

The English and French CBC television services provide Canadian programs consisting of news, current affairs, drama, sports, religion, science, children's programs, consumer information and light entertainment.

**Northern service.** CBC northern service provides radio and television to Yukon and Northwest Territories to meet the needs of Inuit, Dene, Métis and non-native northerners. Five radio production centres in the North prepare programs for culturally and linguistically distinct audiences. National network and northern-produced radio programs are delivered through terrestrial and satellite networks and broadcast on local transmitters in English and seven native languages — Inuktitut, Inuvialookton, Slavey, Hareskin, Dogrib, Loucheux and Chippewan.

CBC television in the North was largely provided by the Anik A satellites of Telesat Canada. In co-operation with the federal communications department, the CBC provided experimental delivery of television service to remote communities using 14/12 GHz transponders on Anik B.

Establishment of a small television production centre in Yellowknife gave the service a capacity for some northern production to supplement network telecasts. The schedule included programs from other regions and purchased northern-related programs.

**Parliamentary network.** Since 1979 the CBC has distributed the televised proceedings of the House of Commons to Canadian cable companies by means of satellite transmission. In late 1982 the parliamentary network was being distributed by 166 cable companies whose subscribers represented 47% of Canadian households.

**International broadcasting.** Radio Canada International (RCI), the CBC overseas shortwave service with headquarters in Montréal, broadcast daily in 11 languages and in English and French for Canadians abroad. Recorded Canadian programs distributed to broadcasters throughout the world have more than tripled in recent years. The CBC estimated that the RCI shortwave service reached several million listeners a week in the USSR, the United States, Africa, Europe and Latin America. RCI distributes music and spoken-word discs to American universities which have programs in Canadian studies. A new service to the Caribbean began to take shape.

#### 14.4.2 Private broadcasting

Revenues of private radio grew to almost \$476 million in 1982 from \$445 million in 1981 and \$397 million in 1980 — ranging from about 63% to 70% of the revenues derived from private television (Table 14.7). But profits before taxes from private radio declined to \$30 million in 1982 from \$39 million in 1981 and \$45 million in 1980, while before-tax profits of private television climbed steadily from \$103 million to \$128 million and \$143 million. One

explanation is the much greater dependence of radio stations upon local time sales; local advertisers pay much less for a radio advertisement than the large companies pay for national TV commercials. Besides, private radio stations collectively employed many more people and paid more in salaries and wages than the private television industry.

There are three TV networks in Canada, to which most of the private originating stations belong. CTV is national. Global, the other English-language network, operates only in Ontario. TVA, the only private French-language network, has originating stations and rebroadcast facilities in Quebec; and a rebroadcast facility in the Atlantic provinces.

Other private TV facilities are independent of the networks. Eleven of them broadcast in English, one in French and the other is multilingual.

#### 14.4.3 Cable television

A cable-TV system consists of a head end, comprised of a large antenna for assured reception of TV signals and studio facilities, and cable passing in front of homes in a given area. Service drops are used to connect a subscriber's TV set with the cable.

Cable television has expanded rapidly. In 1968, cable passed by 29.9% of Canadian homes, but only 13.2% of households subscribed to the service. By 1980, 80% of Canadian homes had access to cable while 54% subscribed to the service. The number of subscribers increased from 4.3 million in 1980 to 4.9 million in 1982 (Table 14.8).

One reason for this expansion was the popularity of the American stations which cable made available to Canadians.

## 14.5 Federal policies, programs and regulations

### 14.5.1 Department of Communications (DOC)

This department, established in 1969, is the focus for federal communications policies and programs. It regulates use of the radio frequency spectrum and provides technical certification for broadcasting undertakings. The department is responsible for ensuring that Canadians have access to a broad range of communications services at reasonable cost. It aims at assuring the orderly development and introduction of new information technologies in light of Canadian economic, social, political and cultural concerns. In July 1980, the arts and culture branch of the federal secretary of state department was transferred to DOC in recognition of an increasingly close relationship between the production of cultural content and its means of distribution, especially when new information technologies were transforming the communications field.

**Policy.** A continuing focus has been the development of policies to ensure that the new information