

circulating recorded TV programs to low-powered, self-contained television transmitters, or "frontier packages", which were installed in remote or isolated communities.

Satellite technology is the key to one major aspect of the northern problem of large distance and small population. CBC's Northern Television Service (NTS) moved to live satellite transmission in 1973. NTS stations north of the 60th parallel (31 in 1977) obtain their programming by satellite mainly from the CBC transcontinental networks across southern Canada. A major objective is to develop a strong regional element in program service more relevant to the particular needs and interests of the people and communities of the North.

To underwrite its broadcasting services, Canada combines the resources of public ownership and commercial operations. Hundreds of private business firms operate everything from cable television systems in small communities to major broadcasting stations in metropolitan centres. The CBC (Société Radio-Canada or simply Radio-Canada in French) as the national publicly owned system is the main element of the public sector and the largest broadcasting enterprise in the country. At the other end of the public ownership scale are small community antenna systems or rebroadcasting transmitters operated by community associations in remote areas. In between are the regional, educational television services operated by provincial governments in Quebec and Ontario and the Alberta education department's radio operation.

The country has an equally complicated combination of conventional or originating broadcasting stations (379 AM radio stations, 134 FM radio, and 101 television), and repeater or rebroadcasting stations (335 AM radio rebroadcasters, 144 FM radio, and 733 television), plus a cable television industry made up of 427 individual systems or undertakings serving more than half Canada's households.

According to current statistics, there is at least one radio in service in Canada for each Canadian. About 98% of the country's households are equipped with radio, almost seven out of 10 with more than one receiver, and there are 6.7 million car radios in use.

Of the estimated 7.02 million households, 6.82 million have one or more television sets. An estimated 67.8% of households had colour television sets in May 1977. During 1977, households subscribing to cable television service passed the 50% mark and the industry's cable television service was available to 83% of Canadian households.

The CBC operates two nationwide television networks, one in English and one in French. There are two major commercially operated networks: the CTV network provides an English-language program service from coast-to-coast and the Réseau de télévision TVA provides French-language programming across Quebec. There are three regional television services which distribute programming from a basic originating station and several rebroadcasters: the privately owned Global Communications Ltd. in Southern Ontario; Radio-Quebec (Office de la radio-télévision du Québec) and TV Ontario (Ontario Educational Communications Authority), both educational and cultural systems operated by provincial authorities.

The CBC operates coast-to-coast AM radio networks in both French and English as well as FM radio networks in both languages that approach national distribution. There are no full-time AM or FM networks operated by private commercial interests although more than 100 private stations are affiliated with the English or French networks of the CBC. Many part-time regional networks of privately owned stations operate to present specific program services such as play-by-play accounts of major sporting events.

As a result of four major parliamentary examinations of broadcasting since the 1920s, Canadian law has come to regard publicly owned broadcasting, commercially based radio and TV, and cable television as "constituting a single system". The legislation from which this wording is taken, the Broadcasting Act which came into force in 1968, directs the Canadian Radio-television and Telecommunications Commission to regulate and supervise all aspects of the Canadian broadcasting system with a view to implementing certain policy objectives: effective ownership and control of broadcasting facilities in the hands of Canadians; a wide variety of programming which provides reasonable, balanced opportunity for the expression of differing views on matters of public concern; availability of service in English and French to all Canadians; and programming of high standard that makes use of predominantly Canadian creative and other resources.