

Spanish, Portuguese, English and French. It also feeds weekly programs by satellite to Japan (in Japanese) and Hong Kong (in English) and supplies music and spoken word transcriptions to 800 foreign radio stations.

14.2.2 Private broadcasting

Canada can claim the first scheduled broadcast in North America — a musical program on May 20, 1920, on XWA in Montreal. It is likely that XWA, which was started by Marconi, began experimental broadcasting in 1919 and later became CFCF, was also the first radio station in North America. By 1985, there were 465 privately owned radio stations in Canada.

Revenues of private radio grew to over \$579 million in 1985 from almost \$559 million in 1984 and \$492 million in 1983. However, private radio profits before taxes declined to almost \$19 million in 1985 from \$25 million in 1984 (the figure was \$16 million in 1983). During the same period the profits before taxes of private television climbed steadily from \$149 million in 1983 to \$167 million in 1984 and \$182 million in 1985.

The trends can be partially explained by the greater dependence of radio stations upon local

advertising, which brings in less revenue than national television commercials. Private radio stations also collectively employed more people and paid out more wages than the private television industry.

In addition to the private stations affiliated with the CBC, Canadian private television includes the Canada-wide CTV English-language network; Global Television, an English-language network based in Ontario; Le Réseau de Télévision Quatre Saisons, a network which made its debut in September 1986 and is based in Quebec; the TVA network, which has originating stations and several rebroadcast facilities in Quebec and one facility in the Atlantic provinces; the Atlantic Satellite Network, a regional satellite-to-cable service; and various independent stations located primarily in large metropolitan centres. Among the latter are several stations broadcasting in the languages of some of Canada's ethnic minorities.

In 1985, four Canadian provinces owned and operated educational television networks: Radio-Québec, TVOntario, Access Alberta (which also operates an educational radio network), and the Knowledge Network in British Columbia. In 1987, TVOntario started a French-language

Chart 14.3

Cable television market penetration in Canada, 1985

