

filled with Canadian programming; the comparable figure for the French network is 67%. Canadians now turn to the CBC for about half their total viewing of Canadian programs. However, the CBC viewing share has eroded over the last 12 years. Between 1967 and 1976, the audience share of the English network fell from 34.6 to 22.5%.

Priorities of CBC television include the showing of 80% Canadian programming by the early 1980s; broadening French television network programming with a fuller reflection of Canada as a whole; improvement of regional programming on both networks; and enrichment of the reporting of critical events in Canada. The CBC planned to inaugurate a second French and English television service as alternative programming without commercials, to set up program advisory committees and hold periodic forums in selected communities across Canada. The CBC also committed itself to increase its use of independent Canadian television productions and Canadian feature films. Achievement of many of these objectives was postponed because of cuts in the 1979-80 CBC budget by the federal government.

The CBC's northern service provides radio and television through the Anik satellites. Radio programs also cover events in the South affecting the North, programming on the North as a whole, programming on territorial events, and sub-regional and local programming. The latter categories are all increasing, as is native-language programming. The CBC also provides some television programming originated in the North, but the CRTC recommended in 1979 that this be substantially extended and Parliament put up funds for this purpose.

International activities. Radio Canada International (RCI), the CBC's overseas shortwave service with headquarters in Montreal, broadcasts daily in 11 languages and distributes recorded Canadian programs free to broadcasters throughout the world. The number of Canadian radio programs recorded for shipment overseas tripled in recent years. In 1973-74, 42,000 records or tapes were shipped to stations around the world; in 1977-78, the figure was 132,278. The CBC estimates that the RCI shortwave service reaches several million listeners a week in the USSR, the United States, Africa, Europe and Latin America.

16.5.3 Statistics of the broadcasting industry

Statistics on the radio and television broadcasting undertakings are obtained by Statistics Canada in co-operation with the CRTC. In 1978, returns were received from 317 private radio reporting units and 65 television reporting units. Financial data of the CBC are shown separately. Returns cover the broadcasting year, a 12-month period ending August 31 (Table 16.7).

CBC operations produced revenues from sale of air time of \$74 million, an increase of 12.1% over 1977. Of this amount television accounted for 99.2% and radio 0.8%. The net cost of operating the CBC rose to \$483 million in the year ended August 31, 1978 from \$411 million in 1977.

Total operating revenues of the private radio industry in 1978 came to \$308 million, an increase of 13.2%. Revenue from sale of air time came to \$305 million and rose 13.4%. Total operating expenses in 1978 reflected an annual increase of 14.2%, and amounted to \$258 million. Net profit before taxes increased 5.8% from 1977 and came to \$37.9 million. The industry employed 8,674 persons in 1978.

In 1978, there were 5,944 persons employed in the private-television industry, an increase of 4.6%. Total operating revenues of the industry were \$403 million, a rise of 21.7%. Sale of air time brought in \$368 million, representing an increase of 18.7%. The total operating expenses of private television in Canada were \$309 million, a rise of 21.6% over 1977. Of this, the industry spent \$176 million on program expenses, 57% of the total. Net profit before taxes increased 31.8% to \$80.7 million in 1978.

Cable television. Table 16.8 presents the financial statistics of the Canadian cable television industry comprising 463 operating systems in 1978; it reported an increase of 17.9% in total operating revenue. Revenues came to over \$273 million in 1978, in comparison to nearly \$233 million in 1977. Subscription revenue from individual subscribers and multi-outlet contracts accounted for over \$254 million in 1978. Operating expenses before deducting interest and depreciation charges rose from \$126.9