

Press Notice

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OFFICE OF THE
MINISTER OF STATE
GEOFFREY PATTIE

Department of Trade and Industry

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1985, THE YEAR OF OPPORTUNITY FOR CABLE TV:
MINISTER PRAISES SWINDON CABLE

"At Swindon Cable, Thorn EMI are showing how quickly the potential of the cable revolution can be translated into reality," said Mr Geoffrey Pattie, Minister of State for Industry and Information Technology.

Mr Pattie was on a visit to the West Country, which included opening the second software fair at Dauntsey's School, Devizes, and meeting people at Swindon Cable and Logica VTS.

"Swindon Cable is the first cable operator to offer new services on a wideband cable system and they have just scored another first with the introduction of a French TV Channel, TV5, to their choice of programmes," said Mr Pattie. "All this suggests that 1985 will be the year of opportunity for Cable TV."

"There have, of course, been setbacks but Swindon Cable, and others like them, have demonstrated that these can be overcome. I believe that the cable industry can make a very positive contribution to the prosperity of this country. Cable means investment in new technology and new jobs. It will give this country an advanced broadband communications infrastructure offering not only entertainment but also new interactive services for businesses and domestic customers. That is why the Government attaches a high priority to the success of this industry.

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"We have always taken the view that cable is an industry which should be privately financed but that does not mean that the Government does not have a significant role to play in the future of this industry. We have already created the right legal framework for cable and the Cable Authority is now actively in business with its announcement of the first five areas for which it is seeking new applications. The Government believes that significant opportunities are there and it is heartening that companies like Swindon Cable are now beginning to exploit them".

Notes to Editors

1 Swindon Cable, a wholly owned subsidiary of Thorn EMI Cable Television Ltd, is one of the eleven pilot projects, announced by the Home Secretary in November 1983. The other pilot projects are:-

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| Aberdeen Cable Services | Aberdeen |
| Cabletel Communications Ltd | Ealing |
| Clyde Cablevision Ltd | North Glasgow |
| Coventry Cable Ltd | Coventry |
| Croydon Cable Television Ltd | Croydon |
| Merseyside Cablevision Ltd | South Liverpool |
| British Cable Services Ltd | Guildford |
| Ulster Cablevision Ltd | Belfast |
| Westminster Cable Company Ltd | City of Westminster |
| Windsor Television Ltd | Windsor, Slough,
Maidenhead |

2 The Cable Authority assumed its licensing powers on 1 January 1985. The five areas for which it is seeking franchise applications are:

- Bolton
- Wandsworth
- Tower Hamlets & Newham
- Cheltenham and Gloucester
- West Surrey