

payment for an originally expensive production against a much higher figure - the full cost of original production in Canada.

Sometimes you hear some Canadian businesses complaining because imports in their lines seem to be coming into the country priced 10 to 20% more cheaply than they can produce the same article for in Canada. In television you may easily have a programme being offered for national distribution in this country at 1/15th of what it would cost to duplicate exactly the same thing in this country, or perhaps 1/7th or 1/8th of what it would cost to produce a much more modest Canadian programme with still reasonably good audience appeal. Thus, the natural working of commercial arithmetic tends to be strongly in favour of imported television material for broadcasting in Canada, and against production in this country.

As a consequence, it has long been seen in Canada that there had to be some additional source of funds and activity other than commercial, if we were to have any substantial amount of programme production in this country, and any effective linking of the country from east to west across our enormous spaces by programme service. So far at least Canadians as a whole seem to have wanted a substantial degree of Canadian programming and national coverage.

A result has been the Canadian Broadcasting Corporation - a public body with resources in funds coming directly from the public. But the overall result has been much more than that. In a typically Canadian way there has grown up a system of broadcasting which is not only rather different, but that is unique in the world. It is unique in the way in which it combines operations of publicly and privately owned facilities, as well as the use of public funds and commercial revenues.

Some of you who live in Toronto may not realize quite how close and effective is the co-operation in television between the public body and privately owned stations right across the country.

In general terms the CBC element in the system has the responsibility for assuring production of national programmes, and distribution from coast to coast of national programming service, including many imported programmes. But the actual transmission of the national service in some 32 areas of the country is carried out by privately owned stations. Many of these could not have been established had there not been the assurance for them of national network service which not only supplies basic programming but also brings with it a certain amount of revenue. On the other hand national service would certainly not be in many areas of the country had the private interests concerned not had the initiative to establish stations.