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TELEVISION IN CANADA

(Prepared by the Canadian Radio-Television
Commission Ottawa)

Canadian television programs, which began in 1952, can now reach 97 per cent of Canada's more than 21 million people. Of 5,460,000 households in Canada, 5,250,000 are equipped with one or more television sets. Color television, which began in 1966, is beginning to be more widely viewed.

Of three television networks in the country, two are operated by the publicly-owned Canadian Broadcasting Corporation (CBC). The CBC has one network operating in English, and one in French. The 5,000-mile microwave network that links St. John's, Newfoundland, to Vancouver Island and the Pacific Northwest is one of the longest in the world. The second English network, CTV television, is composed of 12 privately-owned stations and reaches 58 per cent of the homes that have television in Canada, and continues to increase its coverage.

As of October 1969, Canada had 76 originating stations and 266 re-broadcasting transmitters. The Canadian Broadcasting Corporation owned and operated 17 stations and 89 rebroadcasting transmitters, and provided a substantial proportion of its national programming service through 42 privately-owned stations, which, with their 147 rebroadcasting stations, were affiliated with it. In addition to the private stations affiliated with the CBC, and those that form the CTV television network, there are four private stations not affiliated with any network.

Geography and Language Factors

From the start, the development of Canadian television was complicated by geographical and language factors. About 50 per cent of the people of Canada live near the United States border and have available to them programs broadcast by one or all of the major American networks -- CBS, NBC and ABC. This fact contributed substantially to the determination of the Canadian authorities to develop speedily Canadian television services to serve in maintaining a Canadian identity and to articulate Canadian interests. It was

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