

paper is published, or where a primary (as opposed to a satellite) TV station is located, or where one of the major groups owns a media outlet. These 103 communities have a total population of about twelve million, but the media involved have a much larger total audience than that. In other words, we're talking here about the most important media outlets in the country, the ones from which the vast majority of the population gets its news, information and entertainment. Weekly newspapers and cable TV ownership aren't included in this chapter, but we'll be dealing with them later on.

On this basis, then, there were a total of 485 units of mass communication in the country in July, 1970. Of this total, 234 are owned by "independents" – that is, by corporations operating in a single community, although they may own more than one media outlet in that community. The rest are owned by "groups" – corporations which own a significant or controlling interest in media outlets in more than one community, or which own media outlets along with other business interests. The short answer to the question, then, is that groups now control 51.8 per cent – more than half – of all the important communications media in the country.

Of the 116 daily newspapers included in the survey, 77 (66.4 per cent) are owned by groups. Of the 97 private TV stations (including satellite stations located in some of the 103 surveyed communities, 47 (48.5 per cent) are group-owned, or groups have a substantial minority interest in them. Among the 272 private radio stations, groups hold controlling or substantial minority interests in 129 (47.4 per cent).

On the basis of this simple nose-count, Quebec's media show the highest degree of concentration of ownership; of 72 media outlets in that province, 47 (65.3 per cent) are group-owned. British Columbia comes next, where 44 (64.7 per cent) of 68 media outlets have group interests. The degree of concentration is least in Nova Scotia, Prince Edward Island, and Manitoba, where the proportion of media outlets in which groups have an interest is below 35 per cent.

Table 1 gives the province-by-province breakdowns.

There's another way of measuring concentration of ownership, and it's probably more meaningful in terms of the way people actually experience the media. That is, *in how many of these 103 communities do the same people own more than one media outlet?* Since so much of our news, information, and entertainment come to us through local outlets, this approach to concentration takes us closer to the realities of the situation. There are probably more potential dangers involved if the same people own all the media outlets in a single community than when a single chain owns several outlets in several towns.

Doing our nose-count on this basis, then, we get a pattern that is hardly reassuring. Of the 103 surveyed communities, there are 61 where groups or independents own two or more of the community's media outlets. There are 34 communities where groups own two or more radio stations, and 26 communities where independents own two or more. There are 31 communities