

It is this common-sense, practical co-operation between public and private elements of the system, in the face of Canadian geography and conditions, that has made possible the tremendous development of television in this country during the last three years. There are now 28 different stations, each providing service for additional Canadians in either the French or English language, with eight more building. Canada is the second country in the world in number of television stations and in area of territory covered. Over 75 per cent of her population, spread across the whole continent, now have television service available to them. In spite of the small population of Canada she is third of all the countries in the world in the number of receiving sets in use. Actually over 40 per cent of Canadian families have sets. They have spent over half a billion dollars equipping themselves to receive television, and are currently spending at a rate of over \$200,000,000 a year. That represents a big stimulus to our whole economy.

Comment Stimulated

During most of the last two years there has probably been more program production activity in Canada than in any other country outside of the United States. Actually at the present time there are only three places in the world - New York, Hollywood and London - where there is more program production work than in either Toronto or Montreal.

The quality of Canadian program production in television after three years? That depends on your own particular tastes and viewpoints. Your opinions may depend, too, on how you happen to rate Canadian productions against others done at three, four, 10 or 15 times the costs which might be possible in Canada. There is no use trying to be dogmatic when there are probably as many different views as there are people in this room. I shall stick to one or two points which I think are facts. One is that television programming, has brought out more comment and criticism about creative work by Canadians than in any other field. There is far more writing in Canadian newspapers about television than about anything else produced for peoples' minds. And I think you will agree that throughout the last year or two there has been far more talk among people right across the country about television programs done right here in Canada than about any artistic or near-artistic work in the past. If nothing else, television is drawing more attention than ever before to Canadian performers and creative talent of various kinds. That interest alone, I suggest, is a major achievement.

In just three years television has become a major means of communication among Canadians. A large part of the population already receives a very considerable proportion of the impressions coming into their minds by means of television. The country is being linked together in a more direct way than ever before. At present by means of recordings, a national program service consisting of imported as well as Canadian programs is available right from Victoria to Sydney - actually by now to St. John's. The system stretches nearly a quarter of the way around the world, further than in any other country, and the microwave circuits now building will cover that span with simultaneous transmissions in a little over two years, and in many parts sooner than that.