

Telefilm Canada administers these treaties and can participate in the projects produced under them. The Corporation receives and evaluates project applications for recognition as official co-productions. Based on Telefilm Canada recommendations, the Minister of Communications either approves or rejects such applications. While Telefilm Canada advises on all official co-productions, it does not necessarily participate financially in them. The Corporation's participation is based on a more detailed analysis of the merits of the production. The Corporation, in co-operation with the Department of Communications, negotiates and re-negotiates existing and potential treaties.

15.8 Home entertainment and recreation

Communications services. Almost all Canadians have access to television, radios and telephones. Of 9.33 million households in Canada in May 1986, 98.6% had television sets, 99.1% had radios, 98.1% had telephones, 35.1% had video recorders, and 10.3% had home computers.

TV viewing. The average Canadian spends 50% more time watching television than on any other leisure activity. In 1985, Canadians spent an average of 23.5 hours per week watching television, a level which was virtually unchanged from the preceding five years. In 1985, adult women spent approximately four hours more a week watching television than did adult men. Nationally, teenagers and young children (ages 2-11) were the lightest users of television, with certain variations from province to province. Residents of Newfoundland were the heaviest users of television across virtually all demographic groups, while residents of Alberta reported the lowest average viewing hours.

Canadians tuned to foreign (primarily American) stations for almost a quarter of their total television viewing. In addition, 60% of the viewing of Canadian stations was spent watching foreign programs, up from 55% a year earlier. Overall viewing of foreign-produced programs rose to almost two-thirds of total viewing time in 1985, despite a slight decrease in tuning to American stations.

Foreign drama was the single-most popular program category among Canadians. In combination with foreign comedy shows, these programs amounted to over half of all television viewing in Canada. Viewing of Canadian programs was concentrated in news and public affairs shows and, to a lesser extent, sports telecasts. News and public affairs programs alone made up almost half of all viewing of Canadian programs.

15.9 Fitness and amateur sport

The Fitness and Amateur Sport Act was passed in 1961 to encourage, promote and develop fitness and amateur sport in Canada. Since then, Canadians in general have become increasingly aware of the benefits of adopting an active lifestyle and amateur athletes have shown that they can achieve success in world sport competition.

Two program areas, Fitness Canada and Sport Canada, help fulfill the dual role, primarily through the provision of financial contributions to national sport and fitness associations, agencies, institutions and special organizations carrying out specific sport or fitness-oriented projects throughout Canada.

Fitness Canada promotes physical activity through its financial contributions, special programs, resource materials and consultative services, with the purpose of realizing a better fitness level for all Canadians through quality fitness leadership and mass participation in physical activity. While supporting and delivering a variety of programs aimed at the general public, Fitness Canada has also directed a number of recent initiatives at specific target populations, such as youth, employee groups, older adults and the disabled.

In conjunction with International Youth Year (1985), several innovative projects were implemented to promote the physical activity and fitness of youth, principally a youth symposium that was held in Ottawa and a unique rock music video that carried the fitness message to Canadian adolescents. To promote the benefits of fitness in the workplace, Fitness Canada has continued its partnership with the Canadian Chamber of Commerce and its nation-wide membership.

As a result of the first Federal-Provincial Ministers Conference on Fitness, a number of task forces were created to study such priorities as employee fitness, youth, older Canadians and National Physical Activity Week.

Millions of Canadians (more than six million in 1986) actively took part in over 12,000 events across Canada organized by more than 200,000 volunteers in the annual National Physical Activity Week (now called Canada's Fitweek). Events were designed to attract those who do not participate regularly in physical activity and developed to promote physical activities that can be practiced throughout one's lifetime.

Financial support totalling more than \$7.5 million from Fitness Canada was provided to major national fitness and recreation associations, including the Canadian Association for Health, Physical Education and Recreation (CAHPER), the Canadian Association of Sport Sciences, the Canadian Intramural Recreation