

BROADCASTING BUSINESS

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Remarkable Growth of Broadcast Licences

IN this issue readers will find published the very latest figures released by the Postmaster-General's Department, giving the distribution of broadcast listeners' licences throughout Australia, for areas within 50 miles of principal cities and towns, for the quarter ended September 30th, 1934.

For those who wish to compare these figures, the previous quarter's figures are printed on page 16 of October 12th issue.

Figures are also given in this issue of the distribution as between metropolitan and country areas. For easy reference the figures for the quarter ending 30th June last are published alongside of those for the quarter ending 30th September.

One important factor that is outstanding as a result of these figures is the fact that country licences are increasing at even a greater ratio than those in the metropolitan area.

Country Increase

About 12 months ago, the standard figures were 70% of the total licences taken out in metropolitan areas, and 30% in country areas, whereas to-day, the country figures have increased to 34% and consequently the metropolitan figures have been reduced to 66%.

This does not mean that the metropolitan licences have been reduced in number, they have simply been reduced in the percentage difference.

It is also interesting to note that N.S.W. retains its position equivalent to the average for the Commonwealth, i.e., 66% and 34% respectively.

In Victoria, the metropolitan figures are 70%, as against country figures, 30%.

In Queensland the country is 44% and metropolitan 56%. In South Australia the country is 33% and metropolitan 67%.

In Western Australia, country figures are 28% and metropolitan 72%, while in

Tasmania 60% of the licences are in the country and 40% are metropolitan.

For the whole of Australia, the percentage of licences to 100 of population was at 30th September 13.9, as compared to 12.99 three months previously. Country figures have risen up to 6.19 as compared to 5.48.

The influence of country broadcasting stations is particularly noticeable on consideration of the figures for the areas within 50 miles of the principal cities and towns.

At Albury, the N.S.W. section has increased from 2,201 at June last to 2,532 in September. The Victorian section was 1,951, and is now 2,126.

Broken Hill has increased from 1,651 to 2,072. Goulburn has increased from 3,122 to 3,655. Gunnedah from 1,704 to 2,071. Lismore from 3,270 to 3,952.

Newcastle shows a wonderful improvement from 18,287 up to 21,294.

Wagga has increased from 3,590 up to 4,124, and the Wollongong section, excluding the Sydney area, increased from 12,658 up to 14,006.

Victoria

In Victoria the balance of the State outside of Melbourne has increased from 43,136 to 46,246. Ballarat shows over 1,000 increase from 15,883 up to 16,956. Bendigo shows a notable improvement from 7,421 up to 8,249, and the Geelong section, excluding Melbourne, goes from 18,038 up to 19,250. Hamilton has not shown a great increase, but nevertheless it is noticeable from 4,211 up to 4,309. Horsham has gone from 2,728 to 3,138, and Mildura from 1,770 up to 1,931.

New figures shown in the last returns are those of Shepparton. Swan Hill increases from 2,115 up to 2,235.

In Queensland, outside the metropolitan area, the increase has been from 17,358 up to 20,794. Here again, it is

evident that the various commercial stations are exerting considerable influence and materially assisting in the increase of licences. An examination of the figures at Mackay, Maryborough, Rockhampton, Toowoomba and Townsville, indicate this very definitely.

In South Australia the country figures have increased from 14,687 to 17,161.

In Western Australia the country figures increase from 7,198 to 8,522.

In Tasmania the country figures are 8,384, as against 7,456 three months previously.

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BROADCASTING BUSINESS

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Australian Broadcast Listeners' Licences in Force in Areas within 50 Miles of Principal Cities and Towns

Quarter ended September 30 1934

N.S.W. and Federal Capital Territory

Locality (1)	Licences (2)	Population (3)	Ratio of Licences to 100 of Population (4)	Dwellings (5)
Sydney	183,660	1,433,873	12.81	54
Remainder of State	68,307	1,197,314	5.71	25
State (inc. F.C.T.)	251,967	2,631,187	9.57	41
Albury—N.S.W. Sec.	2,532	30,792	8.22	37
Vic.	2,126	38,016	5.59	23
Bathurst	5,096	93,390	5.45	23
Broken Hill (exc. S.A.)	2,072	28,257	7.33	29
Canberra (inc. N.S.W.)	2,320	33,586	6.91	30
Corowa—N.S.W. Sec.	2,719	32,168	8.45	38
Vic.	2,775	48,963	5.67	24
Dubbo	1,674	31,277	5.35	23
Goulburn	3,655	61,541	5.93	26
Grafton	1,818	42,314	4.29	19
Gunnedah	2,071	47,214	4.38	20
Lismore—N.S.W. Sec.	3,767	90,680	4.15	19
Q'land ..	185	5,812	3.18	13
Moss Vale	8,597	114,179	7.52	32
Newcastle	21,294	242,606	8.77	38
Orange	3,090	79,855	3.86	17
Tamworth	2,411	50,312	4.79	21
Wagga	4,124	73,086	5.64	26
Wollong. — Inc. Syd.	181,282	1,392,480	13.00	55
Exc. Syd.	14,006	147,073	9.52	39
Victoria				
Melbourne	174,044	1,198,605	14.52	60
Remainder of State	46,246	631,075	7.33	30
State	220,290	1,829,680	12.04	50
Ballarat	16,956	161,826	10.47	42
Ben-digó	8,249	126,454	6.52	25
Geelong — Inc. Melb.	174,243	1,148,212	15.17	64
Exc. Melb.	19,250	156,164	12.32	52
Hamilton	4,309	55,555	7.75	33
Horsham	3,138	44,380	7.07	30
Mildura — Vic. Sec.	1,710	23,976	7.13	31
N.S.W.	221	3,584	6.16	24
Sale	3,656	49,869	7.33	30
Shepparton — V. Sec.	5,790	79,996	7.24	29
N.S.W.	246	3,085	7.97	34
Swan Hill—Vic. Sec.	1,964	29,583	6.63	28
N.S.W.	271	5,490	4.93	22

Queensland

Brisbane	38,280	399,947	9.57	41
Remainder of State	20,794	558,045	3.72	16
State	59,074	957,992	6.16	27
Cairns	872	48,850	1.78	7
Mackay	903	29,065	3.10	13
Maryborough	2,346	53,527	4.38	18
Rockhampton	3,162	47,944	6.59	30
Toowoomba	7,607	123,059	6.18	28
Townsville	1,834	40,055	4.57	20
Warwick — Q'ld. Sec.	4,580	84,287	5.43	24
N.S.W.	114	4,052	2.81	10

South Australia

Adelaide	52,677	392,912	13.40	54
Remainder of State (Inc. N. Terr.)	17,161	195,313	8.78	37
State (Inc. N.T.)	69,838	588,225	11.87	49
Crystal Brook	5,869	50,128	11.7	50
Port Lincoln	772	7,196	10.72	46
Port Pirie	4,558	43,330	10.51	46
Mt. Gambier—S.A. Sec.	887	17,181	5.16	22
Vic.	970	7,922	12.24	51

Western Australia

Perth	26,757	238,110	11.23	48
Remainder of State	8,522	204,015	4.17	17
State	35,279	442,125	7.98	33
Albany	572	9,416	6.07	23
Bunbury	1,432	33,848	4.23	16
Collie	1,439	35,470	4.05	16
Geraldton	419	9,984	4.19	19
Kalgoorlie	859	23,257	3.69	14
Katanning	1,224	14,537	8.42	35
Merredin	835	15,031	5.55	23
Narrogin	684	15,847	4.32	18
Northam (exc. Perth)	1,344	37,782	3.55	15
Wagin	939	17,767	5.28	22
Wiluna	151	10,348	1.46	5

Tasmania

Hobart	10,016	99,854	10.03	43
Remainder of State	8,384	128,105	6.54	28
State	18,400	227,959	8.07	31
Burnie	3,568	48,377	7.37	32
Devonport	6,761	86,597	7.8	33
Launceston	6,256	82,196	7.6	32
Queenstown	672	9,719	6.9	27
Ulverstone	3,201	80,697	3.96	17

Metropolitan and Country Distribution Listeners' Licence Figures

Quarters ending June 30 and
September 30, 1934

New South Wales						South Australia																																		
Area	Licences	Populat.	Ratio of Lic. to 100 of Popu- lation	% of Metro. Dwell- ings	% of Coun. Licen.	Metro.	Coun.	State																																
(1)	(2)	(3)	(4)	(5)	(6)	30/6/34	30/9/34	30/6/34	30/9/34	30/6/34	30/9/34																													
Metro.	30/6/34	154,045	1,241,532	12.41	53	63	43,838	46,771	20,464	23,067	64,303	69,838	313,542	313,909	274,001	274,316	587,543	588,225	13.98	14.90	7.46	8.40	10.94	11.87	56	60	32	36	45	49	68	67	32	33						
Coun.	30/6/34	167,276	1,245,407	13.43	57	66																																		
State	30/6/34	84,691	1,385,780	6.11	27	34																																		
State	30/6/34	227,289	2,623,029	8.66	37																																			
State	30/9/34	251,967	2,631,187	9.57	41																																			

Victoria						Western Australia																																		
Area	Licences	Populat.	Ratio of Lic. to 100 of Popu- lation	% of Metro. Dwell- ings	% of Coun. Licen.	Metro.	Coun.	State																																
(1)	(2)	(3)	(4)	(5)	(6)	30/6/34	30/9/34	30/6/34	30/9/34	30/6/34	30/9/34																													
Metro.	30/6/34	147,326	994,347	14.82	62	71	23,258	25,549	8,218	9,730	31,476	35,279	208,131	208,965	232,229	233,160	440,360	442,125	11.1	12.22	3.5	4.17	7.1	7.98	48	53	14	17	30	33	74	72	26	28						
Coun.	30/6/34	154,993	997,128	15.54	65	70																																		
State	30/6/34	59,998	830,231	7.23	30	29																																		
State	30/6/34	65,297	832,552	7.84	32	30																																		
State	30/6/34	207,320	1,824,578	11.36	47																																			
State	30/9/34	220,290	1,829,680	12.03	50																																			

Queensland						Tasmania																																		
Area	Licences	Populat.	Ratio of Lic. to 100 of Popu- lation	% of Metro. Dwell- ings	% of Coun. Licen.	Metro.	Coun.	State																																
(1)	(2)	(3)	(4)	(5)	(6)	30/6/34	30/9/34	30/6/34	30/9/34	30/6/34	30/9/34																													
Metro.	30/6/34	30,258	300,256	10.07	43	58	6,603	7,263	9,979	11,137	16,582	18,400	61,605	60,502	170,511	167,457	232,116	227,959	10.7	12.01	5.85	6.65	7.14	8.07	46	51	25	29	31	35	40	40	60	60						
Coun.	30/6/34	21,927	649,030	3.3	14	42																																		
State	30/6/34	25,909	654,982	3.95	17	44																																		
State	30/6/34	52,185	949,286	5.50	24																																			
State	30/9/34	59,074	957,992	6.16	27																																			

Commonwealth																																								
Area	Licences	Populat.	Ratio of Lic. to 100 of Popu- lation	% of Metro. Dwell- ings	% of Coun. Licen.	Metro.	Coun.	State																																
(1)	(2)	(3)	(4)	(5)	(6)	30/6/34	30/9/34	30/6/34	30/9/34	30/6/34	30/9/34																													
Metro.	30/6/34	30,258	300,256	10.07	43	58	405,330	435,017	193,829	219,831	599,159	654,848	3,119,413	3,128,921	3,537,499	3,548,247	6,656,912	6,677,168	12.99	13.90	5.48	6.19	9.00	9.81	55	58	23	26	38	41	68	66	32	34						
Coun.	30/6/34	21,927	649,030	3.3	14	42																																		
State	30/6/34	25,909	654,982	3.95	17	44																																		
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EDITORIAL
(Continued from Page 13)

Wealth of Information

FOR broadcast advertisers these figures supply a wealth of information which, upon analysis, show very definite reasons as to why various country centres should be well considered in the allocation of advertising appropriation.

It is thought by a considerable number of people that the many metropolitan commercial stations effect a coverage over country areas. In actual fact, this is not so. Due to the policy of the Federal Government, the power of all commercial stations is definitely limited, and this materially affects their range—particularly in the daytime.

In official circles the effective range of the commercial stations is generally considered to be from 25 to about 40 miles. In country areas, despite the fact that the stations are considerably lower in power, their effective range is very much greater on account of less absorption factors. The densely populated metropolitan area does materially restrict the spreading of broadcast transmissions on the broadcast band between 200 and 350 metres. Therefore, it will be seen that to cover various country areas, it is almost essential that

National advertisers and local advertisers for that matter, give serious consideration to the effective coverage by the various stations.

It might be pointed out to broadcast advertisers that every broadcasting station emits or transmits two distinct waves, one known as the sky wave and the other the ground wave. The shorter the wavelength the shorter the penetrating effect of the ground wave, which, on the wavelengths below 500 metres, dies out very quickly. It would be almost safe to say that no commercial broadcasting station has a ground wave of any intensity greater than 5 miles from the station.

In country areas this ground wave is decidedly greater, due to less obstructions.

The fact that a station can be heard in New Zealand or overseas, or up in another State, does not mean that it is going to cover its own area effectively.

Effective Coverage

This borders on the very important question that National advertisers have asked on many occasions, and with which the National Association of Advertisers is at present concerned, as to how effective is the coverage of any particular station. In other words, what is the circulation?

It is possible, although at great expense, to ascertain the coverage of a particular

station, by observations of field strength measurement, but of course it is almost impossible to say exactly how many people listen-in to any particular station at any particular time, just as it is impossible to say how many people will read a particular advertisement in a particular paper on a certain day.

Advertisers, advertising agencies, broadcasting stations, and others interested in this subject, are invited to contribute their opinions on this matter, which will receive attention in the columns of this journal.

Colin Crane Over 3AW

3AW were fortunate in securing Colin Crane to broadcast from their station recently. Mr. Crane, who is a well known baritone, is one of the most popular stage artists on the air and recently completed a tour for the Australian Broadcasting Commission.

3AW's broadcast of the big golf from the Metropolitan Links was entirely successful. The broadcast was carried out by a short wave portable transmitter while the commentary was supplied by Messrs. O'Hagan and Tupper, both well known 3AW personalities.

Latest Licence Figures

11715 Increase

NEW SOUTH WALES

	September	October
New Issues	7,121	6,129
Renewals	15,582	15,416
Cancellations	2,911	1,979
Monthly Total	251,967	256,117
Nett Increase	4,210	4,150
Ratio of Population	9.57	9.73

VICTORIA

New Issues	4,139	5,378
Renewals	14,449	14,362
Cancellations	2,291	1,669
Monthly Total	220,290	223,999
Nett Increase	1,848	3,709
Ratio of Population	12.04	12.24

QUEENSLAND

New Issues	2,337	2,085
Renewals	3,071	3,244
Cancellations	677	440
Monthly Total	59,074	60,719
Nett Increase	1,660	1,645
Ratio of Population	6.16	6.34

SOUTH AUSTRALIA

New Issues	1,200	1,261
Renewals	4,276	3,911
Cancellations	503	236
Monthly Total	69,838	70,863
Nett Increase	697	1,025
Ratio of Population	11.87	12.05

WESTERN AUSTRALIA

New Issues	1,025	964
Renewals	2,069	2,260
Cancellations	385	5
Monthly Total	35,279	36,238
Nett Increase	640	959
Ratio of Population	7.98	8.20

TASMANIA

New Issues	544	509
Renewals	914	874
Cancellations	382	282
Monthly Total	18,400	18,627
Nett Increase	162	227
Ratio of Population	8.07	8.17

COMMONWEALTH

New Issues	16,366	16,326
Renewals	40,361	40,067
Cancellations	7,149	4,611
Monthly Total	654,848	666,563
Nett Increase	9,217	11,715
Ratio of Population	9.81	9.98

The above figures include:—

Total Free Licences to the Blind	1,303	1,239
Total Paid Experimental Licences	1,223	1,381

KING ORDERS TELEVISION

It is reported from London that television apparatus has been ordered by the King to be installed at Windsor Castle and Buckingham Palace directly the British Broadcasting Corporation commences televising.

This report also states that a secret demonstration of television was held at Windsor Castle very recently, when the King was amazed by the success of the transmission of a talking film from a studio a considerable distance away.

Latest Recordings

Melbourne Cup Record

COLUMBIA'S LATEST

The running of the Centenary Melbourne Cup on Tuesday, November 6th, 1934, with a broadcast description by Jim Carroll (by arrangement with the A.B.C.)

DOX.444—"Back Your Fancy," a race game.

DO.1191—"Don't Say Goodnight," by Dick Powell with Ted. Fio Rito and His Orchestra, and "I'll String Along With You."

H.M.V.

C.2663—"Waltz Dream"—pot pourri Part 1. Marek Weber and His Orchestra. Part 2.

DB2352—"Kreisleriana—Caprice Viennois" (Kreisler), by the Minneapolis Symphony Orchestra, conducted by Eugene Ormandy, and "Kreisleriana—Tambourin Chinois" (Kreisler).

DB2353—"Kreisleriana—Liebesfreud" (Kreisler), by the Minneapolis Symphony Orchestra, and "Traumerei" (Schumann).

C.2665—"Four Ways Suite," No. 1 Northwards (March) and No. 2 Southwards (waltz). By the New Light Symphony Orchestra, conducted by Joseph Lewis.

C.2666—"Four Ways Suite No. 4," Westwards, by the New Light Symphony Orchestra, and "London Bridge March."

Radio Interference

No Compulsory Powers

Following on a large number of complaints by listeners in Queensland which have been published in the Brisbane "Courier-Mail," Mr. A. B. Corbett (Deputy-Director Posts and Telegraphs in Queensland) stated that while the Post Office authorities are doing all they can to locate electrical noises which interfere with wireless reception, they have no power to compel people to remedy such defects.

Many hundreds of similar complaints are made each week, he said, and a staff of qualified men was employed, locating the source of the disturbances in various towns.

Defective electric light switches were frequently found to be the source of annoyance to listeners within 60 feet. Defective motors, electric irons, other domestic electrical apparatus, cracked and defective insulators on electric power mains, all caused noises in broadcast receivers in the vicinity. Although the Post Office would, and did, locate hundreds of cases of such disturbance, and would show the owners of the offending apparatus how to remedy the trouble, there was at present no legal power vested in the Commonwealth to compel the owners of defective apparatus to cease the disturbance.

"DIGGERS"

DISAPPOINTED.

No Broadcasting Station

At a meeting of the Victorian State Council of the Returned Soldiers' League recently, the State President of the League, Mr. G. W. Holland, expressed bitter disappointment because the Federal Government had refused the application by that branch for a "B" class wireless licence.

Mr. Holland said that as a licence had been given to the U.A.P. there was now no room in the existing wave band for a further licence. The Government had been told that it had been wrong to grant a licence to a political body. The branch had been told eventually that as another State branch had also applied for a licence, it was a Federal matter, and would have to be handled by the Federal Executive of the League. He was not at all sure that the next licence would come to the League.

RADIO INTERFERENCE

At the request of owners of wireless sets the Postal Department in Victoria sent Mr. H. R. Hunter, Radio Inspector to Orbost, in an endeavour to give listeners relief, as up-to-date motors working without suppressors, created chaos.

Mr. Hunter tested 40 motors, and the majority were found to cause interference to radio listeners. A demonstration was given with suitable suppressing devices, which have been cheerfully installed by motor owners.

Mr. Hunter expresses admiration of the alacrity of the people in wishing to abate the nuisance. Already a considerable improvement is noticeable in daylight reception, and during the evening reception is practically perfect.

DAILY GERMAN BROADCASTS

It is understood that the Berlin Short Wave Radio Stations intend broadcasting a regular daily programme from Stations DJB and DJN in English to Australasia, commencing in December.

They say they have had hundreds of letters from Australia thanking them for the sundry broadcasts which have already been transmitted.

The new service will be supervised by the Minister for Propaganda (Dr. Goebvels).

The opening broadcast will be made at 7 p.m. Australian time on December 1st, and will be prefaced by an address by Herr Hitler, asserting that Germany desires only to promote world culture.

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