



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 6.3 million households in the country, approximately 6.0 million are equipped with one or more television sets. An estimated 54.5% of Canadian households had colour television sets in September 1974 with highest colour ownership in Alberta at approximately 63.9%, and lowest in Prince Edward Island at 40%. 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