

U. S. DEPARTMENT OF COMMERCE
- ROY D. CHAPIN, Secretary
BUREAU OF FOREIGN AND DOMESTIC COMMERCE
FREDERICK M. FEIKER, Director

Trade Promotion Series—No. 136

**RADIO MARKETS OF THE
WORLD, 1932**

BY
LAWRENCE D. BATSON
Electrical Equipment Division



UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON : 1932

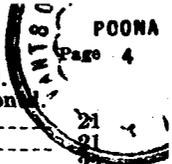
X₉(D 666, 466): 51.1

1.1

33829



1954
1951
1952



	Page		
Foreword.....	v	Introduction—Continued.	
Introduction.....	1	Radio patents—Continued.	
Broadcast organisation and finance.....	1	Continental Europe—Cont.	
Development of present policies.....	2	Lithuania.....	21
National and regional monopolies.....	2	Netherlands.....	21
Types of national control of broadcasting.....	3	Norway.....	22
License fees.....	3	Sweden.....	22
Broadcast services.....	5	Switzerland.....	22
Coverage under monopoly schemes.....	5	Yugoslavia.....	23
Governmental and private monopolies compared.....	6	United Kingdom.....	23
Agitation for change is universal.....	6	Canada.....	24
Development of programs.....	7	Radio reception abroad.....	24
The trend toward station specialization.....	7	Listener organizations.....	24
Recordings.....	8	Characteristics affecting sales of sets.....	25
Advertising.....	8	Estimates of receivers in use.....	26
Chain broadcasting.....	8	United States listeners.....	30
Classes of stations and wave lengths.....	9	Conclusions drawn from foreign set statistics.....	30
Legislation and regulation.....	10	Climatic factors affecting radio.	31
Overcoming interference among stations.....	10	World climate and radio seasons.....	32
Elimination of other disturbances.....	11	Shipping seasons.....	33
International call letters.....	11	Export statistics.....	34
Enforcement of broadcast regulations.....	13	Broadcasting stations in operation.....	36
Evasion of listeners' license fees.....	14	Radio markets by countries.....	52
Import restrictions.....	14	North America.....	52
Characteristics of radio regulation.....	14	Bahamas.....	52
Engineering developments.....	15	Barbados.....	52
Congestion of broadcasting channels.....	15	Bermudas.....	53
Television.....	16	Canada.....	53
Other developments.....	17	Costa Rica.....	54
Competitive set quality.....	17	Cuba.....	55
Radio patents.....	18	Dominican Republic.....	56
Continental Europe.....	19	French West Indies.....	56
Austria.....	19	Greenland.....	56
Belgium.....	19	Guatemala.....	57
Czechoslovakia.....	20	Haiti.....	57
Denmark.....	20	Honduras.....	58
Finland.....	20	Jamaica.....	58
France.....	20	Mexico.....	58
Germany.....	21	Miquelon and St. Pierre.....	59
		Netherland West Indies.....	60
		Newfoundland and Labrador.....	60
		Nicaragua.....	60
		Panama.....	61
		Salvador.....	63
		Trinidad and Tobago.....	63
		South America.....	64
		Argentina.....	64
		Bolivia.....	64
		Brazil.....	65
		British Guiana.....	66
		Chile.....	66

Radio markets by countries—Con.	Page	Radio markets by countries—Con.	Page
South America—Continued.		Asia	97
Colombia	67	Asia Minor	97
Ecuador	67	Ceylon	98
Falkland Islands	68	China	98
French Guiana	68	Chosen	99
Paraguay	68	French India	99
Peru	68	French Indo-China	99
Surinam	69	Hong Kong	100
Uruguay	69	India	100
Venezuela	70	Japan	101
Europe	70	Kwantung	102
Albania	71	Macao	102
Austria	71	Netherland India	102
Azores	72	Siam	103
Belgium	73	Straits Settlements	103
Bulgaria	73	Oceania	104
Czechoslovakia	74	Australia	154
Danzig	75	British Oceania	105
Denmark	75	French Oceania	105
Estonia	76	New Zealand	105
Finland	77	Africa	106
France	77	Algeria	106
Germany	79	Angola	106
Gibraltar	80	Canary Islands	107
Greece	80	Egypt	107
Hungary	81	French Morocco	107
Iceland	82	Kenya	108
Irish Free State	82	Madagascar	108
Italy	83	Mozambique	108
Latvia	84	Tunisia	109
Lithuania	85	Union of South Africa	109
Luxemburg	86	Other Africa (minor States)	110
Maderia	86	Services of the Bureau of Foreign and Domestic Commerce	111
Malta	86	Choosing representatives	111
Netherlands	86	Import duties	111
Norway	88	Branch offices of the bureau	111
Poland	89	Publications	111
Portugal	90	United States Government radio services	112
Rumania	91		
Soviet Russia	91		
Spain	92		
Sweden	93		
Switzerland	94		
Turkey	95		
United Kingdom	95		
Yugoslavia	97		

33829

FOREWORD

Radio is unique among commodities in a number of ways that have been pointed out by every speaker and writer who, during the past decade, has set forth with tongue or pen the magic word "radio." Though the repetition has not added to the sum of human knowledge, it has not detracted from the fact. It has, moreover, served a valuable purpose in emphasizing the great interest of all races of humanity in radio, explored the reasons for that interest, and maintained it by thorough investigation and suggestion of possible increase in benefits.

Radio has not suffered in the market places as greatly as have some other commodities during the recent times of commercial stress. Yet at the same time there are in effect exchange restrictions and customs duties in some countries that have retarded sales of American apparatus. In Europe there has grown up a campaign of restrictions serving to limit the markets for American radio products. These restrictions, customarily considered as a result of decreased commercial activities, perhaps have other sources. During the past three years American sets have enjoyed a rapidly growing demand in Europe, following nearly a decade of American concentration on less competitive markets. This alienation of domestic sales could hardly be looked upon benevolently by European manufacturers. While business conditions may well have served as the principal argument, vigorous attempts to curtail American competition by import restrictions were inevitable. These restrictions have been based largely on the enforcement of patent rights by European holders. The whole situation is still complicated in so far as it affects the sale of American apparatus, yet the information contained herein should prove of value to United States exporters.

United States radio exports totaled \$22,635,154 in 1931, compared with \$23,133,815 in 1930 and \$23,122,147 in 1929. Each of these three years more than doubled the exports during any year prior to 1929. The last year constitutes the second decrease recorded for any year as compared with the preceding year (1926 having shown a considerable drop under 1925) since the export of receiving equipment became a market factor.

This publication is the sixth issued by the Bureau of Foreign and Domestic Commerce reviewing foreign markets for radio apparatus. It is a compendium of information from numerous sources, particularly from field officers of the Departments of State and Commerce. In view of the rapidity of recent changes, and the impossibility of foretelling the result of many of them, it is possible that some of the information given herein may change before it becomes available to exporters, but those desiring the latest data on any market may address the electrical equipment division at any time.

FREDERICK M. FEIKER, *Director,*
Bureau of Foreign and Domestic Commerce.

AUGUST, 1932.