

\$39 million. A dynamic program for the 1979 Cannes Festival resulted in heightened interest in Canadian movies and producers reported sales of \$22 million, an unheard of increase of 1,100% from the \$2 million in 1978.

**Co-productions.** Canada has co-production treaties with five countries, the United Kingdom, France, Israel, Italy and the Federal Republic of Germany. Acting on behalf of the secretary of state as administrator of these treaties, the CFDC received 13 applications during 1978-79, of which nine went into production. The total budget for these nine co-productions was \$30 million, with Canadian investors providing \$13.5 million.

### Film Festivals Bureau

17.6.3

During 1978-79 the Film Festivals Bureau of the secretary of state department ensured Canadian participation in 127 film festivals (not all competitive) at which Canadian producers had 872 films screened and won 97 awards. In 1977-78 the bureau co-ordinated the participation of 563 Canadian film entries in 94 film festivals; 67 short films won 118 awards, eight feature films took 28 awards and four Canadian filmmakers were honoured with awards for their work.

### Going to the movies

17.6.4

In 1978 receipts from admissions in Canada were \$241.9 million, of which nearly \$218.4 million were obtained by regular movie theatres and almost \$33.6 million by drive-in theatres (Table 17.11). The average admission price was \$2.68 (excluding taxes) in regular theatres.

During 1978, a total of 904 new feature films were distributed, of which 365 came from the United States, 190 from France, 90 from Canada, 55 from Italy, 36 from Germany, 20 from Britain and 148 from other countries. The greatest changes were in the increase of Canadian films from 24 in 1977 and the decline of American films from 490 in the 1977 total of 970 feature films.

## Home entertainment and recreation

17.7

### Communications services

17.7.1

Despite a wide variation in family incomes, almost all Canadians have access to television, radios and telephones. In fact, more Canadian households have television sets than telephones. Of 7.3 million households in Canada in May 1978, 97.3% had television sets, 98.4% had radios and 96.4% had telephones (Table 17.13). While there had been an increase of 4.2% in the number of households in a year, there had been overall increases of 11.1% of those that had acquired colour television, 10.2% in households connected to cable television and 8.3% among those with radio receivers.

**TV viewing.** The average Canadian spends twice as much time watching television as in any other leisure activity. Television, since its introduction to the commercial market, has been the major vehicle of what has come to be called popular culture. The wide range of programming — including sports, movies, news, public affairs, situation comedies, game shows and commercial messages — both reflect and mould viewer attitudes.

The decline in movie attendance in the last 20 years can be directly attributed to the capacity of television to offer entertainment. This includes movies normally seen in motion picture theatres as well as made-for-television movies. Less frequently televised are live performing arts events such as plays, operas, ballet and music concerts. While TV may not render them with quite the atmosphere of a concert hall or theatre, a greatly enlarged audience can enjoy their accessibility at home. Television has also cut into areas that were formerly the preserve of other communications media, such as newspapers and news magazines.

Although broadcasting regulations require a substantial amount of Canadian content in programs originating in Canada, more than 70% of TV viewing by English-speaking Canadians in the late 1970s was devoted to foreign programs, mostly