of dramatized program

(1) Program production

In case of dramatized program, usually a large number of scenery sets are used for the production. Therefore, large studios of over 600 m² are required. Before getting into the actual recording, scenery sets are placed in a studio. It takes 3 to 4 days for this preparation. After completion of the scenery sets, it is necessary to spend one day for studio light setting. Program production will begin from the next day. In this case, usually the studio scenes are recorded by "cut by cut" technique, and afterwards, these scenes are edited. As shown in Table 3-5, 3-6 (1), (2), 20 to 22 days are spent for the shooting in a studio. During the shooting period, due to the adjustment of scenery sets and lighting, the shooting has to be suspended for two or three days.

(2) The number of production staff

A program director (PD) of a drama, with the help of three assistants, are in charge of one drama production. The PDs are usually engaged in the one-month studio production activities prior to the post production editing and other necessary procedures for completion. After the one month production is finished, preparation for the next production begins. The outline of the procedure is explained in Table 3-6. As shown in this chart, one production team with one PD and his assistants would work together in the studio again three months after they have finished their previous studio activities. Four production teams will utilize one studio in turns, so that the studio can be used in the most efficient way for program production.

3-4-3 General educational and cultural programs

(1) Program production

Basically, general education and cultural programs are recorded basically without interruption. Since there is no need to prepare big scenery sets, the programs could be produced in a small size studio of about 300 m². According to Table 3-5, the standard production rate per day is two 30-minute programs in every studio. There are no particular programs assigned in studio 13 in the chart because it is reserved as an extra studio among the thirteen studios in the New TV Center. The extra studio would be indispensable for urgent program production, or for replacement of a fault studio. In addition, this extra studio could be used for various other activities such as personnel training, pilot program production. It could be used for commercial production.

3-4-4 Studio operation in the first and second phases

As explained in 3-1-2, the New TV Center will be constructed in two phases. In the first phase, 6 middle to large size studios of about 600 m² to 900 m² will be completed; in the second phase, 7 small studios of 300 m² are scheduled to be constructed. As mentioned in 3-3, 1,150 hours of programs in the first phase; 950 hours of programs in the second phase are scheduled for the production. As shown in Table 3-7, general educational and cultural programs which would be produced in the 600 m² studios in the first phase will be transferred into the 300 m² studios after the second phase is completed.

Taking advantage of the wide area of the studio, scenery sets of several programs are put into the studio, and 3 or 4 programs can be produced in one day.

Table 3-7

USAGE OF PROGRAM PRODUCTION STUDIO AT THE TERM OF PHASE I & PHASE II

Studio - Size	Phase I		Phase II	
	Usage	Prod. Hours	Usage	Prod. Hours
NO. 1 - 900m ²	Dramatized Educational Prog.	100	Dramatized Educational Prog.	100
NO. 2 - 600m ²	Ditto	105	Ditto	105
NO. 3 - 600m ²	General Prog.	250	Ditto	100
NO. 4 - 600m ²	Ditto	200	Ditto	} 225
NO. 5 - 600m ²	Ditto	300	Ditto	
NO. 6 - 600m ²	Dramatized / General Educational/Prog.	195	Dramatized / General Educational/Prog.	195
NO. 7 - 300m ²	_____	_____	General Prog.	} 500
NO. 8 - 300m ²	_____	_____	Ditto	
NO. 9 - 300m ²	_____	_____	Ditto	200
NO. 10 - 300m ²	_____	_____	Ditto	} 450
NO. 11 - 300m ²	_____	_____	Ditto	
NO. 12 - 300m ²	_____	_____	Ditto	225
NO. 13 - 300m ²	_____	_____	Commercial Prog.	(200)
Total	Six Studios	1,150	Thirteen Studios	2,100

3-5 Future Plan of Film Programs

Among TV programs currently produced in ERTU, film programs hold an important position. In 1984, ERTU produced 47 hours of film programs which were also provided to each broadcasting organization of the Arabian countries. Presently, ERTU does not possess any studios and processing laboratories for film production. Therefore, the installment of such facilities in the New TV Center was discussed. However, because of the worldwide trend towards the use of video, it was concluded that film developing facilities would not be necessary in the New TV Center.

Owing to the latest advancement of electronics technology, conventional outdoor shooting by 16 mm cinema camera is now being replaced year by year by the video system using small video equipment such as handy camera and VTR mounted in one body, what is called EFP (Electronic Field Production.)

In addition, because of the development of HDTV, even movies for theaters could be shot with TV cameras and using advanced electronic technology in the editing process. Later, the edited material is transformed into film and distributed to the theaters. Compared with the utilization of films, better picture quality can be obtained if videos are used. Furthermore, the application of videos makes editing more effective and improves the efficiency for production. Consequently, it is concluded that no film developing laboratory and related facilities are necessary in the New TV Center. However, the position of a film developing laboratory is displayed in the lay-out plan, just in case.

3-6 Utilization and Marketing Plans for the Programs

ERTU is the only one television broadcasting organization in Egypt. All programs produced in the New TV Center are distributed to viewers through the broadcasting network of the ERTU. Programs are contributed to improve people's knowledge and living standards. Programs produced in the New TV Center are stored as important cultural properties after broadcasting, but it is hoped that they will not simply be locked away, but that they will be introduced worldwide. Presently, many of the programs produced by ERTU are distributed to the broadcasting organizations of neighboring Arabian countries. It is relatively easy to exchange programs between Egypt and Arabian countries because there are no language barriers. In most Arabian countries the development of television is still under way. They are planning to improve television broadcasting by expanding the broadcasting time framework and by increasing the number of channels. This situation is favorable for ERTU because there is a possibility that program selling routes will be extended in the future.

The copy center of the Cairo broadcasting center is now copying programs round-the-clock in order to meet the demands of the other Arabian countries. When the programs of higher quality are being produced in the New TV Center, many will be provided to other countries. In the meantime, the money earned by selling these programs will contribute to the self-supporting system of the New TV Center as an important source of income. Program sales should be directed to public viewers as well as to overseas broadcasting organizations.

In Egypt, the number of cassette VTRs for home use is increasing every year, so that remarkable popularization is expected in the future. At present, ERTU's educational programs for schools are only designed for students at home, and not for class-room use, as previously explained. However, in consideration of the characteristics of TV educational programs, class-room utilization should be considered. In the conventional teaching method, textbooks and teachers' explanations are used to fix knowledge in students' minds. The audio-visual educational method utilizing television stimulates the perception of the students who read the educational messages by their impressions. The teacher's job is to help students organize the ideas of the message. Both school programs and general educational and cultural programs would be very appealing to students, through both their eyes and their ears. Therefore, it is hoped that the programs which are produced in the New TV Center will be utilized as video cassettes and audio-visual aids.

3-7 Commercial Programs

According to broadcasting regulations in Egypt, all commercial programs should be produced by ERTU. Nevertheless, ERTU doesn't produce any commercials due to the lack of facilities in the existing Cairo center. Presently, ERTU broadcasts 275 hours of commercial spots per year, all of which are produced by outside companies. When the New TV Center is completed, ERTU hopes to produce a certain number of commercials there. For the time being, the aim is to produce 400 30-second commercial spots. As described before, one 300 m² studio and several EFPs will be available for this production.

PART 4

PROGRAM PRODUCTIN FACILITIES

4. PROGRAM PRODUCTION FACILITIES

4-1 Scale of Studios And Their Purposes

As described in PART III of this Report, the programs to be produced in the New TV Center will reach 2,100 hours per year consisting of 600 hours of dramatized educational programs and 1,500 hours of general cultural and educational programs.

Moreover, the quality of the broadcasting programs of ERTU is required to be improved so as to contribute to the nations' life and the social demands in Egypt.

In order to attain this target, more effective and efficient way of program production must be introduced into the daily operation of the New TV Center, and the New TV Center must be equipped with the most sophisticated and moderate facilities.

4-1-1 Number of studios, size of studios

Thirteen TV studios are estimated to be necessary in order to produce yearly 2,100 hours of various programs; From the production style of the programs, these studios are classified according to the studio floor size as shown below,

Large size studio (900m ² class)	-----	1 studio
Medium size studio (600m ² class)	-----	5 studios
Small size studio (300m ² class)	-----	7 studios
Total	-----	13 studios

The large size and medium size studios are mainly used for the production of the dramatized educational programs. The small size studios are mainly for the general cultural and educational programs.

Besides the TV studios, various types of studios written below are needed to give variety to the programs and to support the various aspects of the program production requirements.

Sound recording studio	-----	3
Audio dubbing studio	-----	5
Utility studio	-----	3
Continuity studio	-----	1

4-1-2 Sound recording studio

The New TV Center must be designed so as to display its full ability as a television program production center. From this point, some audio recording studios are also necessary in the New TV Center. Music effect and sound effect are indispensable to compose the attractive programs. Therefore, it is recommended that the facilities capable for the sound recording with rich variety shall be provided in the New TV Center.

Three sound studios will be provided in the New TV Center,

- 1) Mainly for music recording (160 m²) ----- 2
- 2) Mainly for sound effect recording (120 m²) -- 1

4-1-3 Utility studio

Utility studio will be useful especially for the post-production work of the EFP programs.

After/before VTR editing work, some kinds of video processing will be needed, for example, to insert some other pictures of special effects like DVE (Digital Video Effect), computer graphic, titling and so on. These kinds of video processing works can be made in the utility studio very efficiently.

Necessary number will be 3.

4-1-4 Continuity studio

----- See Item 4-5 -----

4-1-5 Floor space for scenery set assembly

Usually, in conventional TV studio complex, the lack of the working space for the scenery set becomes a bottleneck of the program production. And it is no exception in Cairo Broadcasting Center. Counter-measures including the extension of working place are now being made, but this is far from satisfactory solution owing to the very limited space of the site and the building.

Fortunately, the New TV Center at 6th October City has a vast area of site comparing with that of existing Cairo Broadcasting Center. By utilizing this advantage, it is desirable to secure the sufficient scenery set working space on the following basis.

- (1) For large and medium size studios: about 2 times of studio floor area
- (2) For small size studios: about one and a half times of studio floor area

These space will be used for assembling and storing of the scenery sets. Besides these, the space for the workshop to produce the scenery sets should be secured.

4-1-6 Audition rooms

Some of the programs produced in the New TV Center shall be monitored or inspected by the persons or VIPs concerned. In order to facilitate the monitoring or

inspecting work, two audition rooms are needed. These rooms are utilized effectively for another activities also, such as program contest, personnel training and program research etc.

Such kinds of activities are essential in the New TV Center to improve the program quality.

One room is 200 m² and the other is 100 m².

In addition, ERTU has a censorship system. All the programs are censored before going on the air. Five small booths (monitor booths) are required in the New TV Center.

4-1-7 Connection of each studio and master control room

At the New TV Center, sometimes the special programs will be produced in more than 2 studios connected each other.

To meet this demand, every studio must have a function of multiple program production. Each studio shall be connected by cable to the others through master control room.

4-1-8 Commercial program production facilities

At the end of Phase II, about 400 spot commercial programs (30-second spots) are estimated to be produced at the New TV Center.

Spot commercial programs have various production forms characteristically. Namely, studio production, outdoor production, and production using special effect etc. But for the present, one of the small-size studios and several EFP equipments will be assigned for the spot commercial program production. Related post production facilities, such as VTR editing facilities VTR dubbing

rooms, and so forth, will also be assigned for the production.

4-2 Required Function of Video and Audio Facilities to be equipped in Each Studio

4-2-1 Location of studio sub-control room

All the studio sub-control rooms will be located on the same level of the studio floor, which concept was proposed by the JICA Team and suggested, and the ERTU side also entirely agreed from their long daily operational experience.

When this idea is realized, the access between studio control room and studio floor will be improved much for the production staff.

4-2-2 Electric capacity for studio lighting

Because of the technical progress, the sensitivity of color TV cameras have been improved remarkably. Electric capacity for the studio lighting will be designed by the criterion of 0.8 kW per 1 m² of the studio effective area.

However, about the large-size studio and the one of small-size studio will be designed by 1 kW per 1 m², taking future possibility (HDTV: High-Definition TV) into consideration.

4-2-3 Total electric capacity of studio lighting for all studios

60% of the total sum of each studio's lighting capacity will be the required power supply capacity for studio

lighting in the New TV Center.

This figure is estimated from the utilization factor of the studio.

Because, for example, all the studios will not always work at the heaviest load simultaneously, and the whole area of the studio floor will not be used all the time for the program production.

Accordingly, such figures were estimated by both of the JICA team and the ERTU side based on the past experiences.

4-2-4 Power supply by emergency generator in case of power failure

Emergency generator will be installed in preparation for power failure in the New TV Center. Capacity of the emergency generator is not enough to meet the full demands of all the production facilities. But at least, power supply should be made completely by the emergency generator as to T.O.C. (master control room and adjacent operation facilities room) and on the other hand, it should be made in order to make the program production possible to a certain extent as to the TV studios, sound recording studios and program production studios.

For detail, refer to Part 5

4-2-5 TV studio camera

Because of technical progress, various kinds of automated color TV camera (free from adjustment) have been developed every year. Recently developed camera is so stable that its failure may occur only few times a year.

The JICA Team, from the viewpoint of maintenance and operation, recommends to unify or standardize the type of the cameras throughout the New TV Center Studios since more than 50 color TV cameras are expected to be used there.

4-2-6 EFP equipment

With the remarkable advancement of the electronics technology, portable equipment in which the camera and VTR are mounted in one body has been developed for EFP, (Electronic Field Production -- field or outdoor program shooting system using small size video equipment in place of conventional film equipment.)

Although so compact and small it may be, high quality picture can be obtained and its operating condition is so stable that nowadays such compact cameras are often used with the combination of the large studio cameras offering variety to the programs. Even after the several times of the video dubbing, the picture quality does not deteriorate.

Unification or standardization of the EFP equipments is also required in order to smoothen the maintenance work and operation including the post production work.

4-2-7 Studio Lighting suspension system

Various kinds of lighting suspension systems are discussed from the viewpoint of the operation and the cost. As a result, adoption of motorized hoist system -- or motorized batten system -- was judged as suitable regarding all the studios.

From the batten, lighting instruments are suspended with pantograph or telescopic hanger.

4-2-8 Studio for children's programs

Children's program to be produced in the New TV Center is one of the most emphasized program.

A large audience will come into the studio to join the program. One medium-size (600 m²) studio will be assigned for the program production. In this studio, collapsible chairs for the audience are furnished. These collapsible chairs can be stored easily beside the studio wall when another programs' production are going on in this studio.

4-2-9 Effective height of each studio

Large-size studio must have more than 9 meters of effective height. (corresponding to the height of the cyclorama)

As for the other studios, the effective height will be 8 meters.

4-2-10 Titling device in studio

Titling device is necessary in each TV studio. Some kinds of Character Generator (Video Typewriter and character inserter) for Arabic, and English if possible, will be equipped in each studio.

4-2-11 Studio VTR and centralized VTR

Two VTRs will be installed in each studio exclusively for the studio usage. But, if more VTR needs arise, centralized VTRs in the VTR operation center will also be available for the studio production.

For this purpose the VTR operation center and each studio should be connected by cable through the master control room.

4-2-12 Telecine facility

Telecine facility is not necessary to be installed in each studio despersedly. The telecine center can be connected to each studio through the master control room. The utilization of telecine film is supposed to be decreased year by year. Recent tendency in the world shows that the film materials are transformed into video tapes previously and then used for the program production.

The film materials used for the program production seem to be limited to the old documentary films and imported materials from abroad.

Therefore, excessive Telecine installation should be avoided foreseeing the future.

The scale of studios and their facilities are shown in Table 4-1

THE SCALE OF THE STUDIOS AND THEIR FACILITIES

Table 4-1

st.	Size	Use	Cam	VTR	Aud.	L-Cap.	Eff. Height	Remarks
No. 1	900m ²	Drama	4+2	2	36 ch.	900 KW	9m	
No. 2	600m ²	Drama	3+1	2	24 ch.	450 KW	8m	
No. 3	600m ²	Drama	3+1	2	24 ch.	450 KW	8m	
No. 4	600m ²	Drama	3+1	2	24 ch.	450 KW	8m	
No. 5	600m ²	Drama	3+1	2	24 ch.	450 KW	8m	
No. 6	600m ²	Drama/ General	3+1	2	24 ch.	450 KW	8m	
No. 7	300m ²	General	3+1	2	24 ch.	300 KW	8m	
No. 8	300m ²	General	3+1	2	24 ch.	250 KW	8m	
No. 9	300m ²	General	3+1	2	24 ch.	250 KW	8m	
No.10	300m ²	General	3+1	2	24 ch.	250 KW	8m	
No.11	300m ²	General	3+1	2	24 ch.	250 KW	8m	
No.12	300m ²	General	3	2	16 ch.	250 KW	8m	
No.13	300m ²	General	3	2	16 ch.	250 KW	8m	
Conti	100m ²	Contin- uity	2	3	16 ch.	50 KW	5m	
Utility 1-3	60m ²	Post Prod.	-	3	16 ch.	-	-	including cont.RM
Dubbing 1-5	60m ²	Audio/ Lip Sync	-	-	16 ch. 8ch MATR	-	-	5 Rooms including cont.RM
Sound 1)	160m ²	Music Record	-	-	36 ch.	-	-	3 Rooms
2)	120m ²	Sound eff.	-	-	24 ch.	-	-	
3)								

4-3 EFP Equipment, Editing Machine and Post-Production Room

4-3-1 EFP equipment

It is supposed that the requirement of EFP production will increase year by year.

Program producers of various kinds of programs usually want to give variety to their programs. One of the effective way is to utilize the EFP materials.

At the end of Phase I, it is supposed that 30% of the program contents will be composed by the EFP materials replacing the conventional film. 20 chains of the EFP equipments will be required. At the end of Phase II, this number is estimated to reach up to 40 chains.

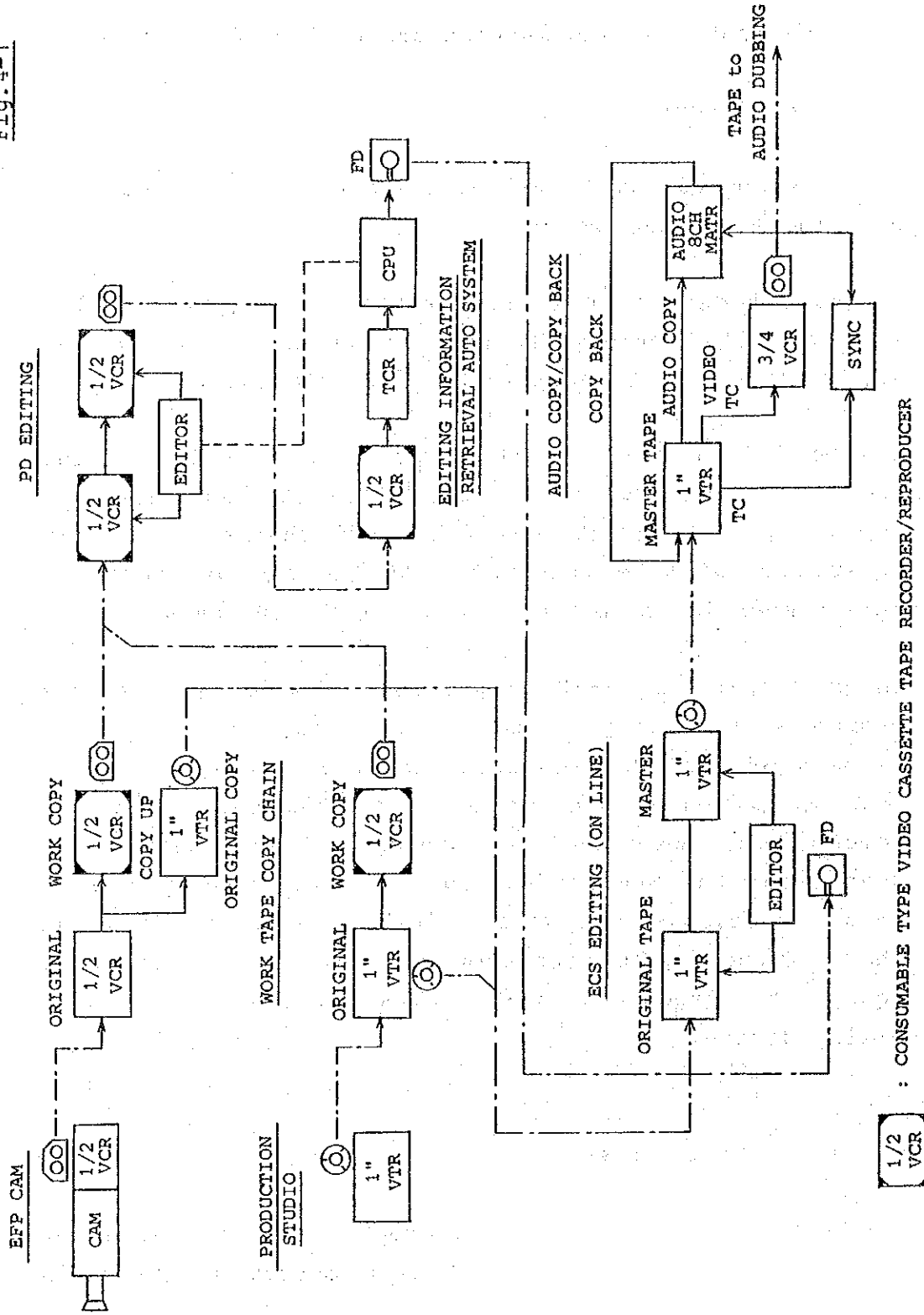
In principle, the EFP production is made by a simple system with a single camera-VTR chain, and the staff members of the EFP production carry EFP equipments with them by passenger car or other conveyances. But, in some cases, more than 2 cameras will be needed and useful for the EFP production. For the convenience of these cases, two EFP Vans will be provided. Each Van should have engine generator and some video and audio equipments, such as small video switcher and audio mixing device.

4-3-2 VTR editing system

The JICA Team recommended to adopt a new "Off-line VTR editing system". Outline of this system is shown in Fig. 4-1.

VTR EDITING SYSTEM

Fig. 4-1



: CONSUMABLE TYPE VIDEO CASSETTE TAPE RECORDER/REPRODUCER

1/2 VCR

Criteria to estimate the necessary numbers of the post production facilities are considered as follows:

- * Work tape copy VTR : 1 chain for 3 - 4 EFP chains
- * PD editing : 1 chain for 1 EFP chain
- * ECS VTR editing : 1 chain for 3 - 4 EFP chains

4-3-3 Audio dubbing

Two kinds of audio dubbing system were discussed, single system and double system. In the case of the single system, the audio dubbing work is done by using one common tape on which video signal and audio signal are recorded. On the contrary, in case of the double system, separate video tape and audio tape are used, and both the tapes run synchronously.

Taking the future development into consideration, double system will be preferable, because enough audio tracks are available than single system.

4-4 Function of Centralized Equipment Room

4-4-1 Centralized equipment room

Following centralized equipment rooms are necessary in the New TV Center.

- (1) VTR operation center
- (2) VTR editing center
- (3) Marketing video copy room
- (4) Telecine center
- (5) Others

4-4-2 VTR operation center

As described in the Item 4-2-11, the VTRs located in the VTR operation center will be connected to the studios if needs arise for the program production.

Meanwhile, all the programs produced in the New TV Center must be sent daily to the Cairo Broadcasting Center through the microwave links. Three VTRs will be occupied for that purpose.

It is expected that the international program exchange will increase year by year, and besides foreign video materials with different TV standard will be used for the programs production. At least 1 chain of system converter including VTRs of NTSC system will be needed.

The main facilities to be equipped in the VTR operation center are as follows:

(1) VTR	-----	13
Mainly for program transmission to Cairo	-----	3
for receiving in Cairo	-----	3
for studio back up	-----	4
for viewing (inspecting)	-----	2
for dubbing (F--V)	-----	1
(2) System converter	-----	1
NTSC VTR	-----	2+(2)

4-4-3 VTR editing center

For the "Off-line VTR editing system", VTR editing center will play an important role, where various VTR editing operations will be done, such as work tape copy, ECS editing (electronic control automatic editing) and audio copy/copyback and so on.

The main facilities to be equipped in the VTR editing center are as follows:

(1) Work tape copy chain	-----	12 Chains
(Original tape - work tape)		
(2) ECS VTR editing chain	-----	12 Chains
(Original tape editing)		
(3) Audio copy/copyback chain	-----	2 Chains
(For audio dubbing)		

4-4-4 Marketing video copy room

The marketing video copy room is exclusively used for tape copy for the marketing of the produced programs.

The most of the dramatized programs and considerable amount of the general cultural and educational programs are marketed mainly to the Arabic countries. The produced programs must be duplicated into various kinds of VTR tapes. VTR-tape multi copy system is needed.

Main facilities to be equipped in the marketing video copy room are as follows:

Multi copy Chain

- | | | |
|------------------------|--|----|
| (1) Play back VTR (1") | ----- | 2 |
| (2) Recording VTR | ----- | 18 |
| | (including PAL, SECAM, 1", 3/4", 1/2") | |
| (3) System convertor | ----- | 1 |
| | (PAL -- SECAM, Transcoder) | |

4-4-5 Telecine center

As described before, in the near future, it is considered that the most of the film materials will be replaced by video. But, some of the films will still remain, for example historical documentary or valuable documents and so forth. Therefore, the necessary but the least telecine equipment will be equipped in the telecine center.

In the daily operation, such kind of film materials are to be transformed previously into video, then stored and used. It is preferable.

The main facilities to be equipped in the telecine center are as follows:

- | | | |
|----------------|-------|---|
| Telecine chain | ----- | 3 |
|----------------|-------|---|

4-4-6 Others

In addition to the above-mentioned centralized equipment rooms, the common use equipments listed below and some space or rooms for them are necessary.

- 1) Sync. signal generator and distributor
- 2) Equipments for micro-wave links
- 3) Transcoder (PAL -- SECAM, for transmitting station)
- 4) Clock signal generator and distributor

These equipments had better be located adjacent to the master control room for the convenience of maintenance and operation.

4-5 Continuity Studio and Program Transmitting Facilities

4-5-1 Necessity of continuity studio

Since the New TV Center is a program production center, program transmitting facility is not necessary basically. However, when big emergency happens in the Cairo Broadcasting center, and it stops its operation, programs must be broadcast from the New TV Center.

Preparing for the emergency case, at least one continuity studio will be necessary in the New TV Center.

Room space for another two continuity studios will be secured in the building layout for the future (since ERTU broadcasts on three channels.) Except such emergency case, usually this continuity studio will be used for the program production similar to the utility studio.

4-5-2 Program sending method to Cairo Broadcasting Center

The programs produced in the New TV Center will be sent to Cairo Broadcasting Center through microwave links. The microwave link facilities needed in the New TV Center including the emergency use stated in previous item are as follows:

(1) Between the New TV Center and the Transmitting Station

2 routes --- 1 way from New TV Center to TV Transmitting Station

1 route --- 1 way from TV Transmitting Station to New TV Center

(2) Between the New TV Center and the Cairo Center

2 routes --- 2 ways

4-5-3 Communication system between New TV center and Cairo broadcasting center

The exclusive communication system for ERTU between the New TV center and Cairo broadcasting center will be provided by ERTU's self support in addition to the public telephone service.

The UHF-band multiplex radio telephone system having 5 to 10 channels in capacity will be adopted in this system and each channel will be connected through individual small scale PABX for this system in both centers.

It is added that each telephone channel of this system does not link to the public telephone channels.

4-6 Necessity of Film Development Facilities

Refer to PART III (3-5).

4-7 Storing System for Films and VTR Tapes

4-7-1 Location of storing

- (1) Film and VTR materials to be used for the program production must be stored in the New TV Center
- (2) Produced packaged program tapes will also be stored in the New TV Center.

* Produced packaged programs will be sent to the Cairo Broadcasting Center through micro-wave links as mentioned before, and then the VTR tapes will be stored in the Cairo Broadcasting Center also.

4-7-2 Estimation of quantity of stored materials and storing space

Foreseeing 10 years from now on, quantity of the stored VTR tapes is estimated as follows:

(1) Produced programs

All the produced programs will be stored for 10 years
 $2,100 \text{ Hr/Y} \times 10 \text{ Y} = 21,000 \text{ Hr.}$

(2) Raw program materials

Drama	600 Hr	x	4	=	2,400 Hr
General	1,500 Hr	x	2	=	3,000 Hr

- (3) Marketing programs (Including exchange program)
- | | | | |
|---------|--------|--------------|------------|
| Drama | 600 Hr | x 10 country | = 6,000 Hr |
| General | 500 Hr | x 10 country | = 5,000 Hr |

(4) Total _____
approx. 36,000 Hr

For the tapes of 36,000 hours' programs, 2,000 m² of storing space will be necessary in the New TV Center. In addition, VTR tapes weigh very heavily, therefore, gross weight of these quantity of stored tapes are considerably large.

$$(3 \text{ Kg/ Hr} \times 36,000 \text{ Hr} = 108 \text{ ton})$$

Enough consideration will be required in advance about the building structure of the storing place.

4-7-3 Management and retrieval of the stored materials

Computer management system will be very useful for the management and the retrieval of such a large quantity of stored materials.

It is supposed that the quantity of the stored material will increase gradually year by year, therefore, computer utilization will become indispensable.

For this reason, it is desirable to introduce the computer management and retrieval system at earlier stage. Not so large-scale computer will be necessary to manage the stored materials of 36,000 hours. To establish an effective management system by utilizing the small-scale office-computer with existing software is desirable.