

requested by provincial authorities, access for educational programming. The CRTC will authorize cable television systems to carry distant stations using microwave or other electronic communication systems which technically extend the receiving system. However, the number of channels carrying signals which are received by microwave from commercial stations not licensed by the Commission will generally be limited to three. The CRTC may limit the authorization to fewer of these signals if it considers that local television service would otherwise be jeopardized.

The capacity of cable television systems to import distant signals can fragment local audiences and can have an adverse effect on local broadcasting outlets. Cable systems take programs off-the-air from locally licensed television stations and distribute them in numerous other areas without contributing to the production cost of these programs. The CRTC has concluded that cable television systems should pay for the Canadian programs and services received over the air by buying additional Canadian programs from local and regional licensees as well as from network sources for play or replay on their systems, thus providing additional exposure for Canadian programs. A policy of program deletion and replacement, where identical programs are scheduled by stations already serving the community, will enable stations already licensed to serve an area to regain their portion of the local audience without reducing or restricting viewer choice. The CRTC also encourages a similar policy for commercial messages. Although cable licensees will not be permitted to sell advertising, they may remove the commercial content of signals not licensed to serve Canada and insert replacement commercial messages sold by Canadian television stations.

16.2.2 Television broadcasting

Television programming began in Canada in 1952 in Montreal and Toronto, and colour broadcasting in 1966. Of the estimated 6.0 million households in the country, approximately 5.3 million are equipped with one or more television sets. An estimated 20% of Canadian households had colour television sets in 1972 with highest colour ownership in Alberta at approximately 30%, and lowest in Newfoundland at 8%. Two of the four Canadian television networks are operated by the CBC, one in English and one in French. The other networks are the English-language network of the CTV Television Network Limited which extends across Canada, and the French-language network TVA, at present serving only Quebec. In addition, the CRTC has licensed a third Canadian television network, Global Communications Limited, to begin operations on January 1, 1974. Initially, this network will cover Ontario.

As at December 31, 1972, Canada had 100 originating television stations, and 418 rebroadcasting stations. The CBC owned and operated 19 English- and ten French-language originating stations, as well as 108 English and 28 French rebroadcasting stations. There were 36 privately owned English-language affiliates of the CBC, with 152 rebroadcasting stations, and seven French-language affiliates operating another 27 rebroadcasting stations. The CTV television network operated 16 originating stations across Canada, with a total of 97 rebroadcasting stations. The TVA network had three originating stations. In addition, there were nine independent originating stations in the English language, operating six rebroadcasting stations.

From the start, the development of Canadian television was complicated by geographical and language factors. About half the people of Canada live near the southern border and have access to programs broadcast by one or all of the major US networks. This fact and the need to maintain a Canadian identity and to articulate Canadian interests contributed to the rapid development of Canadian television services. Toronto and Montreal now rank among the world's principal television production centres in the English and French languages; Vancouver, Edmonton, Winnipeg, Ottawa, Quebec City, Halifax, Moncton and St. John's are the regional production centres. The successful launching of the Canadian communications satellite ANIK I in late 1972 and the beginning of its operations in early 1973 will play an increasingly significant role in the efforts to bring radio and television services to the more remote parts of the country, particularly in the Canadian North.

16.2.3 Radio broadcasting

Despite the impact of television, radio remains an important means of communication for Canada's population. The CBC networks provide a wide variety of programming on a national basis and private local stations attract a large percentage of the listening audience. About 97% of the households in Canada are equipped with radio. In about half of them there is more than