

PENETRATION OF CABLE CONVERTERS
- % of all Canadian Households With Cable -
(Source: Environics' Media Study)

Households hooked up to cable	100%
<u>Cable Connected Households With Cable Converters</u>	
Total Canada	64%
Atlantic Provinces	51
Quebec	60
Montreal	73
Rest of Quebec	49
Ontario	83
Toronto	90
Rest of Ontario	79
Manitoba/Saskatchewan	22
Alberta	39
British Columbia	60
Vancouver	74

8.4 Pay TV

Most households must have a cable converter to subscribe to - and therefore receive - Pay Television. Pay TV channels bring viewers a range of live sports broadcasts, movies, entertainment specials, rock videos and multi-lingual programming and include the following licensed services in English Canada: The Sports Network (TSN), First Choice/Super Channel, Much Music, Tele Latino, Chinavision, and Super Ecran plus several services from the United States, including the Cable News Network (CNN), the Arts and Entertainment Network, Headline News Network, Financial News Network and the Nashville Network. French Canada has access to the English language services listed as well as to a limited number of French language channels: Super Ecran, Musique Plus and some cable-oriented services such as Télé des Jeunes for Videotron subscribers.

Among households which have cable converters, the penetration of Pay TV is surprisingly consistent across the country and ranges between 20 and 30 per cent. The exception is Montreal where only 12 per cent of cable converter households subscribe to Pay TV.