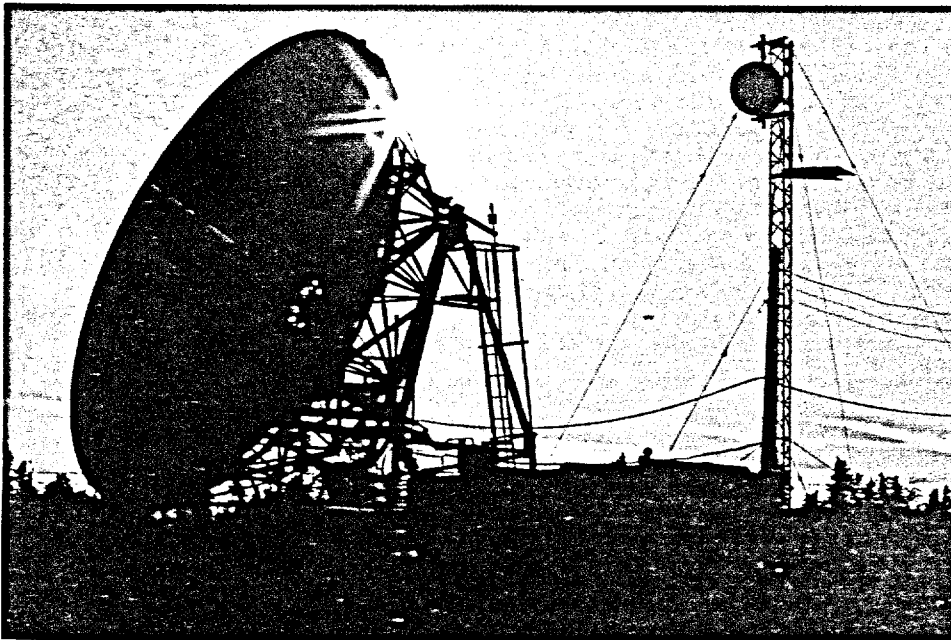


Canada's vast territory, widely dispersed population, different regions, two official languages and proximity to the United States have presented many challenges to Canadian broadcasters. Evolving to meet these challenges, our broadcasting system has become one of the world's finest. In fact, Canada has the most technically advanced, and, *per capita*, the most extensive system for broadcasting in the world. Cable, microwave and satellite technologies have made possible the extension of broadcasting services to almost all communities in the country, including the most remote.

More than 98 per cent of Canadian households own radio receivers and more than 97 per cent own television sets. The publicly-owned Canadian Broadcasting Corporation's programming is distributed to 99.1 per cent of the population. Canada also has several large private television networks, several educational television broadcasters and a number of pay television companies. The five million cable subscribers in the country are served by 524 licensed cable operators distributing services through a network of some 90 000 kilometres of coaxial cable.

In every part of the country, even in remote Arctic settlements, Canadians now enjoy sophisticated communications services.



Pay TV

Pay television was introduced to Canadians in February 1983. As with other elements of broadcasting, pay TV is viewed as a potential means, not only of bringing entertainment and information but of reinforcing Canadian culture and national identity. A specified percentage of pay TV programming has Canadian subject matter, uses Canadian creative resources or what in other ways has "Canadian content". Thus, the new pay television services are able to increase the diversity of programming, enhancing the quality, distinctiveness and Canadian character of Canadian programs; and providing new opportunities and resources for the Canadian program production industry.

Pay television was able to attract, in less than a year, about half a million subscriptions and some operators have exceeded their own projections.

There are now two national pay TV services (one English one French) and three regional services. Pay TV is available, through cable operators, in all major regions of the country, including parts of the Northwest Territories.

Innovative Services

Cable distribution systems are extensive in Canada, nevertheless there are under-served communities in remote areas receiving only a limited amount of radio and television programming. Now, thanks to broadcasting technology *via* satellite, people in remote parts of the country are able to receive a much broader range of broadcast services.

A company called Canadian Satellite Communications Inc. (known as Cancom) is using Canada's Anik D satellite to distribute a package of AM and FM radio and several television program signals to affiliates in isolated communities. In addition to signals of Canadian radio and television stations, Cancom distributes several channels from the United States. The service carries programs in both English and French as well as some native language programming.

More than 1 400 communities have applied for Cancom licences and, by the end of February 1984, 868 communities were licensed to receive the Cancom package. Individual owners of earth stations can also have access to the Cancom services.

Thus, under-served communities or individuals will be able to receive direct-to-home broadcasting *via* satellite in one form or another. (The subject of direct broadcasting *via* satellite is discussed more fully in *Satellites: The Canadian Experience*.)