

interconnection, computer-assisted translation, expert systems and knowledge management, and in organizational aspects of office automation.

Broadcasting policies and issues. DOC's cultural affairs and broadcasting sector formulates policies to keep pace with and respond to changing conditions in Canada's broadcasting environment. The broadcasting and cultural industries branch has the primary responsibility for advising the Minister on the evolution of the broadcasting system. It also deals with film, video and sound recording, as well as publishing policy and programs. This branch develops broadcasting policies, programs and legislation, shapes strategies for implementing them, and is the department's liaison with the Canadian Broadcasting Corporation and the Canadian Radio-television and Telecommunications Commission.

Canadian Broadcast Development Fund. The 1968 Broadcasting Act requires its broadcasters to provide high-quality programming that uses predominantly Canadian creative and other resources.

In response to the economic realities that Canadian producers and broadcasters face in competing with larger United States networks, the federal government established the Canadian Broadcast Program Development Fund in 1983 to encourage the production and broadcast of certain categories of quality television programs by private Canadian producers. Over the first five years of its existence (July 1983 to March 1988), this fund, which is administered by Telefilm Canada, invested approximately \$243 million in the production of 478 projects whose total budgets exceeded \$716 million.

This fund, the licensing of additional Canadian television stations during the 1970s, and the emergence of pay-television services have contributed to a surge of growth in the domestic program industry. During 1985, both public and private networks in Canada enhanced their prime-time dramatic programming. The CBC, which significantly increased its Canadian prime-time drama (using much independently produced material partially financed by Telefilm), found that it maintained or increased its audience share for these episodes. Presenting dramatic programming that is high in Canadian content, and developing an appropriate balance between "in-house" and independently produced programs are ongoing challenges for Canada's public and private broadcasters.

Increased French-language service. Although the market for French-language broadcasting is

relatively small in the North American context, and concentrated in the province of Quebec, it is flourishing. Both French- and English-language broadcasters compete for audiences and advertisers. In 1985, a joint Canada-Quebec committee addressed the overall challenges facing the future of French-language television in Canada. Subsequently, the two levels of government signed a memorandum of understanding with a view to enhancing the availability of French-language viewing opportunities and achieving a broader distribution of Canadian programs in francophone export markets.

A key initiative in this area is the new international satellite-delivered francophone service TV5, composed of programming from a number of French-speaking countries, including Canada. In September 1986, the private Quebec television network, *Télévision Quatre Saisons* made its debut. TVOntario's *La Chaîne Française*, which is financially supported by the government of Canada and the province of Quebec, began in January 1987.

Increased service to the North. Under Canada's Northern Broadcasting Policy, residents of the North are entitled to a range of viewing choices. Native-originated programming is available to them, and northern natives are to be consulted whenever governments formulate policies that will affect them.

The Northern Native Broadcast Access Program, jointly developed by the Department of Communications and the Secretary of State and administered by the latter, works through 13 native communications societies to support the production of television and radio programs by aboriginal peoples in their own languages. In 1986, over 500 hours of native-language television and 16,000 hours of radio were produced with the assistance of the program. Native residents enjoyed programming in 27 of the native languages, which total approximately 30.

Another mainstay of northern broadcasting is CANCOM, the private Canadian broadcast satellite service. In addition to delivering eight television and seven radio channels from the South to remote and under-served areas, it also offers three radio services that originate in the North, one in English and two in native languages.

Extension of other services in the 1980s. Ethnic broadcasting is assuming a greater presence within the Canadian radio and television broadcasting systems. For the hearing-impaired, sign-language reporting has been introduced into CBC news reports and into parliamentary coverage. In addition, closed captioned sub-titling is available