

Canadian ones, CTV and Global, they also have access to local American stations near the border and through them and cable to NBC, CBS, ABC and PBS. Cable companies will soon offer scores more, including all-sports and all-news services.

**Satellites/DBS:** Direct Broadcasting Systems will bounce programs off satellites to earth stations in viewers' own backyards (or possibly apartment house windows). There are 1.7 million Canadian households which now receive only one or two television channels and would presumably welcome more.

The first receiver models, which measure some eleven square metres, can pick up more than eighty channels from satellites. Future dishes will be smaller, one metre in diameter in six years, and will cost less than colour television receivers. The system requires huge investments in satellites and production, and RCA, Gulf and Western, and CBS have dropped their plans to build high-powered DBS satellites. Two companies, United Satellite Communications, and Communication Satellite Corporation's subsidiary, Satellite Television Corporation, are still committed though not planning high-powered projects anytime soon.

**Videocassettes:** These are here and their use is growing. The set owner tapes any program on his recorder and plays it back as often as he wishes. He can also rent or buy a wide variety. When he has accumulated enough old favourite movies, concerts and plays, he can ignore most of the daily offerings, including advertisements. Experts believe 25 per cent of Canadian homes with TV will have videocassette equipment by 1990.



## Content Ahead

Highlights of the CBC schedule this fall include:

"Backstretch": A series set in rural Ontario's harness racing circuit.

"Danger Bay": A series based on the adventures of Grant "Doc" Roberts, the curator of marine mammals at the Vancouver Aquarium.

"A Planet for the Taking": A geneticist's view of man and nature in eight parts.

"The Other Kingdom": A two-part drama of a journalist's struggle with cancer.

"Hockey Night": a family special about a female goalie on a boy's hockey team.

"The Boy Next Door": A one-hour drama that deals with the conflict between an attractive widow and her troubled nineteen-year-old son.

"Iolanthe" with Maureen Forrester and "Tartuffe" with Brian Bedford: Telecasts of the Stratford Festival's productions.

"The Tin Flute": Mini-series based on the novel by Gabrielle Roy about love and poverty in Montreal in the 1940s.

Last season, for the first time, the CBC English network broadcast a program in French, "Duplessis," a drama about the long-time Premier of Quebec, that was subtitled one night and dubbed another. Surveys showed that viewers preferred the dubbed version. The experiment was successful and the network plans to air more programs in French.

## Now, an Added Word from the Sponsor

CBC's plans are detailed in a thick blue book. In addition to greater Canadian content and the encouragement of independent productions, they include:

- "The maximum contribution of regional programming to the national network."
- "A second television service to provide greater Canadian choice." The service, which will be designed to appeal to particular audiences in the manner of the BBC, would begin modestly, with a weekend service.

- "Co-operation between CBC's English and French TV Services." The two services will increase the number of co-productions, also involving independent Canadian and international producers. Expanded use of subtitles is planned.

- A "further extension of coverage... by satellites." CBC will not drop advertising as has been suggested by some critics, but it will attempt to reduce commercial interruptions "in certain kinds of programs." Advertising income was \$154.2 million last year, or about 18 per cent of the total revenues.

## The Revolution in Progress

In the course of a tumultuous life CBC has been examined by at least thirty-six government commissions. The most recent, the Federal Cultural Policy Review Committee, chaired by composer Louis Applebaum and writer Jacques Hébert, which filed its final report in November 1982, concluded that the developing DBS satellite technology will greatly diminish the CRTC's ability to regulate broadcasting. The report said, "It is sobering to contemplate what the

impact will be when a host of U.S. services can be received anywhere in Canada."

Francis Fox, former minister of communications, called the technological revolution "the pre-eminent cultural problem of the decade."

Canada already has between 9,000 and 10,000 receiving stations in use, and Canadian Satellite Communications Inc. sends TV and radio signals to remote parts of the country. Last March the government relaxed the rules to allow individuals and hotels free and unlicensed use of satellite earth receiving dishes.

CBC is responding. It has committed itself to increased use of independent productions. A federal Program Development Fund of up to \$115 million will provide one-third of the production costs, the producer another third and CBC (or another Canadian network) the rest. The network will hold the Canadian rights, but the producer will retain the world rights.

When its television services become fully Canadianized, 50 per cent of all network programs, other than news, information and sports, will come from the private sector.