

NYC 115 24 JUL 1962
TO BURKS INFO SCHNEIDER
FM KAUFMANN INFO WALTER PAGE

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RE PARA ONE DGS ON TELSTAR, PAGE A BIT CONCERNED THAT WE ARE OVERPLAYING THIS SINCE IT WILL BE MANY YEARS BEFORE WORLDWIDE TV IS IN FACT A REALITY. HE POINTS OUT THAT MANY MORE SATELLITES OF THE TELSTAR TYPE WILL BE REQUIRED AND THAT EACH RECEIVING AREA MUST POSSESS MICROWAVE FACILITIES FOR PICKING UP SATELLITE TELECASTS WHICH MUST IN TURN BE REBROADCAST OVER NATIONAL TV NETWORKS. AS YOU NO DOUBT KNOW, THERE IS NO POSSIBILITY OF TV VIEWERS IN A GIVEN COUNTRY PICKING UP TELECASTS DIRECT FROM SATELLITE. THEREFORE, IF MAJORITY OF OUR AUDIENCE IS EVER TO RECEIVE INTERCONTINENTAL TV, IT WILL HAVE TO BE WITH ASSENT OF THEIR GOVERNMENTS.

END MSG