

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 renegotiates existing and potential treaties.

15.9 Home entertainment

Communications services. Almost all Canadians have access to television, radios and telephones. Of 9.56 million households in Canada in May 1987, 99% had television sets, radios and telephones and 45% had video recorders.

TV viewing. The average Canadian spends more time watching television than on any other leisure activity. In 1987, Canadians spent an average of 23.7 hours per week watching television, a level which was virtually unchanged from the preceding five years. In 1987, adult women spent approximately three 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, 53% of programs viewed on Canadian stations were foreign, virtually unchanged from a year earlier. Overall viewing of foreign-produced programs remained at almost two-thirds of total viewing time in 1987.

Foreign drama was the single-most popular program category among Canadians. In combination with foreign comedy shows, these programs amounted to over 40% 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.

Film and video distribution. In 1985-86, the conventional or regular television market earned

more revenue for distributors than other markets, outpacing theatrical market as the largest source of revenue for the first time.

The theatrical market, experiencing a decline in attendance, dropped in value from the 1982-83 high of \$155 million to just under \$130 million in 1985-86. This represented an average annual decrease of 6%. Over the same period, the conventional television market increased in value, from \$91 million in 1982-83, to \$141 million in 1985-86, averaging 16% annually.

Attendance at motion picture theatres reached its peak at 256 million admissions in 1952. Over the next decade, as television became a fixture in almost every household, attendance at theatres declined sharply. The annual number of visits stood at about 100 million throughout the 1960s and 1970s. In 1983, however, attendance at the movies dropped to 86 million, and in 1984, it decreased further to 80 million and remained almost unchanged in 1985.

Home video is becoming the fastest expanding market for distributors; their revenue from this area grew from \$6 million in 1982-83 to \$74 million in 1985-86. Over the same period, pay television and the non-theatrical markets grew marginally.

In 1985-86, Canadian films and videos improved their share of revenue from the sales and rental of films in Canada. In 1980-81, Canadian films and videos accounted for only 5% of distributors' revenues from the sales and rental of film productions. Since then, this figure has fluctuated somewhat and reached 7% in 1985-86. Imported films represented 93% of the distributors' revenue in 1985-86, down from 96% the previous year.

15.10 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 principal program areas, Fitness Canada and Sport Canada, help fulfil 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 regular physical activity through its financial contributions, special programs, resource materials and consultative