

Toronto and for CHFI-FM, which is a FM station in Toronto.

It is also the licensee for station CHAM in Hamilton, the assets of which station are currently under an agreement of sale and it is anticipated that the application for permission to do so will be heard at the May or at the latest June meeting of the Canadian Radio Television Commission.

The purchaser is a man who is currently the manager, Mr. Dancy who is a broadcaster of some considerable experience.

Rogers Broadcasting Limited has certain interests in other companies. To state firstly on the radio side, it owns 83 per cent of a company called Sun Parlour Broadcasters, which is the licensee of the station in Leamington, Ontario.

That company, in turn, has a wholly owned subsidiary, Essex Cable TV Limited, which operates a CATV system in Leamington and Kingsville, which is a small system in the southern part of Essex County.

Now, on the other side, on the cable side, Rogers Broadcasting Limited is the owner and beneficial owner of all the shares of Rogers Cable TV Limited, which is a CATV company, operating in Metropolitan Toronto and through it 90 per cent interest in a company called Coaxial Colourview Cable TV, which also operates in the Scarborough area and in the Rexdale areas of Metropolitan Toronto, and a wholly owned subsidiary, Bramalea Telecable Limited, which operates in the Bramalea area. It is one of the four, I think it is fair to say, substantial CATV operators in the Greater Toronto area.

Mr. Rogers is president of all of those companies and the two prime ones, of course, are Rogers Broadcasting Limited and Rogers Cable.

Senator Everett: What is the total number of subscribers they have?

Mr. Graham: The current number of subscribers in the Toronto area is...

Senator Everett: Including Bramalea?

Mr. Graham: Yes, and Coaxial, just under 40,000, about 37,000 at the present time, I think, actual on-stream, paying subscribers.

Therefore during the course of our appearance this morning, Mr. Chairman, we will be prepared to answer questions relating to radio

or cable. Mr. Rogers was involved in television—no longer is—and I therefore would introduce to you those that are associated with us.

On my immediate left is Mr. Vaughn Bjerre, who is the vice-president of Rogers Broadcasting, is the manager of the radio station in Toronto and a broadcaster of some 27 years experience.

To his left is Mr. Philip Lind, who is Director of Public Affairs and Programming. To his left is Mr. Barry Ross, who is Vice-President of the cable company, owns a beneficial interest in the Coaxial portion of it and is a very experienced member of CATV operations background, having been in that type of work for many, many years.

Now, going around the table, next to the reporter is Mr. Ray Erickson, who is the News Director of the Rogers Radio News Network. To his right is Mr. Frank Verkaik, who is Director of Engineering for the cable operations and next Mr. Ted Rogers, who is President of both companies.

We will do our best to answer any questions that you care to put to us.

Thank you very much.

The Chairman: Thank you very much.

Mr. Edward S. Rogers, President, Rogers Broadcasting Limited: With your permission, just before introducing the program, I would like to take perhaps three minutes and just give you a brief background of our history.

It all started really with an FM only station in Toronto in 1958, CHFI-FM. It was the nation's pioneer FM station. It started when Toronto only had three per cent of the homes with FM receivers.

The early days of FM were somewhat similar to the early days of cable. There is a great parallel. In those early days, of course, it was very difficult for an FM station. Other AM stations started to commence with FM transmitters in separate stations on their own.

We applied for an AM frequency in 1961 and we were delayed, but we were finally granted a licence and started on a dawn to dusk basis at 1540 on the dial which one of the BBG members at that time described as "that dog of a frequency." But, it saved our lives and meant that we could popularize FM programming on the AM band and we did so for a number of years.