

odds it is the newest and most perplexing medium we will be attempting to analyze.

We are grateful to the witnesses who are here. We are to receive two briefs this afternoon. The first brief is from Canadian Cable Television Association. Seated on my immediate right is the organization's President, Mr. C. R. Boucher. On his immediate right is Mr. G. A. Allard, a Past President of the Canadian Cable Television Association. On my left is Mr. R. C. Chaston, who is a Director of CCTA.

Mr. Boucher, the brief you were kind enough to prepare in compliance with our request was received more than three weeks in advance. It has been circulated to the Senators who I think have had an opportunity of studying it. We would like to ask you some questions on its contents.

I am sure you are familiar with our procedure. We ask you to make an opening oral statement in which you can talk about the brief or talk about other matters and following your oral statement we would like to question you on the contents of your written document and your oral statement or other matters which may be of concern and interest to us.

Thank you for coming. Welcome. Why don't you proceed?

Mr. C. R. Boucher, President, Canadian Cable Television Association: Thank you, Senator Davey and Honourable Senators.

Let me say that we welcome and appreciate this opportunity to be able to submit a brief to the Special Senate Committee on Mass Media on behalf of the Canadian Cable Television Association.

It was also intended that our Executive Vice-President, John Loader, should accompany us, but unfortunately he is ill.

The Canadian Cable Television Association represents systems serving 071,750 subscribers, or 88% of all cable subscribers in Canada.

The CCTA Board of Directors is chosen so that there is representation from all parts of Canada.

Since 1952 the cable industry in Canada has grown out of a genuine desire by Canadians for better quality signals and greater choice of programmes.

The first and primary role of the cable television industry is that of a community

antenna television service. This role is a passive one. It is merely doing what each Canadian can do for himself with a rooftop antenna if the signals are available in his area—only we do it better.

A second and active role for the cable television industry is a function that some of us foresaw as a possibility more than a decade ago—the origination of programmes of community interest. However until the CRTC policy announcement of May 13th, 1969, we were not encouraged to engage in any programme production.

Generally, we regard as a new challenge the CRTC's seal of approval to engage in cablecasting activities at a community level, originating programmes to complement rather than compete with local broadcasters.

I must emphasize that this role in community programming, even if we agree with the concept, is not the service for which our customers are paying. For many years to come our customers will still continue to subscribe to cable because of its primary function, to be specific an improved antenna service. There are other roles envisioned, of course, and I will mention those later.

Much has been said about the rapid growth of cable during the last two years but this growth is largely attributable to systems which got under way in the mid '60's and have only lately become operational.

Naturally their subscriber list is growing rapidly as they reach normal penetration in the relatively large markets they serve. I mention this because in the last two years no major CATV developments were begun in large urban centres, therefore the growth will level off. This growth will only commence again with new major developments in cities where cable has yet to be licensed.

In a press announcement last week the Canadian Cable Television Association stated that it appeared the CRTC has been persuaded that the Canadian broadcasting industry was in danger of extinction by cable television.

The CCTA, of course, is in complete disagreement with this conclusion. It has always been the contention of our industry that since, in most cases, we offer an alternate means and a better means of receiving signals to the unsightly and sometimes hazardous household antenna, the effect of CATV systems on the broadcasting industry is not disruptive.