

Broadcast Advertising in Asia,
Africa, Australia and Oceania.

U. S. DEPARTMENT OF COMMERCE
R. P. LAMONT, Secretary
BUREAU OF FOREIGN AND DOMESTIC COMMERCE
FREDERICK M. FEIKER, Director

**BROADCAST ADVERTISING IN ASIA
AFRICA, AUSTRALIA
AND OCEANIA**



Trade Information Bulletin No. 799

UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON: 1932

FOREWORD

This is the third of a series of bulletins answering some of the questions with respect to the feasibility of employing radio as an advertising medium for American products in foreign lands. In certain countries commercial broadcasting is definitely prohibited; in others the restrictions upon owners of radio sets are such as to discourage their general use. In most countries existing regulations are, with a few exceptions, unfavorable to the development of commercial broadcasting.

The brief country-by-country outline presented herewith gives the status of commercial broadcasting in scattered countries of Asia, Africa, Australia, and Oceania at the middle of 1931. This issue completes the bureau's survey of commercial broadcasting, two bulletins having already been published, one covering the Western Hemisphere, except the United States and Canada (Broadcast Advertising in Latin America, Trade Information Bulletin No. 771) and the other covering European countries, except Soviet Russia (Broadcast Advertising in Europe, Trade Information Bulletin No. 787).

This bulletin, issued jointly by the electrical equipment and specialties divisions of the Bureau of Foreign and Domestic Commerce, was compiled by E. D. Schutrumpf of the latter division from reports submitted by the foreign representatives of the Department of Commerce and Department of State. The electrical equipment division has a wide variety of information available on foreign markets for radio equipment.

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

MAY, 1932.