

This combined system in Canada is not only unique in form in the world, it also differs by the speed with which it has been developed. The growth of television in Canada has been relatively faster than in any other country in the world. Today, just five years after the start of television in Canada, 40 stations, 8 owned by the CBC and 32 by private interests, make national programme service available to some 85 per cent of the Canadian population. There are two full network services in operation, one in English and one in French. It is interesting to remember, in the United States, with its big population and great wealth, only three full network services are operating. By the end of next year national network programmes will be connected directly by microwave from St. John's, Newfoundland, to Victoria, British Columbia. This is some 4,200 miles and will span further around the world than any other such network.

Toronto shares with Montreal the position of third among television producing centres on the continent, exceeded only by New York and Hollywood. Montreal is the biggest producer of French language television programmes of any place in the world.

On the quality of Canadian production in television there are naturally different views. I wish, however, that in this day of Canadian television people in Toronto could see and take into account French language production, because the two should be weighed together as one national effort. Of the English language programmes done in Canada I am sure there are many different opinions in this room. I am not going to argue today about the merits or demerits of any particular programme, or of all the production.

I do think the importance of Canadian television programmes in Canadian life is well proven by the amount of discussion there is about them - in the press as well as in private. The very discussion itself proves that Canada's own television programming is stimulating Canadian life.

What Canadian television has achieved has been made possible only through remarkable co-operation among different elements: There has been the close working relationship between private stations and the CBC; there has been the remarkable contribution of Canadian writers and Canadian talent; there has been the initiative and drive of the manufacturing industry; and of the communication companies which have actually built the big microwave systems on the foundation of long term contracts with the CBC. Canadian advertisers have spent large sums of money in advertising on television. Quite a number of them have directly supported Canadian programmes, although this form of participation in television has cost them more than the sponsoring of imported material which would attract plenty of viewers for their advertising messages.