

The transcription service marked the 21st anniversary of the International Service in 1966 with the announcement of a Centennial project produced jointly with RCA Victor. This anthology of music by composers and musicians from all parts of Canada was recorded during the year by the International Service for commercial release.

International Relations.—The CBC in 1965-66 continued activity in the field of international exchange and export sales of programs. Export sales, although not a major activity because the CBC's main job is broadcasting, have been very successful as have international exchanges. Variety, music, drama, children's, educational and public affairs programs have been sold in many markets, including Britain, Ireland, the United States, Australia, New Zealand, Hungary, Egypt, Italy, Scandinavia, Germany and Malaysia.

Intertel, of which CBC is a founding member, continued production of hour-long documentaries for a world-wide audience of between 40,000,000 and 50,000,000 viewers. Since the founding of the Federation, the CBC has telecast a total of 28 Intertel documentaries.

CBC personnel seconded from their positions in Canada have continued to assist in the development of television and radio broadcasting service in the newly emerging nations of Asia, Africa and the West Indies. Technical and executive staff have been made available to these countries to assess their requirements and advise on the establishment of broadcast service. Much of this work has been undertaken in co-operation with the External Aid Office of the Canadian Government. Trainees have come from Norway, Greece, Pakistan, France, Indonesia, Japan, Burma, Colombia, Sarawak, Morocco, Malaya, Turkey, the West Indies and many other countries for on-the-job training at CBC production points across Canada in various functions applicable to broadcasting—news service, farm and school broadcasts, press relations, financial operations, administration, technical and programming matters, production, audience research and station management.

At the invitation of the Canadian Corporation for the 1967 World Exhibition, Montreal, the Canadian Broadcasting Corporation is constructing, and will staff and operate, an International Broadcasting Centre at Expo 67. Funds for the Centre come from a special Federal Government allocation. The building will include a large and a small television studio, both equipped for colour, and six radio booths. Construction began in April 1965 and should be completed by Jan. 1, 1967. The International Broadcast Centre will be the agency through which broadcasters' program requirements will be met, their questions answered and their locations around the Expo grounds cleared in advance. Although the Centre is planned, staffed and operated by the Corporation on behalf of Expo 67, the CBC networks will share its use with broadcasters of other countries, such as Australia, Japan, Britain and France.

Finance.—The CBC, being a Crown corporation, is financed through public funds authorized by Parliament and through commercial advertising. In the year ended Mar. 31, 1966, commercial revenue accounted for about 26 p.c. of the Corporation's income. It is recognized that such revenue cannot be expected to grow significantly beyond this level, since there are no large untapped sources of advertising revenue available to television and the CBC continues to follow a policy whereby certain programs are not available to sponsorship (including news, talks and public affairs, farm and fisheries broadcasts, school broadcasts, religious and institutional broadcasts) and also deliberately restricts the quantity of commercial messages. The Corporation's efforts to increase commercial revenues are at no time allowed to influence its program decisions.