

GOVERNMENT



CANADA

# REFERENCE PAPERS

INFORMATION DIVISION

DEPARTMENT OF EXTERNAL AFFAIRS

OTTAWA - CANADA

## No. 66 THE DEVELOPMENT OF TELEVISION IN CANADA

Television in Canada is being developed on the same basic principles that governed the establishment of the national radio system -- a combination of public and private ownership and operation of transmitting stations co-operating in extending programme coverage over a vast area.

The first two television transmitters and programme-production centres of the Canadian Broadcasting Corporation began regular service in the cities of Toronto and Montreal in September 1952. Another station will be opened in the late spring of 1953 in Ottawa, the capital city. These three stations, situated in the most densely populated areas of Canada, will cover more than 40 per cent of the Canadian population. They will be connected by microwave relay by June of 1953, forming the first direct-connection television network in Canada.

Other CBC television stations are planned for Vancouver, on the West coast; Winnipeg, in Central Canada; and Halifax, on the East coast. The Government of Canada has announced that applications for licences to establish privately-owned television stations will now be accepted for areas not now served or for those to be served, as listed above, by publicly-owned CBC stations. The object is to provide television in as many different areas of Canada as possible, as quickly as possible, and therefore two stations will not be licensed at present to serve the same area.

The Government announced in February 1953, that the radio listener-license fee of \$2.50, established at the inception of the national broadcasting system, would be abolished and that there would be no licence fee to be paid by owners of television sets. Instead, revenues of the Canadian Broadcasting Corporation will come from the existing excise tax on radio and television sets and tubes in addition to revenue from the sale of advertising time and statutory grants as provided by Parliament. The income of privately-owned commercial radio stations comes exclusively from the sale of advertising time to sponsors. A large number of these stations, as CBC network affiliates, are provided with network programmes. Like the private radio stations, the income of private television stations will come exclusively from the sale of time. All such TV stations will be provided with a certain number of hours per week of CBC programmes, free of charge, and, like radio stations, they will, in addition, benefit from a share of the income from