

British are beaten in gold rush

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Rose d'or de Montreux 1983

British are beaten in gold rush

BRITAIN has won three of the five top placings at this year's "Golden Rose of Montreux" Festival for television light entertainment.

But the supreme award – the Golden Rose – went to Italy, reports Colin Farmer.

The annual festival was held in the Swiss lakeside resort for the 23rd time, and attracted programmes from 30 countries. Entries this year came from East and West Europe, North and South America, New Zealand and Israel.

The BBC's comedy show *Three of a Kind* (starring Lenny Henry, Tracey Ullman and David Copperfield) won two awards – the runners-up Silver Rose plus the Press Prize.

Thames Television's *It's Your Move* won the Special Prize of the City of Montreux for the festival's funniest programme.

It's Your Move, which was first screened in Britain last October, starred Eric Sykes, Tommy Cooper, Jimmy Edwards and Irene Handl in a comedy about the trials and tribulations of a young newly-wed couple moving into their first home.

The Golden Rose went to RAI Italian Television for its colourful entertainment spectacular *Al Paradiso*. And Norway won the third-place Bronze Rose for its



Brian Murphy in Thames TV's *"It's Your Move"*, winner of the prize for the festival's funniest programme

futuristic *Happy New Century*.

The Golden Rose won by Italy carried with it a Sfr. 10,000 cash award, and considerable value in resale rights.

(The *Dizzy Feet* dancing spectacular which won the Golden Rose for ITV's Central Independent Television in 1982 has since been sold to more than 20 countries.)

Welcome news from Montreux this year, reported the Daily Telegraph, was the intention of the British at last to start sub-titling their entries at future Gold Rose festivals.

"Back home in cosy monolingual Britain this does not sound much of a big deal", wrote TV critic Richard Last, a regular visitor to the Golden Rose. "But in multilingual Montreux it is something that has been irking".

The Daily Telegraph reasoned: "Communicating is, obviously, the name of the game in international television. What makes the Finns laugh may not amuse the Bulgarians; the pace in Spain could cause the Swedish pain. At least it helps to know what people of other nationalities are trying to say.

"There are, broadly, three ways of achieving this. One is to make almost totally wordless comedies, a strategy adopted by Thames TV in 1980 and again this year, with notable success.

"Another is to provide the assembled delegates with complete texts, which distracts from what's happening on the screen. The third and most effective side is subtitles".



The BBC took two awards with its *"Three of a Kind"* comedy show

Critic Last complained that: "The British, alone among the major competing nations, have steadfastly refused to cosset lesser breeds with instant translation even of their wordiest comedies. Their arguments are, roughly, that (a) everyone understands English (even the brand spoken by Worzel Gummidge and Kenny Everett); and (b) sub-titling spoils the pictures (only the British ones, apparently)".

was concern at the BBC that, despite its clutch of awards at Montreux over the years, it has not won the Golden Rose since 1967.

It reports Mr John Howard Davies – the BBC's new head of TV light entertainment – as saying that "if sub-titling can help turn the scales in the right direction, then sub-titling the programmes we will have".

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