

we don't believe we will see the disappearance of the broadcast transmitter in this decade; but I do believe we will see the enlargement of cable TV service as a substantial aid to the coverage of television stations and particularly in the development of UHF broadcasting.

I do not see the large scale implementations of many of the technical developments of which cable TV is possible, things like 20 channel systems and switch systems which use cable for access to computers.

I could have a computer terminal in my home right now. I could just call up General Electric—they have a time-sharing among other users there—the Bell has a line into my house and I could run a computer right from my house from my telephone line right now. But I don't feel the need for a computer in my home, I frankly don't, and I think the marketability of many of these services has been drastically over-rated. There is availability of service, but this doesn't mean that we will see these things generally in the Canadian homes in the next decade.

One of the problems, sir, is the limitation of the home receiver. The cable TV industry acts, for the time being, as a medium between the broadcast transmitter and the home receiver.

In fulfilling our role as broadcaster, as originator of programmes, we fill a similar role. Our cable system, the technical part of it, provides a link between our own broadcasting system and the home receiver.

As long as we are stuck with the home receiver with a 12 channel capability, with very many of them in great state of disrepair—this is something over which we have no control—we are not going to be able to provide many of the extra services that we want to provide.

Also there is an even more serious problem which is a uniformity of approach to these extra services. Mr. Chaston has told the Committee that the system with which he is associated in Montreal has changed their equipment five times in 18 years and that is extremely expensive.

Now, I have been asked by the Board of Directors of this company, now that it looks like we are going to have to go 20 channel, how am I going to do it and how much is it going to cost exactly. Truthfully, I have dodged that responsibility because I have given you an idea in the back of the brief the size of Maclean-Hunter Cable Television

Limited; it has assets in the order of \$17 million; it is a sizable cable television operation, but it is still not big enough—I do not have the technical resources; I don't have the personal know-how and if you will permit an immodesty, sir, I am one of the leading cable TV engineers on the continent.

Mr. Metcalf: It sounds like a budget speech!

Mr. Switzer: There is nobody in the cable TV industry, I believe, in a position to make a decision on how to go 20 channels. If I make a wrong technical decision I could break the company or we could saddle one of our communities with a less than optimum system—we might decide, for example, in Guelph, to put in a 20 channel system and although we tried our best to make the right decision next year at the next technical show somebody could come up with a better 20 channel system. This happens every year. We would then have saddled the people of Guelph with a less than optimum system.

The Chairman: How are you going to solve the problem?

Mr. Switzer: If we were the Bell Telephone Company—Bell can afford to make a decision, they made a decision on picture phone and they said this is the type of picture phone, this is the machine and this is how it works. They have set picture phone standards for the whole telephone industry and for the whole world because the Bell is an organization of such a size and prestige that they can do that.

The Chairman: They have even more money than Maclean-Hunter?

Mr. Switzer: Even more money than Maclean-Hunter. At least twice as much money. The Bell can afford to make these decisions and if they put in an experimental system (and they often do) and it doesn't work, they swallow it. They eat it and it is a minor financial pimple on a...

Senator Prowse: As a matter of fact what they do is come back and ask for a raise in rates, don't they?

Mr. Switzer: We can experiment, sir, but we are asking that either an all industry committee or the government or someone takes a very close look at how cable TV will make this jump from the present 12 channel system to the cable system of the future. Otherwise, there is going to be some serious and expensive mistakes made.