

tions field. Our economy, for example, based on a considerably smaller market, can often not withstand the same degree of competition as is feasible in the huge U.S. marketplace. It looks, for example, like direct broadcast satellites will be allowed to fight it out in the U.S. marketplace for as big a share as possible. In Canada, however, direct broadcast satellites will, I suspect, have an appropriate role as part of an integrated Canadian broadcasting system.

I would be just as quick to admit that the Canadian model is not necessarily the best to meet the unique requirements of other countries. It is true, however, that our expertise is proving useful to many other countries since our Canadian experience is a microcosm of many of the issues facing others. After all, we know from our experience that an integrated communications system is still essential for our development. We are beginning to understand that the development of the content of that system is as important to our economic growth as the development of the system itself. We are, moreover, sensitive to many of the concerns of developing countries since, although we are technologically advanced, we are still in the process of bringing to our rural and remote areas the same level of service that we enjoy in our urban areas.

Given this proliferation of relationships and forums, and I have not even mentioned our complicated domestic environment, how can the policy-maker maintain enough of an overview to ensure that new communications technologies are not introduced in an *ad hoc* fashion but in ways which meet the real needs of Canadian citizens? One would like to have more control over the national impact of multilateral and bilateral issues, but with so many factors at play it is impossible to impose any rigid structure. One must keep trying to adapt the international system in a flexible way, and certainly not resign oneself to the currently unwieldy way in which several important international issues are addressed.

**Government,
industry co-
operation**

If Canada and the international system are going to be able to adapt to the new realities of the communications/information age, it will be necessary to dig beneath some of the slogans which have obscured some of the issues, to demystify some of the trends and to clearly understand the implications of the activities. When one examines the policies pursued under the banner of such concepts as the "free flow of information", an "open skies" space policy, or "first-come, first-served" in obtaining the use of frequencies, one usually finds policies which work to the economic advantage of a country or group of countries. But it is also necessary to beware of those governments who would like to manipulate the discussion of a "new world order" to justify government control of the mass media. It is obvious that many of the new information issues defy simple solutions. One thing is clear. Canada must come into the information age, must identify and seize the opportunities it offers, must build on her many advantages in doing so, and must become a major player in the international market place. In this effort government and industry must be mutually supportive and mutually reinforcing. If they are not, our economy, and therefore all Canadians, will suffer....

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