

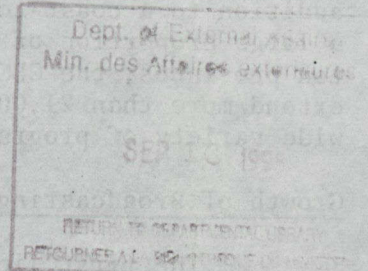
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CANADA

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RADIO IN CANADA

(Prepared by the Canadian Radio-Television
Commission Ottawa)

Radio broadcasting in Canada reaches 98.9 per cent of the people, an indication of the continuing importance of radio to this land of vast area and scattered population. The basic principles for broadcasting, both radio and television, are laid down in the Broadcasting Act of 1968, with the direction of broadcasting in the hands of the Canadian Radio-Television Commission. The system comprises public and private components.

Despite the impact of television, radio remains an important mode of communication for Canada's population of more than 21 million. Of all households in Canada, 97.4 per cent are equipped with radio. In about half the homes in Canada there is more than one radio set, and in many cases there is, in addition, a radio in the car and one or more portable transistor radios. The number of radio sets sold each year exceeds the number of television sets, though the total value is less. It is estimated that there is approximately one radio set for every two persons. The number of frequency modulation sets (FM) grows steadily.

Two Main Networks

To serve this audience there is an English-language and a French-language radio network, both operated by the publicly-owned Canadian Broadcasting Corporation (CBC). In addition there is a considerable number of privately-owned radio stations, some of which are affiliated with the CBC networks, and some of which serve an entirely local function.

The number of amplitude modulation (AM) stations is 312, of which 44 are owned and operated by the Canadian Broadcasting Corporation, and 278 are privately owned. The English network consists of 26 CBC stations and 61 private stations affiliated with it. The French network is made up of seven CBC stations and 34 private affiliates. There is no private radio-network and the more than 200 unaffiliated private radio-stations perform a basically local community service.

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