

Those are considerations which have led broadcasting, radio and television, to be different in Canada. And, in ways of communication among minds, like broadcasting, we not only need to look at who actually owns the facilities, but at what the facilities actually transmit, which may well be more important. Broadcasting could hardly contribute to the development of Canada as a nation if, although the transmitters are owned by Canadians, practically all the material on them came from outside Canada. Broadcasting would not be developing the human creative resources of the country if it only carried creative and artistic products, or other material, from outside our border.

So far at least, Canada has determined on having broadcasting so organized that it does provide substantial opportunities for Canadian ideas, artistic performances, information, to go out to the Canadian public. At the same time, just as Canada will undoubtedly always welcome outside capital, so its broadcasting will probably always include a fairly large proportion of programmes from outside the country.

To attain this end Canadian broadcasting has to be organized on a different basis, - different say from that in the United States. Why? Because quite different sets of prime facts apply. South of the border, the United States' type of broadcasting system produces broadcasting that is mainly American. The same type of system followed in Canada because of the working of economic forces would transmit broadcasting material that is very largely non-Canadian.

Territorially, Canada is one of the biggest countries of the world. But it has the smallest population of any of the big area countries. I am sure many businessmen here today are familiar with cost problems arising from relatively small national market and from high expenses for national distribution.

In many lines of business this means that imported goods often have an advantage in Canada, unless the disadvantages are wholly or partially met by customs duties. In television the natural economic differential in favour of importation as against Canadian production is far higher than in any other field I know. Television is different from most activities in that the unit of production - the programme - does not go to just one customer; in fact the cost of the programme is spread in one way or another over a large public. In the United States the cost of a national programme can in effect be spread over an enormous population, some 16 times greater than the English speaking population of Canada. Therefore, much more expensive productions can be supported. But these same expensive productions, their initial costs covered in the home market, can be made available for use in Canada for a small fraction of that initial cost. The basic economic competition, therefore, comes between that fractional