

ANIK I, the communications satellite of Telesat Canada, was launched from Cape Kennedy on November 9, 1972. The CBC will be among the users, leasing three of the satellite's ten channels and a number of earth stations across the country. The immediate advantage, starting in 1973, will be to provide live national television service to 25 northern communities previously served only by taped and delayed programming. Gradually increased use of the satellite will also make it possible to extend CBC French services across the country, to improve certain aspects of radio distribution, and to increase regional participation in network programming, especially in the area of news and current events.

Special services. Radio Canada International (RCI), the shortwave service of the CBC, broadcasts in 11 languages to Eastern and Western Europe, Africa, Latin America, the South Pacific, the Caribbean and the United States. Five new 250-kw transmitters have been installed since 1971 and work is continuing on antenna modifications to derive the full benefit from these new facilities, which are designed to provide a stronger signal to Europe and also to permit greater flexibility in shortwave service to North America. Among its 1972 projects RCI undertook a study of the feasibility of a broadcast service to Asia. The first broadcast to originate from the new Maison de Radio-Canada in Montreal was an RCI transmission on June 19, 1972. Radio Canada International also distributes Canadian music and spoken-word recordings to broadcasters in other countries.

The CBC continued its active participation in international broadcasting organizations such as the *Communauté des télévisions francophones*, the European Broadcasting Union, the Commonwealth Broadcasting Conference and the Asian Broadcasting Union. CBC programs were sold or exchanged in a variety of foreign countries: France, Switzerland, Britain, Japan, Federal Republic of Germany, Belgium, Sweden, the Netherlands, Finland, Italy, Poland, Hungary and the United States. In radio, special plans were announced for co-operation between CBC and National Public Radio, an association of non-commercial stations in the US.

The CBC Northern Service provides medium- and short-wave radio, and some taped and delayed television, to the people of the Far North. The radio services include both national and local broadcasts, with programs in Eskimo and Indian languages as well as in English and French. Northern radio stations also contribute to the CBC's national programming. In several northern communities, delayed television will be replaced by live network service during 1973 when the Canadian domestic communications satellite ANIK I goes into regular service. The development of local television programming is expected later, as circumstances allow.

Finance. Total operating expense for the year was \$237.2 million, an increase of 8.7% over the preceding year. This figure included \$11.3 million for depreciation and amortization not recoverable from the Parliamentary payment of \$181.0 million or from the amount of \$482,000 transferred from surplus. Of the \$181.5 million represented by the Parliamentary grant and the amount transferred from surplus, an amount of \$6.6 million was required to repay the principal of previous loans, leaving \$174.9 million to cover the net cost of operations. This, together with income of \$51.0 million (mostly advertising revenue which grossed \$49.4 million) and \$11.3 million for depreciation and amortization, resulted in gross expenditure of \$237.2 million. Advertising revenues equalled 21.9% of the Corporation's expenses, excluding depreciation and amortization.

16.2.5 Statistics of the broadcasting industry

Financial and other statistics of the radio and television broadcasting industry are obtained by Statistics Canada in co-operation with the Canadian Radio-Television Commission.

In 1971, 341 private radio stations and 64 television stations furnished reports to Statistics Canada. Operating revenue of the broadcasting industry for the year amounted to \$277.7 million, an increase of 5.4% over 1970. Of the total, radio accounted for \$127.7 million or 46.0% and television for \$150.0 million or 54.0%; in 1970, radio received \$116.4 million or 44.2% and television \$146.9 million or 55.8%. Revenue from national and network time sales represented 59.0% of the total broadcasting revenue and revenue from local time sales 41.0%; national and network time sales increased by 4.4%, local time sales by 12.1% and other incidental operating revenue decreased by 20.0% from 1970. Operating expenses in 1971 at \$433.2 million were 9.1% higher than in 1970. However, total operating revenue, including Parliamentary grants provided to the CBC, exceeded these expenses, resulting in a net operating profit of \$30.1