

While there is considerable interest in both new cable services - the commercial-free public network and the all-news and public affairs channel - cable subscribers are wary of substantial increases in their monthly basic cable rate to receive these new services. Those who express the greatest tolerance for increases in cable fees are also those Canadians - more affluent and better educated cable subscribers - who are in the best position to afford them.

### 9.23 Other Proposed Cable Services

It was probably unrealistic to ask cable subscribers in this survey to also respond to the idea of incorporating Pay TV - excluding the movie channel - into the basic cable service and also to determine subscribers' interest in receiving movies on a pay-per-view basis.

The "finding" in this survey that only small numbers of cable subscribers would pay a higher monthly basic cable rate to receive Pay TV and specialty channels, excluding the movie channel; or would be willing to pay between \$3 and \$5 for televised movies on a pay-per-view basis, is less an indication of subscribers' lack of interest than it is a demonstration of what could happen if subscribers are overloaded with too many options - and too much extra expense - at the same time. If cable subscribers were offered Pay TV or pay-per-view movies on an individual basis, and without prior knowledge of the proposed TV Canada and all-news channels, one suspects that interest levels would be higher than the respective 25 per cent and 18 per cent recorded in this survey.