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THE DEVELOPMENT OF COMMERCIAL ADVERTISING
IN SAUDI TELEVISION FROM 1986-1988

THESIS

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By

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Advertising is a new development in Saudi television. Chapter 1 presents background about Saudi television in general along with its history, its establishment, and its growth. It also provides the necessary information for understanding the environment of the subject of the study.

Chapter 2 traces Saudi television's commercial advertising from its first stages until what it is now. Issues important to this subject such as the problems commercial advertising faced, the use, the rules, the department, the prices, the periods, and the forms of advertising on Saudi television have been included.

Chapter 3 is a summary of the study and a conclusion which contains a proposal and research guidelines. Also, in the conclusion, some issues are discussed which would lead to more efficient utilization of the present service.

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CHAPTER 1

INTRODUCTION

The story of Saudi television began in 1962 when King Faisal, who was then the crown prince, pointed out that the government intended to utilize the medium of television as a tool for information, guidance, culture, and recreation (Saudi Arabia, Ministry of Information, 1985). From July 17, 1965, when the first transmission signal went out simultaneously from stations in Riyadh and Jeddah until the transfer to the new Riyadh Television Complex in 1982, Saudi television has gone through many phases of development. The most recent development was the introduction of commercial advertising in 1986. Saudi television commercials have taken the form of 10 to 20 minute blocks which are taped and then aired many times during the broadcasting hours.

Because Saudi television is a governmental operation, all of the funds required to maintain its expenditures are provided by the Saudi government, and commercial advertising is a new development. Thus, there was a need for a study which told the story of commercial advertising's development in Saudi television.

Survey of Literature

Studies have been conducted in the field of broadcasting in Saudi Arabia, yet none of these have provided a detailed discussion of the subject of advertising on Saudi television. There are, therefore, few sources in which one can find useful information about this subject. Shobaili (1971) was the first study about the history of mass media in Saudi Arabia. Shobaili notes that there was at that time (1971) a small amount of indirect advertising in broadcasting. For example, the names of companies that provided materials such as props and prize money for shows, plays, and variety broadcasts would be mentioned during the program to which they contributed. However, he wrote, "there is no inclination to use commercials on television for the time being" (p. 241). Shobaili presented suggestions for the control of advertising on television "if and when it is introduced in the future" (p. 305).

Boyd (1982), in his study titled Broadcasting in the Arab World, a survey of radio and television in the Middle East, stated,

Television was and is still organized in a manner almost identical to radio. It is operated by the Ministry of Information, and all funds are provided by the government: There is no license fee, and advertising is not permitted. (p. 128)

Two recent publications contain erroneous information about Saudi television. The World Radio TV Handbook (1987) states that Saudi television is "non-commercial, private" (p. 404), and Lee (1988), in his article in the International Handbook of Broadcasting Systems about the broadcasting system in Saudi Arabia, states that the Saudi government "does not permit advertising" (p. 252) in radio and television.

In Saudi Arabia, some studies have been written about commercial advertising on Saudi television. However, they did not provide an impartial, detailed discussion of the subject. For instance, the recent field study "The Role of Commercial Advertisement in Circulating the National Products" (Council of Saudi Chambers of Commerce and Industry, 1986) discusses television advertising in two or three pages. The discussion is centered around the costs of television advertisements, their form, and the time when they could be broadcast (Council of Saudi Chambers of Commerce and Industry, 1986).

Several unpublished essays have been written by undergraduate students of the Division of Information at King Saud University in Riyadh. These studies, which are available only in Arabic, discuss the rules, effects, uses, and principles of commercial advertising on Saudi

television and provide timely information unavailable elsewhere.

Purpose of the Study

The purpose of this study was to trace the development of commercial advertising on Saudi television, including a description of the practice, administrative structure, and rules which controlled commercial advertising and an exploration of the factors which have contributed to the use or the introduction of commercial advertising on Saudi television.

Significance of the Study

Television advertising is new to Saudi television. It started in 1986. The studies that have been conducted in the field of broadcasting in Saudi Arabia in general and in the field of commercial advertising on Saudi television in specific do not cover this subject in detail. Little has been written about the development, structure, and establishment of television advertising on Saudi television, especially in Saudi Arabia. The present study, therefore, is one of the first comprehensive documented histories of commercial advertising in Saudi television.

Limitations of the Study

The study explored the evolution and development of commercial advertising in Saudi television, discussed the

rules which regulate advertising, and looked at the structure of the commercial advertising department in Saudi television. Thus, it was not a survey, a content analysis, or a comparative study of commercial advertising on Saudi television. The study did not deal with the advertising agencies' policies of creating, producing, and selling the advertisements. Neither did it describe the effects or popularity of Saudi television advertising among the viewers or compare it with television advertising in other countries. Finally, the study did not discuss the political motives and reasons which were behind the Saudi government's introducing commercial television advertising.

Methods and Procedures

Chapter 1 is a brief history of Saudi television providing the reader with the background knowledge needed for the subject of the study. Chapter 2 presents the story of commercial advertising on Saudi television. It includes, for the first time in print, the procedures and decisions which took place before the introduction of commercial advertising on Saudi television and what happened after the introduction of the advertising. Chapter 3, the final chapter, provides a conclusion and offers recommendations for commercial advertising service in Saudi television.

Sources of Material

Searching for data on this subject by visiting libraries in the area of Dallas, Fort Worth, and Denton, Texas, making a computer search, and contacting the Head of the Near East Section at the Library of Congress in Washington, D.C. convinced this student that there was a lack of data about commercial advertising on Saudi television in the United States of America. The author, therefore, made a field trip to Saudi Arabia to collect the data and discuss with media leaders the information related to this subject in order to focus on these issues. Thus, information, particularly for Chapter 2, was gathered from the Ministry of Information, the Television Center, and the King Saud University in Riyadh. Access to the official government files of the Television Center in Riyadh, and the contribution of many friends involved in Saudi television, aided in obtaining some valuable documents related to this study. However, this student had to translate these documents from Arabic into English.

Information was also gathered from interviews with various Saudi Arabian officials in the Television Center and advertising agencies in Riyadh, in November and December, 1988. Two sources provided the primary basis for the writing of this chapter. The government documents gathered from the Television Center in Riyadh, Saudi

Arabia, from the office of the Assistant Deputy Minister for Television Affairs was one source. The second, an interview with the Director of the Commercial Advertising Department, Abdulaziz Alhasan, took place in October, 1988.

Definition of Terms

The Ministry of Information is the official department which maintains control over television, radio, films, videos, books, and imported newspapers and magazines. It also produces informational motion pictures, pamphlets, posters, and printed material about many different issues in Saudi Arabia.

The High Council for Information is a committee consisting of ministers, experts, and some senior personnel from different fields and sectors. Its function is to form policies for using the media to disseminate information throughout the country.

The General Auditing Bureau is the official department which reviews the performance of the other government departments.

Background

Before discussing commercial advertising in Saudi television, a brief review of the history of Saudi television itself is necessary to give the reader the necessary background for this study. This section

discusses the establishment and growth of Saudi television from 1965 to 1983.

Saudi Arabia's experience with television began in 1955 when station AJL-TV went on the air June 17 in Dhahran, on the Arabian Gulf (Boyd, 1982). The station was operated by the United States Air Force to provide entertainment for the American personnel at Dhahran Air Force Base. In September, 1957, another station began operating for the Dhahran ARAMCO compound. With a limited transmission and no commercial advertising, the HZ-22-TV was for the American employers at the compound and also the few Saudis who had sets in those days. Both stations telecast American programs and some Arabic language programs which were locally produced (Boyd, 1982).

Although both stations were non-Saudi, they provided the first experience with television in Saudi Arabia and made the country, as Boyd said, "the location of the second television station in the Arab World" (Boyd, 1982, p. 126).

The Implementation Phases

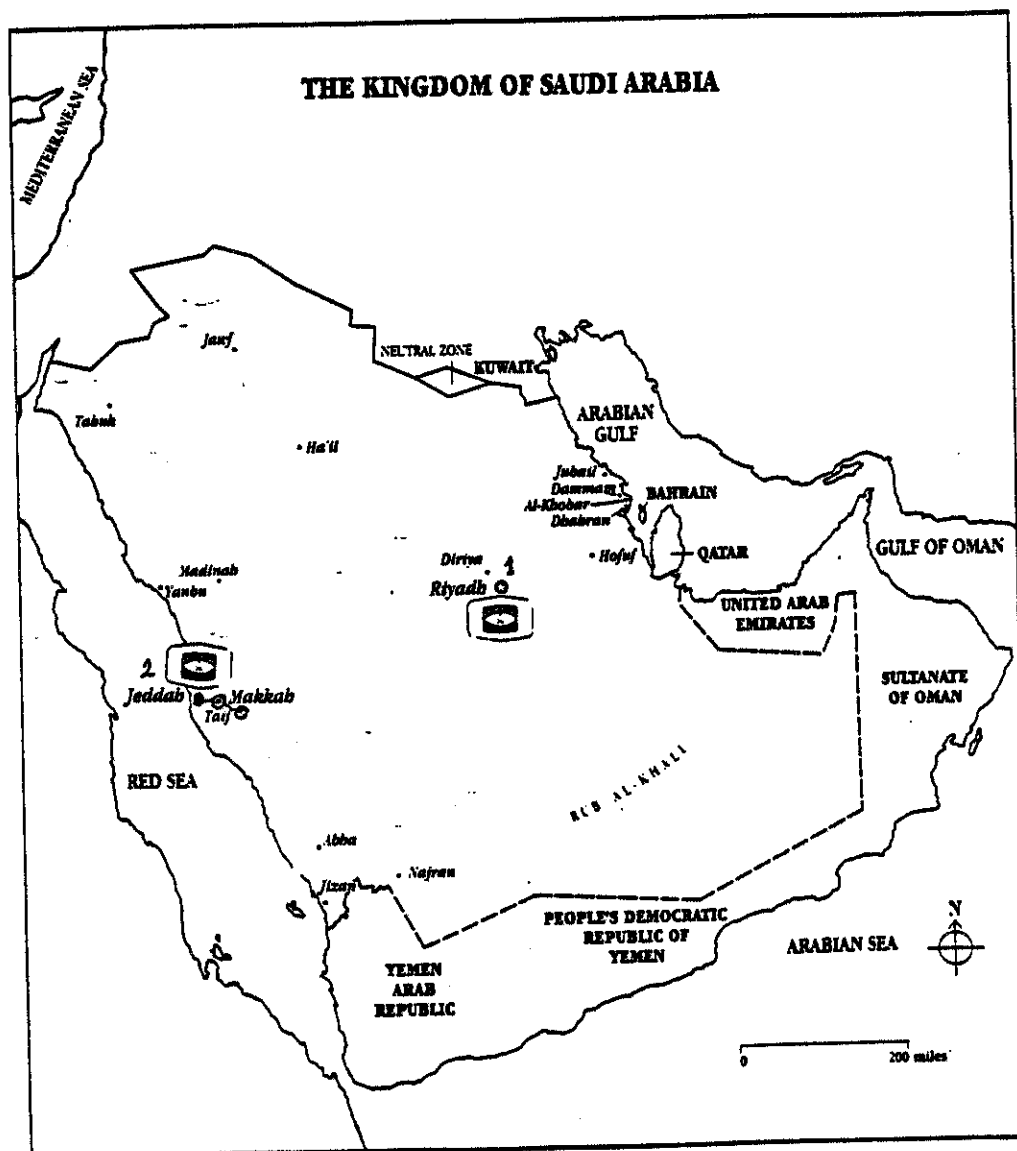
The Launching Era

The story of Saudi television began in 1962 when King Faisal, the third king of Saudi Arabia who was then the crown prince, announced that the government intended to utilize the medium of television. It would be, he stated,

used as a tool for information, guidance, culture, and recreation (Saudi Arabia, Ministry of Information, 1985). Following that announcement, King Faisal asked the American ambassador to the kingdom, Parker T. Hart, for American help in planning and building a television system. The Federal Communications Commission sent its chief engineer, Edward W. Allen, to Saudi Arabia to study the project. He wrote a report which became the blueprint for an agreement signed in January, 1964, between the two governments. In accordance with this agreement, the United States, through the Corps of Engineers, constructed two stations: one in Riyadh, the capital of Saudi Arabia, and one in Jeddah, a large city on the Red Sea in the western province of Saudi Arabia (see Figure 1). Contracts were awarded to the Radio Corporation of America (RCA) and the National Broadcasting Company International (NBCI). RCA was to supply the equipment, and NBCI, the operation and maintenance of the stations (Boyd, 1982).

The two stations were similar in their general design and broadcast with a power of two kilowatts through an antenna of 300 feet covering an area ranging between 80 and 100 kilometers. The initial cost of the stations was 14 million Saudi Riyals (approximately U.S. \$3.2 million in 1964), which was paid by the Saudi government (Shobaili, 1971). While the equipment and apparatus necessary for the

Figure 1. The first two television stations in Saudi Arabia: (1) Riyadh and (2) Jeddah.



Symbol of Saudi television.

stations were being set up, a plan to prepare the people who would carry out their operation was initiated. Many groups of Saudis were sent to Europe and the United States to specialize in engineering, programming, and administrative fields.

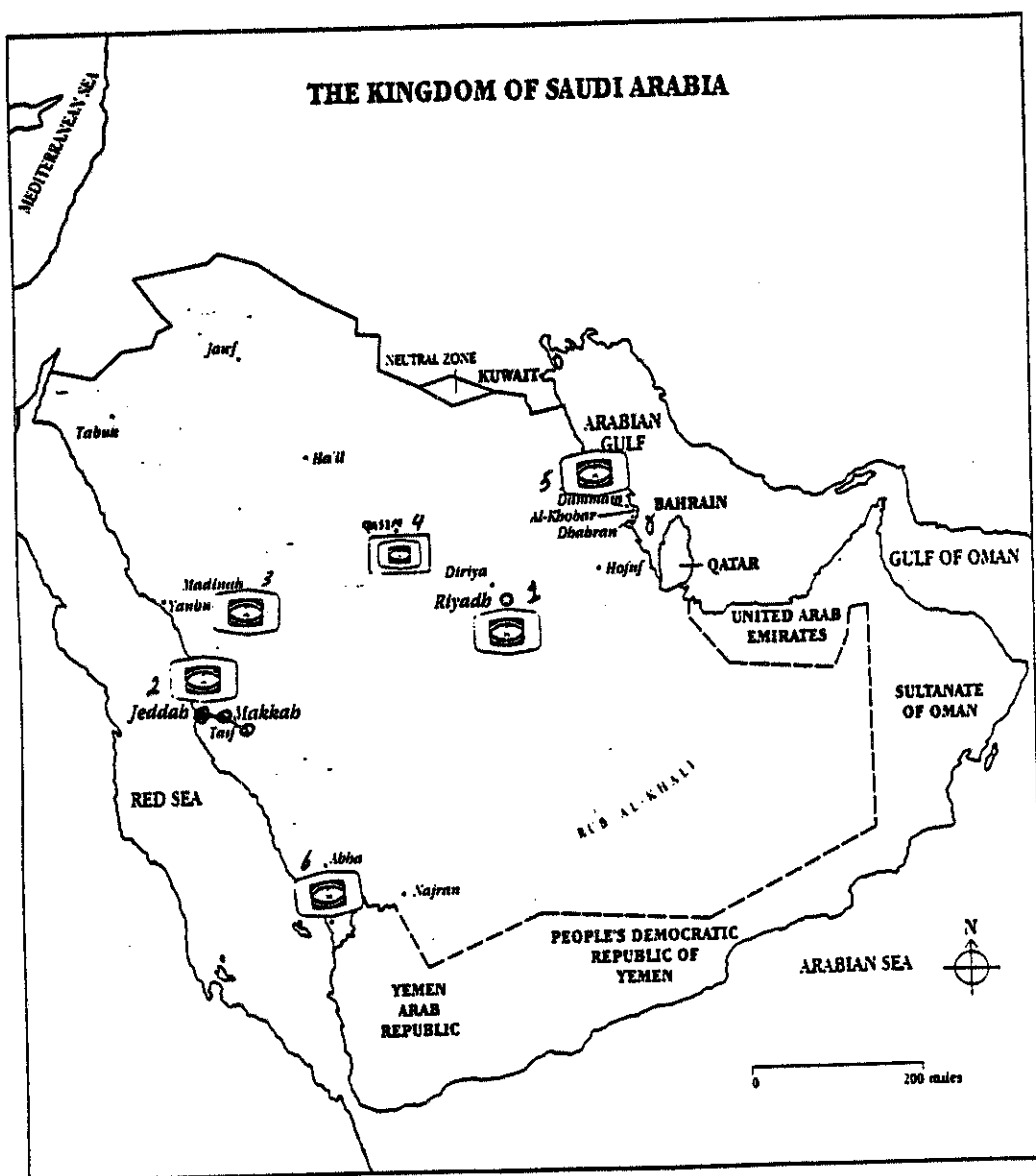
On July 17, 1965, the first test signal went out simultaneously from both stations. The test pattern was telecast with about an hour of programming in the morning and in the early evening, and included Koran readings, background music, scenic slides of various sections of the kingdom, Mighty Mouse cartoons, and live news coverage (Boyd, 1982).

Expansion of Transmission

Transmission reached two other cities in the western area, Mecca, the holiest city in Saudi Arabia, and Taif (see Figure 1), via three transmitters and a series of microwave relays which carried the signal from Jeddah to both cities. The three transmitters were used for reception from and transmission to Jeddah. In December, 1967, another station was inaugurated. With a five kilowatt capacity, two transmitters, and two studios for broadcasting and productions, Medina, the second holiest city in Saudi Arabia, just north of Jeddah (see Figure 2), began operation, covering part of the northwest area of Saudi Arabia and becoming the third station in operation.

Figure 2. Location of television stations in Saudi Arabia:

- (1) Riyadh, (2) Jeddah, (3) Medina, (4) Qassim,
(5) Dammam, and (6) Abha.



In July, 1968, the fourth station began operations in Qassim, northwest of Riyadh (see Figure 2). It was a replica of the Medina television station. The fifth station was located in Dammam in the eastern province (see Figure 2) in November, 1969. With an antenna 1,375 feet high, it consisted of two 12.5 kilowatt transmitters covering all of the eastern province as well as most of the Arabian Gulf region (the Persian Gulf). In Abha, in the southern province of Saudi Arabia (see Figure 2) with two five kilowatt capacity transmitters (one operating, the other standby), the sixth station was inaugurated in 1977 (Saudi Arabia, Ministry of Information, 1985).

Saudi Arabia's geographical area, equalling the combined area of France, Spain, Italy, West Germany, and Norway, and ranging from valleys to mountains, has always caused obstacles to the transmission and reception of television signals (Saudi Arabia, Ministry of Information, 1979). Therefore, a plan was eventually set up to cover the widest area possible with television transmission (Table 1). Thus, in the southern province, the scope of transmission from the Abha station was expanded through the use of microwave amplifying stations relaying transmissions to cover all surrounding areas up to the border of the Yemen Arab Republic (see Figures 1 and 2). In the western province, seven transmitter amplifying stations, each with

Table 1. TV Transmission Centers Within the Range of TV Coverage

Centre's Name	Channel	Transmitter Power in Kw	Range of Transmission & T.V. Coverage
Abha	5	5	100 km south and north, 100 km east & west.
Jizan	7	5	40 km south, 20 km north, 10 km east & west.
Najran	10	200 watts	20 km northeast, 10 km west.
Al-Abess	7	10 watts	5 km north and southeast.
Dahran Al-Janoub	6	10 watts	10 km southwestern.
Al-Hassa	9	1	40 km fm southeast to southwest.
Al-Majma	11	10	60 km to the south.
Al-Hofouf	25	1	20 km all directions.
Al-Kharj	11	1	10 km north, 20 km south.
Shakraa	24	5 watts	A circle of 5 km radius.
Al-Dawadmi	26	50 watts	A circle of 10 km radius.
Alif	22	5 watts	A circle of 5 km radius.
Hail	5	1	A circle of 25 km radius.
Tabuk	10	1	A circle of 25 km radius.
Al-Baha	9	1	A circle of 25 km radius.
Sekaka	9	1	A circle of 25 km radius.
Wadi Al-Wawassir	10	1	A circle of 25 km radius.
Yanbu	6	1	35 km east, 15 km north & south.
Al-Zulfi	5	1	A circle of 25 km radius.
Al-Qurayyat	7	1	A circle of 25 km radius.
Hafr Al-Batin	5	1	A circle of 25 km radius.
Jabal Salaa	7	10 watts	10 km to the north.
Rahima	11	100 watts	A circle of 5 km radius.
Abqaiq	11	10 watts	A circle of 5 km radius.
Al-Jubail	11	100 watts	A circle of 5 km radius.
Al-Ghatt	7	1 watts	5 km south, 5 km north.
Arar	23	1	20 km southeastern, 5 km others.
Traif	24	1	15 km in all directions.
Bisha	39	10	20 km north, 30 km south.
Al-Namass	30	1	20 km north, 15 km southeast.
Al-Qunfuda	22	1	20 km north, 15 km others.
Laila	27	1	20 km southwest, 10 km others.
Al-Houta	45	1	20 km southeast, 10 km others.
Al-Slayel	11	1	20 km southeast, 15 km others.
Omloj	41	1	20 km north, 20 km southeast.
Badr Honein	9	1	20 km south, 10 km others.
Rabegh	42	1	25 km south, 10 km others.
Al-Khurma	26	1	20 km, 10 km others.
Turba	40	1	20 km northeast, 5 km others.
Al-Ola	7	1	25 km south, 25 km east.
Khaiber	22	1	20 km south, 3 km others.
Timaa		1	25 km northeast, 25 km southeast.
Haki	27	1	20 km north, 20 km east.
Al-Riyadh	7	5	A circle of 70 km radius.

Source: Saudi Arabia, Ministry of Information. (1985).
Radio and television early days and growth. Riyadh: Gulf
 Centre for Documentation and Communication.

a 10 kilowatt capacity and transmitters were set up to relay the signal from the Jeddah and Medina television stations to the area. In the eastern province, four amplifying stations were built, each of 100 watt capacity (Saudi Arabia, Ministry of Information, 1985).

To carry out the expansion of the range of television in the northern province (see Figure 2), mobile television transmission centers were provided. These consisted of a fleet of vehicles equipped with mini-television stations; thus, one vehicle contained videotape equipment, telecine, and a small sound studio. Within this mobile center, a trailer carried the transceiver tower which received the signal from the nearest transmitting amplifying station or transmitter at a distance of up to 30 kilometers and transmitted it to the immediate area. A third vehicle contained a comprehensive power station to generate the necessary power for the operation of the different units in the center.

In addition to this, using the satellite systems such as INTELSAT, the television services have improved and helped the transmission to cover 90% of the populated areas. In late 1976, after the completion of the coaxial cable project, which extends from Dammam in the eastern province to Jeddah in the western province, centralized transmission from Riyadh was started. The stations were

linked together via the coaxial cable and microwave links and, with this, Riyadh's station became the main television station. Similarly, with this link, the other stations could transmit with the same capacity that Riyadh had. Saudis are studying the utilization of a satellite project specially designed for Saudi Arabia that will make it possible for television transmission to cover 100% of the populated areas.

Organization Charts

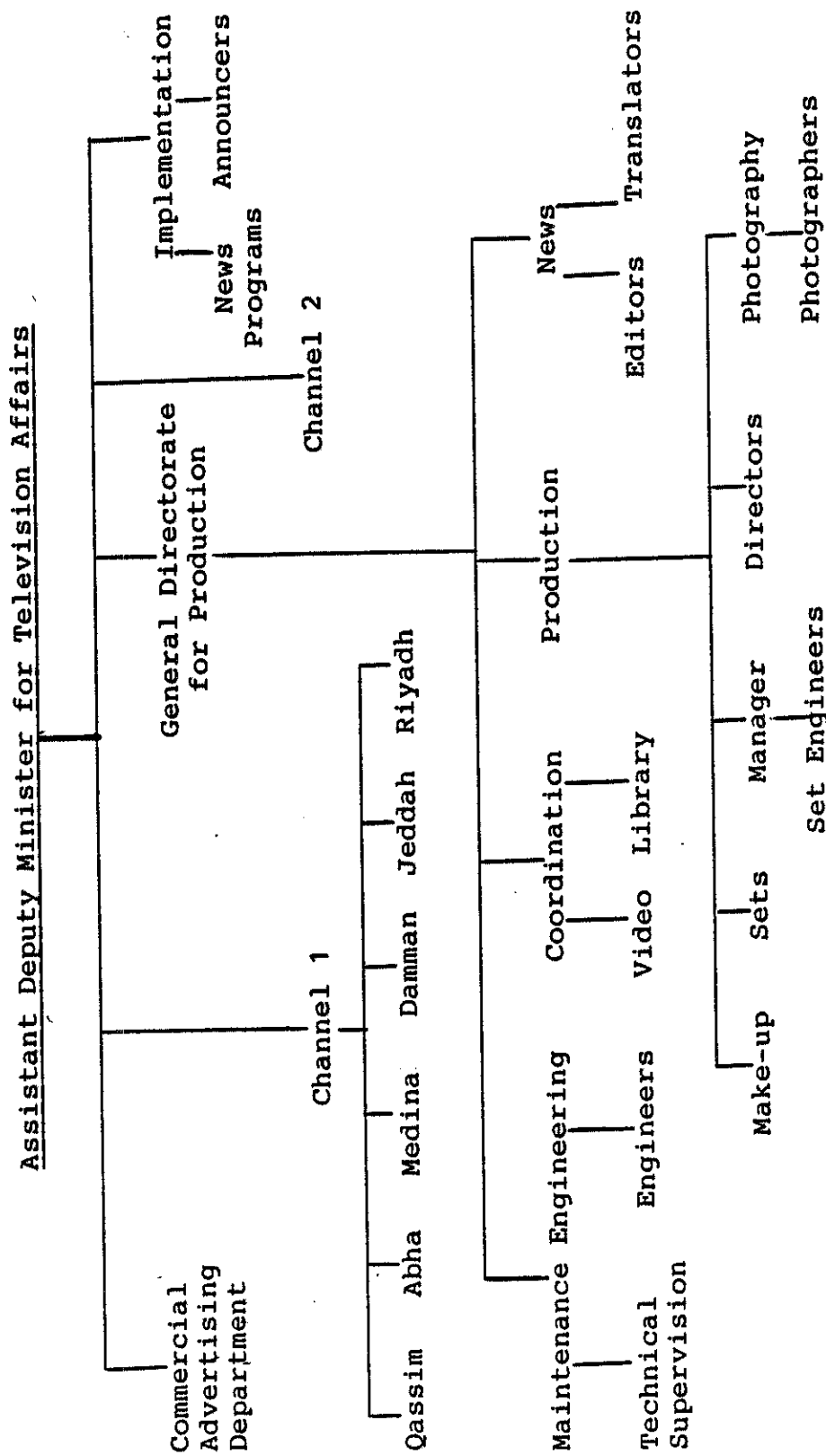
There were three administrative levels in the Saudi television system. The lowest was the station level with the station managers directly responsible for the activities of their station. The second level was the Saudi General Directorate for Television, headquartered in Riyadh, supervising the country's scattered stations. Its function was to be a bridge connecting television stations with officials at the Ministry of Information. The third was a high level of administration represented by the Assistant Deputy Minister for Television and Radio Affairs, who was to approve all major projects and policies concerning television. When the centralization of the transmission policy in 1976 started, the five stations began to lose their status as independent entities. Yet, by 1983, with a newly appointed Minister of Information and two new Deputy Ministers, Saudi television had been

reorganized so that the Assistant Deputy Minister for Television Affairs became directly responsible for the operation of all six television stations (see Figure 3). The authority of the Saudi General Directorate for Television in Riyadh and the managers of the other five stations (Jeddah, Dammam, Qassim, Abha, and Medina) was minimized (Al-Usmani, 1984).

Color Television

The need for color television became more and more apparent, especially to compete with the other Gulf states' television. In 1971, the Ministry of Information hired Hammett and Edison, a San Francisco, California, consulting firm, to study which color system--NTSC, PAL, or SECAM--would be better for the kingdom. The result of the study was that PAL should be the choice. However, the government decided to use SECAM which is a French system. "The SECAM decision was thus political rather than technical" (Boyd, 1982, p. 132). (Boyd offers no explanation for this seemingly blatant political decision.) When selecting this system, consideration was given to its suitability for reception by black and white sets in the interest of those who owned them. Since the neighboring Gulf States were using the PAL system, special adjustments were made on the Dammam station to convert the SECAM system into PAL to allow viewers in the Gulf area to see the Saudi signal in

Figure 3. Organization of the Saudi television system.



Source: Adapted from Al-Usmani, A. S. (1984).

Note. Each regional station (Qassim, Abha, Medina, Damman, Jeddah, Riyadh) has the structure shown.

color. On the first day of Shawal 1396 H. corresponding to September 1976, which was also the kingdom national day, the television started color transmission permanently after a trial period which lasted for several months (Gulf Vision, 1982).

Riyadh Television Complex

Boyd (1982) considers Riyadh Television Complex "the largest and most technically advanced in the Arab world" (p. 132). It consists of a 10-story building with three stories underground and a tower 176 meters high, the primary purpose of which is to widen the scope of television transmission. The tower has a two-story restaurant. The new complex has 13 studios for all types of cinema or television production as well as a theater for 700 people. The complex itself is built on a plot of land with an area of 40,000 square meters. The total value of this project is SR1,600 million, approximately U.S. \$450 million. The complex includes the following five sections: a transmission section with three news studios, three program studios, and offices; a TV production section with five studios of 350 to 550 square feet, including all of the required equipment and services; a cinema production section with a cinema studio and film processing and printing laboratories; a remote broadcasting vans section; and an electricity generating section which generates up to

10 megawatts of power. The total floor area of the studios is approximately 300 square meters. The studios are equipped with the most recent appliances. The complex is designed to operate three television channels simultaneously (Gulf Vision, 1982).

The complex can accommodate a staff of 800 administrators and technicians. It has a theater which is equipped for television transmission, as there is a special control room provided with cameras and the necessary technical equipment. The theater is supplemented with three conference halls, a scene workshop, a make-up and costume room, a restroom for the artists, and a room for rehearsals. It has parking which accommodates 700 cars (Gulf Vision, 1982). Gradually, in late 1982, television activities began to transfer to the Television Center in the new television complex.

Introduction of Channel 2--1983

After transferring to the new complex, with the advanced facilities in the complex, Saudi television, in accord with its policy to communicate Islam to Saudi citizens and other countries, inaugurated the second channel in August, 1983. This channel was aimed primarily at the English-speaking groups within the country (Sobahi, 1987). In addition to the locally produced religious programs, Channel 2 provides other variety programs, some

of which are locally produced such as "Thursday Night" and "In Focus." The others are mainly imported from the United States of America and Britain, in addition to daily newscasts in both the English and French languages. There are also children's programs, musical programs, foreign films and series, and sports programs.

CHAPTER 2

COMMERCIAL ADVERTISING ERA

This chapter is devoted to discussing such issues as events preceding the introduction of commercial advertising on Saudi television, events following the use of the advertising, problems facing Saudi television's advertising, the department of commercial advertising, commercial advertising's practice, and the rules that control commercial advertising.

Factors in the Development of Advertising

According to Shobaili (1971), there was a kind of advertising in the early days of Saudi television:

At the present time there is a small amount of indirect advertising in broadcasting. The mention of names of companies is allowed where these companies devote materials such as props and prize money in connection with quiz shows, plays, and variety broadcasting. (p. 305)

Still one can neither consider these attempts as official nor professional commercial advertising because they were rarely used; moreover, neither the television nor the Ministry of Information have benefited from them financially.

It is very hard to point to one reason for the introduction of professional commercial advertising in

Saudi television. There were, however, many factors which contributed to the decision. Abdulaziz Alhasan, Director of the Commercial Advertising Department, stated that the most important factors were:

1. Reviving national productions,
2. Reviving the economic market,
3. Informing and guiding the consumers, especially those in rural areas,
4. Convincing housewives,
5. Avoiding the use of other countries' television for advertising by local traders, thus saving the national capital,
6. The civil and social necessity of the advertising, and
7. The income of advertising. (Interview, October, 1988)

As recently as 1980, the idea of commercial advertising was not widely accepted, especially by the government. Yet with the increasing number of national manufacturers ["In 1984, there were approximately 1800 manufacturers in Saudi Arabia." (Council of Saudi Chambers of Commerce and Industry, 1986, p. 157)], the need to introduce the products of these manufacturers to the public became obvious. In fact, some of the manufacturers advertised their products by neighboring television

stations such as those in Egypt and the Gulf area whose broadcasts reached Saudi Arabia. In January, 1983, the Ex-Minister of Information, Dr. Mohammed Abdo Yemani, submitted a report to King Fahd Al Saud in which he described the importance of commercial advertising not only for the advertisers and consumers but also for the national production, which needed to be encouraged and introduced to the public in order to compete with international goods. For all these reasons, Yemani asked permission to begin studying the possibility of using television commercial advertising in Saudi television (Yemani, 1983).

In February, 1983, a royal decree was issued for the study of using commercial advertising by a committee consisting of the Director of the High Council for Information, the Minister of Finance and National Economy, the Minister of Commerce, and the Minister of Information. After the committee met, they formed a subcommittee consisting of the Deputy Minister of Finance and National Economy, the Deputy Minister of Information, and the Assistant Deputy of the General Auditing Bureau to study and prepare the commerce and economic principles for commercial advertising.

Many conferences were held, and reports discussing these issues were compiled by the subcommittee. One of the proposals for television advertising was submitted by the

Deputy Minister of Information with help from the Assistant Deputy Minister of Information for Television Affairs and his office in March, 1984. The proposal made recommendations on how television should utilize commercial advertising (Saudi Arabia, Ministry of Information, Assistant Deputy Minister for Television Affairs, 1984, March). Those recommendations helped to establish the rules and principles that govern Saudi television's commercial advertising.

First, the plan explained that the aims for using commercial advertising were

1. To inform and guide the consumer,
2. To revive the economic market, and
3. To develop the national production and television programming and production. (Saudi Arabia, Ministry of Information, Assistant Deputy Minister for Television Affairs, 1984, March)

The plan also discussed some terms and definitions used in the field of advertising such as advertising times and spots, advertising prices, and the advertising department. "Time" was defined as the length of the advertisement's message in terms of minutes and seconds. "Advertising spot" was defined as the time the advertisement would be transmitted such as at the beginning of a program, in the middle, and at the end of a program

(Saudi Arabia, Ministry of Information, Assistant Deputy Minister for Television Affairs, 1984, March).

Interestingly, the plan insisted that television, when using the advertising service, must

1. Not disturb the viewer with many advertising messages.
2. Not surprise the viewer by transmitting an advertisement in a spot in which he is not accustomed to seeing an advertisement.
3. Give the advertiser a chance to see this in a determined spot that he knows.
4. Not use the advertisements as fill-ins for gaps in the transmission schedule. (Saudi Arabia, Ministry of Information, Assistant Deputy Minister for Television Affairs, 1984, March, p. 2)

These recommendations became part of the principles which govern Saudi television's commercial advertising (Appendix 1). As mentioned, the subcommittee with a team consisting of representatives from each ministry worked on and studied these ideas extensively and came out with a plan which was submitted to the Minister's committee in June, 1985 (Saudi Arabia, Ministry of Information, Preparation Subcommittee, 1985, June). The plan consisted of the following principles:

1. Commercial advertising is to be started on the second channel of Saudi television (the English Service), and it is to be restricted to national goods and products, national establishments, and banks only.

2. The aim of the advertisements is to present the quality of the national production without exaggeration or triviality. The advertisement's elements, pictures, and sounds should conform to the policy adopted by television with regard to observing Islamic law and teachings and accepted social values.
3. The advertisement periods are divided into three categories (except in the month of Ramadan) as follows:
 - a. Off-Peak Category extends from the beginning of transmission until 9:00 P.M., including the morning transmission.
 - b. Peak Category extends from 9:00 P.M. (time of the main evening newscast) until the end of the transmission on the same day.
 - c. Special Category means the ceremonies or special occasions which are transmitted live other than official occasions or the main evening newscast.
4. Transmitting of advertisement should be restricted to limited period. Advertisements should be transmitted between programs. Interrupting programs to transmit advertisements is not permitted.

5. Duration of the advertisements are as follows:

1/4 minute = 12 - 18 seconds

1/2 minute = 25 - 35 seconds

3/4 minute = 40 - 50 seconds

One minute = 55 - 65 seconds

Since Saudi television is a governmental sector, it does not depend on the commercial advertising's income. Therefore, when determining the duration of the advertisements, the subcommittee considered the advertiser's benefit by giving them more time in each duration. For instance, instead of making 1/4 minute 15 seconds, they made it 18 seconds, etc.

Advertisement prices for one transmission

Channel 1

Duration	Off-Peak	Peak	Special
1/4 minute	5,000 SR	7,500 SR	9,000 SR
1/2 minute	8,000 SR	12,000 SR	15,000 SR
3/4 minute	11,000 SR	16,000 SR	20,000 SR
One minute	15,000 SR	20,000 SR	25,000 SR

Channel 2

1/4 minute	3,500 SR	4,500 SR	6,000 SR
1/2 minute	5,000 SR	7,500 SR	10,000 SR
3/4 minute	7,000 SR	10,000 SR	12,000 SR
One minute	9,000 SR	12,000 SR	15,000 SR

(Saudi Arabia, Ministry of Information,
Preparation Subcommittee, 1985, June)

Note: U.S. \$1 = 3.58 SR ("Foreign Currency,"
The Wall Street Journal, January 2, 1985, p. 24B)

6. Anyone wishing to advertise is to produce the advertisement at his own cost, bearing in mind the time units referred to in Section 5. The elements, production, and direction of the advertising must meet Islamic law and the kingdom's values. The Ministry of Information will determine the rules that govern production patterns (Appendix 1).
7. Contents and technical shape of advertisements should be approved by the censorship department in Saudi television.
8. The income of the commercial advertising is considered as a governmental income. (Saudi Arabia, Ministry of Information, Preparation Subcommittee, 1985, June)

Adopting the subcommittee's plan, the minister's committee met again and discussed the notion of using commercial advertising on Saudi television. After revision, rectification, addition, and subtraction, the minister's committee came out with an extensive report which it submitted to the king for his approval. The plan

became the principles and basic rules for commercial advertising on Saudi television (Appendix 1).

In November, 1985, Saudi television announced that the Minister of Information had declared the following (Saudi Arabia, Ministry of Information, Assistant Deputy Minister for Television Affairs, 1985, July):

Responding to King Fahd's request for utilizing commercial advertising service in Saudi television, Saudi television has done the necessary studies to carry out this project; it was approved from his majesty. Therefore, Saudi television is glad to announce to its viewers that it intends to use commercial advertising, starting the first day of Jumad Aual, 1406, corresponding to 1-11-1986. Thus, we must explain the following:

1. Commercial advertising should be utilized on Channel 2, the English service, for the first six months, and it would be restricted to national products, establishments, and banks.
2. The advertisements must aim at introducing the quality of national products without exaggeration or triviality. The advertisement's elements, pictures, and sounds should conform with the policy adopted by the television with regard to observing Islamic law and teachings and accepted social values.
3. There are principles and basic rules for times and prices of the advertising, and they are available at the television center in Riyadh to whoever is interested in advertising on Saudi television. (Appendix 4, Saudi Television Amendment, July, 1985)

On the first day of Jumad Aual, 1406 corresponding to January 11, 1986, Saudi Arabian television began its commercial advertising service on Channel 2, the English service, with an advertisement for Al-Marai Dairy, a

national product (Commercial Advertising Department's Files, 1986). At first, Saudi television restricted advertising service to national products (Table 2) until September, 1986, when it allowed advertisements of international products (Interview with Abdulaziz Alhasan, October, 1988). Commercial advertising service was to be used only on Channel 2 for six months, then the first channel, the Arabic transmission, could begin the advertising service (Saudi Arabia, Ministry of Information, Assistant Deputy Minister for Television Affairs, 1985, July).

Channel 1, however, started its own commercial advertising service on Jumad Aual 24, 1406 (February 3, 1986) after only 23 days instead of the six months, but after it had observed the success of the advertising service on Channel 2 (Interview with Abdulaziz Alhasan, October, 1988). In December, 1986, a report from the Commercial Advertising Department was sent to the Deputy Minister for Television Affairs which showed that the income of commercial advertising for the first year was 42,653,500 SR (over U.S. \$11.5 million) (Saudi Arabia, Ministry of Information, Preparation Subcommittee, 1986, April).

As in any new service in any field, there were some problems which faced the television commercial advertising

Table 2

National Products of Saudi Arabia

1. Saudi Ceramic
2. Happy Baby's Diapers
3. Nadic Milk
4. Al-Weha (Oasis) Juice
5. Afia Cooking Oil
6. Al-Safi Milk and Buttermilk
7. Al-Kaima (The Tent) Market Center
8. Al-Yamama Center
9. Badna's Factories (candies, biscuits)
10. Fitahi's Jewelry Center
11. The Saudi Phonebook
12. Al-Marai Dairy
13. Kelvinator Juffali Corporate
14. Sunbulah Food and Pastries Manufacturing
15. Asarawat Supermarket
16. Beverage Services Inc.
17. Sabic (Petroleum Products)
18. Saudi Airlines
19. Saudi Cement

service. The two main problems, however, were complaints by the national products advertisers that advertising prices were too high and the efforts of the press to curtail the service.

Advertisers were unhappy with the price they had to pay for television commercials. The problem was that they compared what they were paying for television advertising to what they were accustomed to paying for advertising in the local newspapers and magazines (Council of Saudi Chambers of Commerce and Industry, 1986). They also complained that, because of these prices, they would not be able to compete with the international products' advertisers who would use this service in the future. A royal decree was issued in March, 1986, (Saudi Arabia, Ministry of Information, Preparation Subcommittee, 1986, April) to discuss this problem. The same subcommittee which had suggested the prices for the first time met in Shoban, 1906 (April, 1986) and proposed some adjustments in the old prices and times.

According to the new proposal, the duration of the spots would remain the same (Appendix 1); advertising periods, however, would change to four instead of three (Appendix 1).

1. Off-Peak Category: Extends from the beginning of transmission until 1:00 P.M.

2. Special Category: Extends from 1:00 P.M. until the time of the main evening newscast (9:00 P.M. in wintertime, 9:30 P.M. in summer time).
3. Excellent Category: Extends from the end of the evening newscast until the end of the transmission on the same day.
4. Distinguished Category: Means the ceremonies or special occasions which are transmitted live such as national and international sports games and events. (Saudi Arabia, Ministry of Information, Preparation Subcommittee, 1986, April)

The prices for each transmission of an advertisement were:

Channel 1

Duration	Off-Peak Category Price	Special Category Price	Excellent Category Price	Distinguished Category Price
1/4 minute	2,500 SR	5,000 SR	7,500 SR	9,000 SR
1/2 minute	4,000 SR	7,500 SR	10,000 SR	15,000 SR
3/4 minute	5,500 SR	11,000 SR	16,000 SR	20,000 SR
One minute	7,500 SR	15,000 SR	20,000 SR	25,000 SR

Channel 2

Duration	Off-Peak Category Price	Special Category Price	Excellent Category Price	Distinguished Category Price
1/4 minute	1,700 SR	3,500 SR	4,500 SR	6,000 SR
1/2 minute	2,500 SR	5,000 SR	7,500 SR	10,000 SR
3/4 minute	3,500 SR	7,000 SR	10,000 SR	12,000 SR
One minute	4,500 SR	9,000 SR	12,000 SR	15,000 SR

(Saudi Arabia, Ministry of Information, Preparation Subcommittee, 1986, April, pp. 2-3)

Note: U.S. \$1 = 3.65 SR ("Foreign Currency," The Wall Street Journal, April 3, 1986, p. 27)

One more important adjustment made in that report was that the new prices on both channels were for international production advertisements. National products were to be given a 30% discount (Appendix 2) (Saudi Arabia, Ministry of Information, Preparation Subcommittee, 1986, April). Those adjustments are now part of the rules with which commercial advertising in Saudi television is operating.

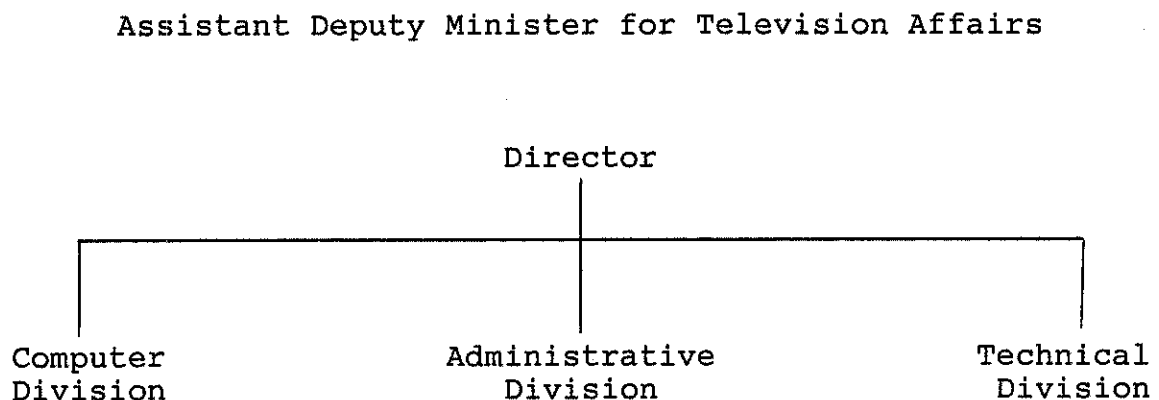
The second main problem faced by Saudi television's commercial advertising was the efforts of the press to curtail the service. Seeing the emergence of television commercial advertising as a threat to their own profitability, the publishers decided to take action before the new service became established and competitive. Thus, in September, 1986, the publishers sent a telegram to the

king saying that the press industry's income had been affected by television advertising and requested that the service be cancelled or restricted on Channel 2 to national products only. They also requested stopping the advertising on videocassettes because it would draw away some of those who traditionally advertised in the press (Saudi Arabia, Ministry of Information, Minister's Committee, 1987, January). Responding to the request, a royal decree was issued in December, 1986, (Saudi Arabia, Ministry of Information, Minister's Committee, 1987, January) for the discussion of the publishers' complaint by the minister's committee. The ministers met in January, 1987, discussed the matter, and concluded that the publishers were exaggerating their claims. The committee noted that there were many advertisements that could not use television service either because of the expense or because the contents were not suitable for television. Furthermore, even though the press in Saudi Arabia is a private sector, the government supports the press financially. Therefore, the committee suggested ignoring the publishers' complaint about the effects of the television commercial advertising. Nevertheless, the committee suggested stopping advertisements in videocassettes (Saudi Arabia, Ministry of Information, Minister's Committee, 1987, January).

The Department of Commercial Advertising

Compared to other departments in Saudi television and considering the responsibilities that it has, the Commercial Advertising Department in Saudi television is a small one. Consisting of approximately 12 employees, the department is located in a small suite on the first floor of the complex. It consists of the director, the technical division, the administrative division, and the computer division (Figure 4).

Figure 4. Organization chart for the Department of Commercial Advertising



The director's function is to coordinate affairs between the advertisers and the television and between the two channels and the department. He bears the responsibility of selling advertising times to the advertisers and supervises the advertising procedures.

The technical division's function is to do the necessary editing of the commercials and to supervise the quality of the commercials. The administrative division keeps files for the advertisers, the advertisements, and the financial records. The computer division makes the reservations for the commercials and airing times, verifies the commercial's income and keeps a record for each advertisement and advertiser. Finally, the department works under the supervision of the Assistant Deputy Minister for Television Affairs who is responsible for all departments in Saudi television.

The Practice of Commercial Advertising

In Saudi Television there are three forms of commercial advertising. The first is called "Fully Sponsored Advertising" in which one firm sponsors the program's prizes in order to have its name or product mentioned during the program or to put its name in a spot on the stage where the camera often passes, allowing the name to appear on the screen. This type is generally used in programs which require audience participation such as musicals and quiz shows. For instance, there was a quiz show called "Bank Al-malomat" (Knowledge Bank) which was under the sponsorship of Al-bank Al-ahly (The National Bank).

The second form of commercial advertising is called "Shared Sponsored Advertising" where two or more noncompeting firms share the sponsorship of a single program by supplying it with some of their products as prizes or donating some money. This allows their names to be mentioned several times during the program, their emblems to be shown for a few seconds, and their titles to be announced at the beginning and the end of the program as is the case in the yearly program, Ramadan's quiz shows.

These two types of advertising existed before the introduction of the daily commercial advertising (1986). However, these two types are very seldom used because the programs in which they appear are not produced regularly.

The third type is "Spot Advertising." This type has taken the form of commercial blocks which may be placed anywhere in the station's daily schedule according to the class of time and the rule of commercial advertising in Saudi television (see Appendix 3). This form of advertising is widely used by the advertisers. According to Alhasan, the Director of the Commercial Advertising Department, "For this type, Saudi television gives the advertisers the freedom of choice" (Interview with Abdulaziz Alhasan, October, 1988). In other words, advertisers choose when they want their advertisement to be broadcast. For spot advertising, the advertisers produce

their advertisements on their own whether in Saudi Arabia or abroad. Yet, before producing the advertisement, the advertiser must submit a storyboard of it to the Department of Commercial Advertising for approval. Then, the advertiser produces the commercial and submits it, usually in videotape form, to the Censorship Department for approval. The advertiser then completes an application (see Figure 5) on which is included the duration of the commercial, the periods in which it is to be run, and the number of broadcastings. The application and the tape are finally submitted to the Department of Commercial Advertising at which time the advertiser pays the required fee.

Prime time, the period after the daily newscast from 9:00 P.M. to the end of the daily broadcast, is especially attractive to the advertisers; this time period, naturally, is always in great demand. Wanting to avoid disturbing the audience with many advertisements in one period of time on the one hand and trying to satisfy the advertiser's great demands on the other, the Department of Commercial Advertising has limited each advertising block to not more than 40 commercials. It accepts the application according to a first come, first served priority. Thus, the client who applies first is awarded in the commercial time block of his choice. If there are more than 40 commercials, the

Figure 5. Application for advertising on Saudi TV.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

THE KINGDOM OF SAUDI ARABIA
MINISTRY OF INFORMATION
Television
Commercial Advertising

المملكة العربية السعودية
وزارة الاعلام
التلفزيون
الاعلان التجاري

Ref. No. _____

Date _____

Enclosed _____

رقم _____

التاريخ _____

المشروعات _____

طلب اعلان

المحترم مدير ادارة الاعلان التجاري

السلام عليكم ورحمة الله وبركاته :-

نرفق لكم بطيحه _____ سجل عليه مادة اعلانية حسب المعلومات التالية :-

الاعلان _____

مدته _____

Duration _____

Category _____

المعلن _____

The Advertiser _____

وكالة الاعلان _____

Advertising Agency _____

مترات الاعلان _____

Frequency _____

Month _____ شهر

١	٢	٣	٤	٥	٦
٧	٨	٩	١٠	١١	١٢
١٣	١٤	١٥	١٦	١٧	١٨
١٩	٢٠	٢١	٢٢	٢٣	٢٤
٢٥	٢٦	٢٧	٢٨	٢٩	٣٠
٣١					

Month _____ شهر

١	٢	٣	٤	٥	٦
٧	٨	٩	١٠	١١	١٢
١٣	١٤	١٥	١٦	١٧	١٨
١٩	٢٠	٢١	٢٢	٢٣	٢٤
٢٥	٢٦	٢٧	٢٨	٢٩	٣٠
٣١					

Month _____ شهر

١	٢	٣	٤	٥	٦
٧	٨	٩	١٠	١١	١٢
١٣	١٤	١٥	١٦	١٧	١٨
١٩	٢٠	٢١	٢٢	٢٣	٢٤
٢٥	٢٦	٢٧	٢٨	٢٩	٣٠
٣١					

(. وقد أشرنا للأيام المطلوبة وتعبيرنا احتياجاتنا)

نأمل الاشارة باكمال اللازم حيال الاعلان عنه في القناة)

مقدم الطلب : _____

الوظيفة : _____

الاسم : _____

التوقيع : _____

يتمتع

المشرف على الاعلان التجاري

ادخلت الكمبيوتر برقم

--	--	--	--	--	--

remainder are scheduled in another commercial block in prime time; this one comes after the first program to be shown following the news. The prices, however, are the same since both those blocks are in prime time (Interview with Abdulaziz Alhasan, October, 1988).

Advertising Rules and Principles

Saudi Arabia has religious importance in the Islamic world because of the location of the two most holy cities of Islam, Mecca and Medina (see Figure 1). Thus, Saudi Arabia has to conduct itself as a religious leader in the social and political matters, both domestic and international. The Islamic rules, therefore, are observed extensively, especially socially. This responsibility is reflected in the social organizations such as the families, the schools, the universities, and the governmental sectors such as the Ministries. Furthermore, there are some government agencies charged with the enforcement of religious laws.

For the Ministry of Information to do its part in maintaining the Islamic and social rules, there is in each sector--radio, television, and publications--a censorship department which is responsible for the content of the materials which will be introduced to the public whether the materials are produced locally or internationally. For each department there is a set of general guidelines to

follow. Some of the television guidelines require avoidance of the following:

1. Scenes which arouse sexual excitement.
2. Women who appear indecently dressed, appear in dance scenes, or in scenes which show overt acts of love.
3. Women who appear in athletic games or sports.
4. Alcoholic drinks or anything connected with drinking.
5. Derogatory references to any of the "Heavenly Religions."
6. Treatment of other countries with praise, satire, or contempt.
7. References to Zionism.
8. Material meant to expose monarchy.
9. All immoral scenes (i.e., kissing scenes, etc.).
10. References to betting or gambling.
11. Excessive violence. (Boyd, 1972, p. 242)

Commercial advertising as a service of television has been subjected not only to these guidelines, but also to others (Appendix 3).

Under the title "Periods" in the commercial principles and rules (Appendix 1), one can find an exception for two months (Ramadan and Dhu Al-Hijjah) where the advertising periods differ from the other periods during the year. The reason for this variance is that these two months are considered holy months because certain religious activities and events occur. Therefore, television's daily schedule changes, especially in Ramadan, in the daily transmission's starting and closing time, the daily newscast's time, and the content of the programs, which will be more religious according to a plan formatted by television personnel.

Thus, some changes affect the commercial advertising periods and the contents of the commercial advertisements.

CHAPTER 3

SUMMARY

One part of Saudi Arabia--the East province--experienced television in 1955 through a station which was operated by the United States Air Force. This experience made Saudi Arabia the location of the second television station in the Arab World. The actual beginning of Saudi television, however, took place in 1965 when two governmental stations were inaugurated: one in Riyadh, the other in Jeddah. By the end of 1969, there were five television stations operating individually to cover the major cities of Saudi Arabia and their surroundings. In addition to these, a network consisting of transmitters, amplifying stations, mobile television transmissions, microwaves, and satellite systems were used to cover 90% of the populated areas. By the end of 1976, using a coaxial cable which extended from the eastern province to the western province, however, Saudi television broadcasting was centralized and Riyadh's station became the main television station. In 1977, the sixth station was inaugurated in Abha in the southern province of Saudi Arabia (see Figure 2).

The preceding describes the launching era of Saudi television. After that era, another noticeable development occurring in to Saudi television was the introduction of color television. In order to include color in Saudi television, the Ministry of Information hired an American consulting firm to study which color system would be better for the kingdom. The firm found that PAL should be the choice. However, the government, for some reason, decided to use the French color system, SECAM. In September, 1976, Saudi television started the colored transmissions permanently.

A landmark in the history of the development of Saudi television was the Riyadh television complex. In late 1982, Saudi television transferred to the new television complex and started a new era in its history. In this era, Saudis witnessed the introduction of Channel 2, the English service in August, 1983, and in January, 1986, the introduction of commercial advertising.

Commercial advertising in Saudi television started on Channel 2 with national products only. The success of the service led the Ministry of Information to adjust its decision that commercial advertising was to be utilized on Channel 2 for six months before the first channel could utilize the service. The first channel utilized advertising service after Channel 2 had utilized the

service for only 23 days. International products were allowed to use the service after the national products has used it for nine months.

Commercial advertising in Saudi television has three forms. The first is the fully sponsored advertising in which one firm sponsors a program in order to have its name or product mentioned during the program's segments. The shared sponsored advertising, where two or more noncompeting firms share the sponsorship of a single program, is the second form. The third is the spot advertising, which takes the form of commercial blocks which can be placed anywhere in the station's daily schedule. This advertising type and its prices are subject to four period categories: off peak, special, excellent, and distinguished. These periods change for two months (Ramadan and Dhu Al-Hijjah) during which certain religious activities occur; therefore, the daily schedule changes as well as the content of the programs. The Saudi television strictly controls advertising: the length, the timing, the type, what an advertisement says, and how it says it. Thus, there is no pressure or influence on the television programming by advertisers in Saudi Arabia as there is in some countries, the United States, for instance.

To help the national products in competing with the international products, the Ministry of Information gave

the advertisers of national products a 30% discount. The prices are fixed; no bargains nor other discounts are permitted. In September, 1988, the Deputy Minister for Television Affairs submitted a report to the Ministry of Information showing the income from commercial advertising. The report showed that for the first fiscal year which was 1985-1986, the income was 207,500 SR (approximately U.S. \$57,000). During the second fiscal year, 1986-1987, the income was 45,990,500 SR (over U.S. \$12 million). The income for the third fiscal year, 1987-1988, reached 139,196,450 SR (over U.S. \$37 million), and for the fourth fiscal year, 1988-1989, the income up to August, 1988 was 98,284,100 SR (over U.S. \$26 million) (Saudi Arabia, Ministry of Information, Assistant Deputy Minister for Television Affairs, 1988, August).

Mention needs to be made that in its early developmental stages. Saudi television was dependent on some non-Saudi firms for development. This was evident in the planning and building of the television system, in the decision determining which color system to use, and in the building and equipping of the new complex. However, the last two movements, the introduction of Channel 2 and the utilization of commercial advertising, were pure Saudi decisions. In other words, one could mark the new

television center's era as the beginning of maturity for Saudi television.

Conclusions

Certain areas need improvement, which will result in better and more efficient utilization of the present advertising service in Saudi Arabia. The following conclusions have been reached:

1. Qualification

The Department of Commercial Advertising at the present time consists of 12 employees. One cannot find among them any specialized or highly qualified person or one who has even had any training in advertising. It is obvious that any specialized department has to have some expert people in the field or else it will fail in fulfilling some of its elementary duties, not to mention advanced, sophisticated duties. For Saudi television, this situation might be working to some extent since advertising service is still new and small. In the near future, however, this situation will lead to some serious problems in the service. Moreover, the development of the service will be affected negatively due to this absence of specialization.

It is imperative that the Ministry of Information seriously consider this need and hasten to develop or

hire some capable personnel and executives for the advertising service. Commercial advertising is not an easy task. It needs extensive expert attention.

2. Audience Research

Unfortunately, as is the case with many developing countries, little communication research has been done in Saudi Arabia. Exact circulation figures as to newspapers, percentage of set saturation, audience research, administrative surveys, etc. are nonexistent. Programs are cancelled, produced, moved, changed, rescheduled, and modified according to personal taste and judgement of the program manager or some member of the top ministry's officials. (Shobaili, 1971, p. 295)

That was the case in 1971. Audience research, especially in television, has an interesting story. In 1972, Douglas Boyd, who was then a student at the University of Minnesota, conducted a survey as part of his Ph.D. dissertation, with the contribution of Dr. Abdulrahman S. Shobaili, who was then Director General of Television. The study is titled The Saudi Arabian Television Audience (Boyd, 1972, p. 269). Boyd states, "It is the opinion of the researchers as well as the Saudi government that this is the first television audience research to be undertaken in the kingdom" (p. 270). It is the opinion of this writer that even though this study was the first to be conducted in this field in the kingdom, it is not a feasible study for many reasons.

1. The study's "operational population" was the audience of one city, Riyadh, which cannot represent the Saudi audience, target population.
2. The study was restricted to male respondents because of the difficulty of reaching females which means that it ignored the attitude of the other half of the population.
3. Saudi Arabia's population in the 1970s was 7,012,642 (Al-Madani & Al-Fayer, 1976, p. 186). Although the sample was to some extent small, 120 persons, it was divided into two parts. Sixty persons were "selected on the streets in four sections of the city during three specified periods of the day" (Boyd, 1972, p. 274). This method, in my opinion, would dissolve the sample. The other 60 were selected from four private businesses and government offices. In short, the sample did not have the most important factor of random sampling which is the full and equal chance for every single individual in the operational population to be included in the sample.

After Boyd's study, the subject of researching was abandoned until 1979 when an Office of Research was established at the Saudi Ministry of Information. Unfortunately, the office's activities have been mainly in

providing information regarding broadcasting in the country to visitors or governmental agencies (Al-Usmani, 1984).

Another research took place in 1982 conducted by the University of King Saud and supported by the Ministry of Information. The study surveyed 10,000 viewers from different regions in the kingdom. Nevertheless, for unknown reasons, the results of this study have not been released yet (Al-Usmani, 1984).

So far, these have been the only serious attempts toward television audience research that have been conducted in Saudi Arabia. Saudi television has a need for some definite data about its audience. Data should include how they use the medium, how they see its service, their attitudes, hopes, likes, and dislikes, and the effect of the medium on the society and vice versa. Apparently, this need has become more imperative since the introduction of the commercial advertising service which has raised a number of questions that need to be answered. Thus, a comprehensive survey research about the Saudi television audience should be conducted if television is to be a source of development. For such a study the writer recommends the following ideas for consideration:

1. Mode of Data Collection

There are three principal means of collecting data for a survey: mail questionnaire, face-to-face

interviews, and telephone interviews. Mail and face-to-face are not proper modes since the target of the study is Saudi citizens for some simple reasons.

First, with a mail questionnaire, there is absence of control over the respondents, especially since it would be a new experience for many of them. Second, a face-to-face interview is not only expensive since it would be a comprehensive survey, but it is also difficult because of traditional and custom factors for Saudis who are disinclined to chat with unfamiliar people about their thoughts, lives, and hopes, especially face-to-face. It is the writer's opinion that telephone interview would be the most proper mode for this situation because it provides greater flexibility in controlling the respondent, in avoiding the embarrassment which the respondents might have, and in interviewing the right person as listed in the sample-- wife, youngest, oldest, etc. Although expensive, this would not be a negative factor in Saudi Arabia. In sampling with replacement, if one number or person is not available, the interviewer can dial another number.

2. Sampling

It is important that the sample represent all of the study population; therefore, it should contain some criteria "sampling units" such as

- a. Primary Sampling units: The sample should contain at least people from the three major commercial cities in Saudi Arabia--Riyadh, Jeddah, Damman--where business and employment are abundant, and consequently, there are people from many different regions of Saudi Arabia.
- b. Sample population should consist of all the family elements, male, female, elder, younger.
- c. Sampling Frame: For the case of Saudi Arabia, the most appropriate method for selecting samples to insure representativeness is to select the sample from the identification number lists which the Ministry of Internal has. These lists are well organized in the central computer, and they contain valuable information about households and families in Saudi Arabia.
- d. Questionnaire: A well-organized questionnaire is important. However, in this case, it is better not to use open-ended questions which might confuse the respondents who are not accustomed to being questioned for a survey. This writer proposes the following form of questionnaire as an example.

Others [Specify]

7. Do you plan ahead to watch specific shows?
yes ()
no ()
8. In general, how many people watch television with you at home?
none ()
1 ()
2 ()
3 ()
4 ()
5 ()
more ()
9. Do you watch commercial advertisements?
yes ()
no ()

If you chose yes, please answer question 10, 11, and 12.

10. When you see a product that is similar to one you have used, do you feel that you would like to try the new product?
yes ()
no ()
don't know ()
11. How often has someone in your family asked you to buy a product which he has seen in a TV ad?
many times ()
occasionally ()
rarely ()
never ()
12. Have the ads attracted you to buy a new product?
many times ()
yes ()
no ()
13. Do we need commercial ads on TV?
yes ()
no ()

If you chose no, please skip to question 18.

14. How much do you believe in what the ads tell you?
very much ()
somewhat ()
not much ()

15. Do you like the ads to be broadcast all together in a 20 minute block one or two times during the daily TV broadcasting?
yes ()
no ()
16. Do you think it would be better if the ads were divided into 10 minute blocks and broadcast at many different times during the daily TV broadcasting?
yes ()
no ()
17. Do you agree with the concept that the ads should be designated? For instance, the children's products should be broadcast in children's time of viewing.
agree ()
don't agree ()
don't care ()

Finally, we would like to know just a little something about you.

18. How old are you?
between 7-13 ()
between 14-17 ()
between 18-23 ()
between 24-29 ()
between 30-35 ()
between 36-40 ()
older than 41 ()
19. Are you married?
yes ()
no ()
20. If yes, do you have any children?
yes ()
no ()
If yes, how many? _____
Please give ages. _____
21. Are you employed?
yes ()
no ()

22. What is your highest academic background?
- | | |
|---------------------------------|-----|
| below high school | () |
| high school but didn't graduate | () |
| high school graduate | () |
| some college | () |
| bachelor's degree | () |
| graduate or professional degree | () |

Interviewers:

Whoever conducts this study needs to train some people in "field procedures" so they can assist in the activities of collecting data. This writer recommends the researcher contact Saudi universities such as King Abdulaziz University at Jeddah, King Saud University at Riyadh, and King Faisal University at Damman, and ask for assistance in training some of their students, whether males or females, as interviewers. The people at the universities would be glad to provide every form of assistance for this matter.

These are some points which the writer wanted to highlight in hopes that they will assist whoever wants to make such a study.

As mentioned in Chapter 1, this study was one of the first documented histories about commercial advertising on Saudi television. In this study, some of the most important decisions and points that concern Saudi television's advertising were presented. Nonetheless, it was still a humble attempt to cover the subject comprehensively. Thus, in addition to a survey research, more studies are needed to cover the issues that are

important to the subject here such as the interrelationship between Saudi television and advertising agencies in Saudi Arabia, advertising production, television commercial advertising in the Gulf area, and the different experiences in using block television advertising in other television systems. Such studies would add valuable information which would give a clear picture of Saudi television's commercial advertising and its adequacy.

APPENDIX 1

The Principles and Basic Rules for Commercial Advertising on Saudi T.V.

1) THE MAIN PRINCIPLES.

THE MAIN PRINCIPLES GOVERNING THE CONCEPT OF COMMERCIAL ADVERTISING ON SAUDI TV CONSIST OF THE TRUE OBSERVATION OF THE ISLAMIC FAITH, THE TEACHINGS OF ISLAM, AND ITS FUNDAMENTAL BELIEFS WHICH BEAR HIGH VALUES FOR MAN, LIFE, AND THE PERSONAL AND SOCIAL CONDUCT OF THE INDIVIDUAL. THIS CONCEPT COMPRISES OF THE FOLLOWING:

- COMMERCIAL ADVERTISEMENTS ON THE TELEVISION SHOULD NOT BE BASED ON COMMERCIAL AND MATERIAL BENEFIT ALONE, BUT SHOULD ALSO BE BASED ON THE ESSENTIAL NEED TO GUIDE AND INFORM SAUDI CITIZENS, TO ORIENTATE THEM TOWARDS CHOOSING NATIONAL COMMODITIES AND PRODUCTS AND UTILISING AVAILABLE SERVICES, PROVIDED THAT THE ADVERTISING TECHNIQUES USED ARE BEST SUITED TO THE CAPABILITIES AND SUBSISTENCE NEEDS OF THE CITIZENS.
- COMMERCIAL ADVERTISEMENTS SHOULD BE DESIGNED TO MEET GENERAL LEVELS OF ACCEPTABILITY FOR BOTH INDIVIDUALS AND FAMILIES, OBSERVING PUBLIC TASTE AND PREVAILING SOCIAL CUSTOMS.
- COMMERCIAL ADVERTISEMENTS SHOULD SEEK TO DISPLAY THE QUALITY OF NATIONAL PRODUCTS WITHOUT LEADING TO EXAGGERATION OR TRIVIALITY. THE ADVERTISEMENT'S ELEMENTS, PICTURES, AND SOUNDS, SHOULD CONFORM WITH THE POLICY ADOPTED BY THE TV WITH REGARD TO OBSERVING ISLAMIC LAW AND TEACHINGS, AND ACCEPTED SOCIAL VALUES.

- 2 -

- DURING THE 1ST 6 MONTHS, ONLY ADVERTISEMENTS SHOWING NATIONAL PRODUCTS, AND ADVERTISEMENTS SUBMITTED BY NATIONAL FIRMS AND BANKS, WILL BE TELEVISED ON CHANNEL TWO OF SAUDI TV, AFTER WHICH OTHER ADVERTISEMENTS WILL BE ALLOWED TO APPEAR ALONG WITH THOSE OF NATIONAL PRODUCTS AND NATIONAL FIRMS AND BANKS, BASED ON THE FOLLOWING DIRECTIVES.
- * TO AVOID CRITICISING RELIGION OR RELIGIOUS MEN AND THEIR DIGNITY OR THEIR PRESTIGE.
- * TO AVOID CRITICISING RELIGIOUS MEN OR THE SECURITY OF THE STATE.
- * TO BE AWAY FROM ANY DIRECT OR INDIRECT SARCASM AGAINST ANY PROFESSION, OR HONOURABLE JOB, HOWEVER SIMPLE IT MAY BE. ALSO, IT IS NOT ALLOWED TO CRITICISE ANY PERSON, NO MATTER WHAT HE LOOKS LIKE, OR WHAT HIS COLOUR, BELIEF, NATIONALITY OR PROFESSION MAY BE.
- * TO AVOID ANY ATTACK AGAINST THE SACREDNESS OF MARRIAGE OR FAMILY TIES, OR THE INHERITED TRADITIONS AMONG FAMILIES.
- * NOT TO ATTACK THOSE DEFORMED, OR THOSE WHO HAVE MENTAL DEFICIENCIES.
- * NOT TO PRESENT ANY CRIMES OR THE METHODS OF FRAUDULENCY IN ANY WAY THAT MAY SHOW ANY ADMIRATION FOR THEM.
- * TO AVOID TELEVISING ADVERTISEMENTS WHICH MAY BE DISTURBING, OR FRIGHTENING, ESPECIALLY FOR CHILDREN.

- 3 -

TO AVOID USING ANY PRELUDES TO THE ADVERTISEMENTS WHICH MAY APPEAR TO BE NEWS ITEMS OR OFFICIAL STATEMENTS AS A MEANS OF PERSUADING THE VIEWERS.

- * IT IS NOT ALLOWED TO ADVERTISE ANY WINE OR ALCOHOLS, OR ANY OTHER DRINKS BY SAYING THEY ARE FREE FROM ALCOHOL, SUCH AS BEER, OR CHAMPAGNE.
- * IT IS NOT ALLOWED TO ADVERTISE TOBAC^C OR CIGARÈTTES OF ANY KIND.
- * IT IS NOT ALLOWED TO USE EXPRESSIONS WHICH WOULD POINT OUT THE QUALITY OF A CERTAIN PRODUCT, ~~by~~ SAYING THAT A¹PRODUCT IS "BETTER" THAN ANOTHER PRODUCT. ^{space}
- * IT IS NOT ALLOWED TO USE VULGAR EXPRESSIONS DURING ADVERTISEMENTS. EXAGGERATIONS SHOULD ALSO BE AVOIDED.
- * IT IS NOT ALLOWED TO ADVERTISE HOROSCOPE OR FORTUNETELLING BOOKS OR MAGAZINES.
- * IT IS NOT ALLOWED TO ADVERTISE FOR ANY FILM OR PLAY BEFORE HAVING BEEN SUBMITTED TO THE MINISTRY OF INFORMATION'S CENSORSHIP DEPT. AND THE OTHER CONCERNED DEPTS., IT IS ALSO NOT ALLOWED TO ADVERTISE FOR CONTESTS INVOLVING GAMBLING.
- * IT IS NOT ALLOWED TO ADVERTISE PHYSICIAN'S CLINICS OR A CERTAIN KIND OF MEDICINE BY STATING THAT IT CURES A PARTICULAR DISEASE EXCEPT AFTER HAVING RECEIVED A WRITTEN APPROVAL FROM THE MINISTRY OF HEALTH. THIS IS ALSO APPLICABLE TO OTHER MEDICAL PRODUCTS.

- 4 -

- * IT IS NOT ALLOWED TO ADVERTISE ANY CHEMICAL SUBSTANCES WHICH MAY CAUSE TROUBLE IF USED BY NON-SPECIALISTS.
- * IT IS NOT ALLOWED TO ADVERTISE PRODUCTS OR TOYS FOR CHILDREN WHICH MAY CAUSE TROUBLE TO THEM, SUCH AS, DIVING TOOLS, PLANES, SUPERMAN FLYING WINGS, ETC...

2) ADVERTISEMENT DURATION, PERIODS, SUGGESTED PRICES.

TO REALISE THE UTMOST UNDERSTANDING BETWEEN THE TELEVISION ADMINISTRATION AND THE ADVERTISER, DURATIONS, PERIODS AND THE SUGGESTED PRICES MUST GO IN LINE WITH THE PRINCIPLE OF FLEXIBILITY IN DEALINGS.

ADVERTISEMENT DURATION

IT IS DIFFICULT TO COUNT THE DURATION WITH SECONDS OR PARTITIONS OF SECONDS, SO THE DURATION SHOULD BE COUNTED IN TERMS OF THE MINUTE UNIT, SUCH AS:

<u>U N I T</u>	<u>D U R A T I O N</u>
1/4 MINUTE	12 - 18 SECONDS
1/2 "	25 - 35 "
3/4 "	40 - 50 "
1 "	55 - 65 "

PERIODS:

WHILE DEALING WITH THE COMMERCIAL ADVERTISEMENT PERIODS, SAUDI TV CIRCUMSTANCES AND ITS ADHERANCE TO THE RELIGION, THE KING, AND THE KINGDOM MUST BE CONSIDERED.

THEREFORE, APPROPRIATE ADVERTISEMENT PERIODS ARE DIVIDED INTO THREE CATEGORIES (EXCEPT IN THE MONTH OF RAMADAN AND *DAHIYAH*).

- 5 -

1- OFF-PEAK CATEGORY:

STARTS FROM THE BEGINNING OF TRANSMISSION UNTIL 9 P.M.
INCLUDING THURSDAY AND FRIDAY DAY TRANSMISSIONS.

2- PEAK CATEGORY:

STARTS FROM 9.P.M. UNTIL THE END OF THE TRANSMISSION ON THE
SAME DAY.

3- SPECIAL CATEGORY:

MEANS THE CEREMONIES OR SPECIAL OCCASIONS WHICH ARE
TRANSMITTED "LIVE" (OTHER THAN THE NEWS OR OFFICIAL
OCCASIONS). THE MONTH OF RAMADAN AND HAJ SEASON CAN BE
COORDINATED BY THE OFFICIALS IN THE T.V.

ADVERTISEMENT PRICES

THE AIM OF COMMERCIAL ADVERTISING IS TO ENCOURAGE
INDUSTRIES, THE BANKS AND NATIONAL ESTBALISHMENTS, AIDED
BY A REDUCTION IN CHARGES BY THE GOVERNMENT, WHICH WOULD
THEREBY PROVIDE FOR A BOOST TO THE KINGDOM'S ECONOMY.

SAUDI TV CHANNEL 2 WILL START COMMERCIAL ADVERTISEMENT
TRANSMISSION ON THE FIRST OF JAMADI ALOLA 1406 H. ACCORDING TO
THE FOLLOWING PRICES:

<u>DURATION</u>	<u>OFF-PEAK PRICE</u>	<u>PEAK PRICE</u>	<u>SPECIAL PRICE</u>
1/4 MINUTE	3,500 SR.	4,500 SR.	6,000 SR.
1/2 "	5,000 SR.	7,500 SR.	10,000 SR.
3/4 "	7,000 SR.	10,000 SR.	12,000 SR.
ONE "	9,000 SR.	12,000 SR.	15,000 SR.

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3) GENERAL INSTRUCTIONS

THERE ARE ALSO SOME NOTIONS AND GENERAL INSTRUCTIONS TO BE FOLLOWED:

1. ALL FOREIGN ADVERTISING COMPANIES SHOULD FOLLOW THE RULES AND CONCEPTS OF ADVERTISING WHICH ARE FOLLOWED BY NATIONAL COMPANIES.
2. CONTENTS AND TECHNICAL SHAPE OF ADVERTISEMENTS SHOULD BE APPROVED BY THE CENSORSHIP DEPARTMENT IN THE TELEVISION.
3. AFTER APPROVAL FROM THE CENSORSHIP DEPARTMENT, THE TELEVISION WILL HAVE THE RIGHT TO BROADCAST THE ADVERTISEMENT ALONE, OR WITH A GROUP OF ADVERTISEMENTS, BUT WILL HOLD TO THE TIME OF TRANSMISSION CHOSEN BY THE ADVERTISER.
4. ADVERTISEMENTS WILL BE TRANSMITTED BETWEEN PROGRAMMES, NOT DURING A PROGRAMME.
5. ANYONE WISHING TO ADVERTISE IS TO PRODUCE THE ADVERTISEMENT AS HIS OWN COST, BEARING IN MIND THE TIME UNITS REFERRED TO IN SECTION 2.
6. PRODUCTION IS TO BE ON A ONE INCH SECAM B-FORMAT VIDEO TAPE, 16MM FILM OR A U-MATIC HIGH BAND, PAL SYSTEM.

4) ADVERTISING PROCEDURES

1. ANYONE WISHING TO ADVERTISE IS TO SUBMIT AN APPLICATION TO THE CONCERNED DEPARTMENT IN THE TELEVISION ON THE FORM SET FOR THIS PURPOSE, ATTACHING THE ADVERTISEMENT'S MASTER TAPE

- 7 -

2. THE CONCERNED DEPARTMENT IS TO PREPARE A SPECIAL REGISTER FOR ENROLLING THE APPLICATIONS ACCORDING TO THE DATE ON WHICH THE APPLICATION WAS SUBMITTED. A FILE IS TO BE PREPARED FOR EACH APPLICATION CONTAINING ITS MASTER TAPE AND PERTINENT DETAILS.
3. THE CONCERNED DEPARTMENT IS TO STUDY THE ADVERTISEMENT APPLICATIONS ACCORDING TO ENROLLMENT PRIORITY, THEIR COMPLIANCE WITH THE REQUIRED TERMS, AND THE HARMONY OF THE ADVERTISING MATERIAL WITH THE REGULAR CENSORSHIP REGULATIONS. THE DEPT WILL THEN MAKE RECOMMENDATIONS WHICH ARE TO BE SUBMITTED TO THE ASSISTANT DEPUTY MINISTER OF INFORMATION FOR TELEVISION AFFAIRS, OR HIS REPRESENTATIVE, FOR CONSIDERATION AND APPROVAL.
4. THE RECOMMENDATION SHOULD INCLUDE APPROVAL TO PASS THE ADVERTISEMENT, THE DEFINITION OF ITS PERIOD AND DURATION, THE NUMBER OF SCREENINGS, AND THE DUE SUM.
5. AFTER THE APPROVAL TO PASS THE ADVERTISEMENT, AND BEFORE ITS TRANSMISSION ON THE TELEVISION, THE ADVERTISER SHOULD PAY THE REQUIRED SUM BY A CERTIFIED BANK CHEQUE, TO BE DELIVERED TO THE CONCERNED DEPARTMENT.
6. IF THE ADVERTISER WISHES TO RE-ADVERTISE, HE MUST SUBMIT THE SAME FORM WITH REFERENCE TO THE NUMBER OF HIS PREVIOUS APPROVED APPLICATION, AND MUST PAY THE FIXED CHARGE OF THE ADVERTISEMENT.

WITH THE BEST WISHES OF SAUDI ARABIAN TELEVISION.

APPENDIX 2

Costs of Commercial Advertising for National Products on Channels 1 and 2

Duration Minute	Duration Seconds	Channel	Morning Category Price	Off-Peak Category Price	Peak Category Price	Special Category Price
1/4	12-18	1	1,750 SR	3,500 SR	5,250 SR	6,300 SR
		2	1,525 SR	2,450 SR	3,150 SR	4,200 SR
1/2	25-35	1	2,800 SR	5,600 SR	8,400 SR	10,500 SR
		2	1,750 SR	3,500 SR	5,250 SR	7,000 SR
3/4	40-50	1	3,850 SR	7,700 SR	11,200 SR	14,000 SR
		2	2,450 SR	4,900 SR	7,000 SR	8,400 SR
1	55-65	1	5,250 SR	10,500 SR	14,000 SR	17,500 SR
		2	3,150 SR	6,300 SR	8,400 SR	10,500 SR

Notes:

1. Morning Category: Includes from the beginning of transmission until 1:00 P.M.
2. Off-Peak Category: Includes the time from 1:00 P.M. until 9 P.M.
3. Peak Category: Included the time from the end of the 9:00 P.M. news until the end of the transmission.
4. Special Category: Is the live transmission of sports games and events and other live circumstances.

Source: Commercial Advertising Department in Saudi Television.

APPENDIX 3

Costs of Commercial Advertising for International Products on Channels 1 and 2

Duration Minute	Duration Seconds	Channel	Morning Category Price	Off-Peak Category Price	Peak Category Price	Special Category Price
1/4	12-18	1	2,500 SR	5,000 SR	7,500 SR	9,000 SR
		2	1,750 SR	3,500 SR	4,500 SR	6,000 SR
1/2	25-35	1	4,000 SR	8,000 SR	12,000 SR	15,000 SR
		2	2,500 SR	5,000 SR	7,500 SR	10,000 SR
3/4	40-50	1	5,500 SR	11,000 SR	16,000 SR	20,000 SR
		2	3,500 SR	7,000 SR	10,000 SR	12,000 SR
1	55-65	1	7,500 SR	15,000 SR	20,000 SR	25,000 SR
		2	4,500 SR	9,000 SR	12,000 SR	15,000 SR

Notes:

1. Morning Category: Includes from the beginning of transmission until 1:00 P.M.
2. Off-Peak Category: Includes the time from 1:00 P.M. until 9 P.M.
3. Peak Category: Included the time from the end of the 9:00 P.M. news until the end of the transmission.
4. Special Category: Is the live transmission of sports games and events and other live circumstances.

Source: Commercial Advertising Department in Saudi Television.

APPENDIX 4

Saudi Television Amendment

المملكة العربية السعودية
وزارة الاعلام
مكتب الوزير

التاريخ : _____
الشرحات : _____

ايها المشاهد الكريم :

ادلى معالي وزير الاعلام بالتصريح التالي:

" بناءً على ما تفضل به جلالة مولاي الملك فهد بن عبد العزيز المعظم راعي النهضة الاعلامية من توجيه كريم بشأن قيام التلفزيون بدوره الاعلامي فدمم المعانة الوطنية والقطاع التجاري في المملكة ، وكذلك توعية المواطنين من اجل ترشيد استهلاكهم ، ومنذ ان تفضل جلالتهم وامر بان يبدأ التلفزيون في دراسة استخدام الاعلان التجاري قام التلفزيون المملكة العربية السعودية باجراء الدراسات اللازمة لتنفيذ هذا المشروع ، وقد تم وضع الدراسة التي حثت بموافقة المقام السامي الكريم عليها " وصر التلفزيون ان يرفق الى المواطنين بشرى امتزاجه البدء في الاعلان التجاري اعتباراً من غرة جمادى الاولى ١٤٠٦ هـ الموافق لـ ١٩٨٦/٥/١١ م .

ولا بد بهذه المناسبة من توفيق ما يلي :-

- يتم الاعلان التجاري في التلفزيون في القناة الثانية ويقتصر في فترة الستة شهور الاولى على المنتجات الوطنية والمؤسسات والبنوك الوطنية ثم بعد ذلك تبت الاعلانات الاخرى التي جانب اعلانات المنتجات والمؤسسات والبنوك الوطنية .
- يجب ان يهدف الاعلان الى ابراز جودة ومميزات المنتجات الوطنية بعيداً عن الاسفاف والمبالغة كما يجب ان تكون عناصر انتاجه وما يظهر فيه من صور واموات متعشية مع السياسة التي ينتهجها التلفزيون بلحفاظاً على احكام الشريعة الاسلامية والتقاليد العربية .
- هذا وهناك شروط وقواعد وتوزيع لاقوات الاعلان واعماره موجودة لدى مركز التلفزيون بالرياض ، وبامكان الجهات التي ترغب في الاعلان على شاشة التلفزيون ان تعمل عليها من قبل المسؤولين في التلفزيون .

نسأل الله ان يسدد الخطى وان يجعل هذه المكرمة الملكية السامية معدر خير للجميع .

و/ي ١٥١٤/٥

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