



In exactly twenty-one months time, a major tremor will strike California.

The British Government would like to accept full responsibility.



o paraphrase The War of the Worlds: "There is no need to panic".

This tremor will be no disaster. Quite the reverse in fact. It could represent one of the film industry's largest ever sources of income.

By September 1990, the British Government's plans for the future of British Broadcasting will become law. And when they do, a lot of people here in Hollywood will feel the effect.

The plans are outlined in a document published last month. In a masterpiece of British descriptive understatement, the document is known as a 'White Paper'. It is entitled, 'Broadcasting in the '90s: Competition, Choice and Quality'.

The title reads like a manifesto of the aims of British Satellite Broadcasting. So who better to summarize its implications?

As you probably already know, BSB will provide the first British alternative to the BBC and Independent Commercial Television. (It will launch on August 10th next year, and begin broadcasting in September.)

But the new White Paper proposes still more competition

for commercial television, and opens the way for the early use of the two extra channels from BSB's satellites.

There will be new methods of funding for the BBC. (Including subscription which is being pioneered nationally in Britain by BSB.)

The ITV network will be broken up. The minority Channel Four will be granted commercial independence. A new fifth channel, with limited coverage, will be launched, but not until 1993.

If all this comes as a bit of a shock to Hollywood, we hope it also comes as very welcome business. It's certainly good news for us.

After all, we're already here, and we've got a clear lead before new mainstream services get started.

We've recently concluded major programme deals with MGM-UA, Warners and Columbia.

So, although, eventually, there will be a lot of competitors following us to The West Coast, we see no fault in that. Competition, after all, is the reason we're here.

Interested? Write to Anthony Simonds-Gooding, Chief Executive at British Satellite Broadcasting Ltd, 70 Brompton Road, London SW3 1EY.

