

per cent in Toronto and from 57 per cent to 51 per cent in Vancouver.”

I decided to try to do a little checking on the statistics. They agree with statistics that were presented to this committee, I understand, a couple of days ago. Let me put it this way: to put it nicely I think the numbers are misleading. It depends on which particular month you pick. If you had picked another pair of months we would have found the increase almost just as large in the other direction. If you take an average, which I think is what you have to do in this kind of thing, the change between 1968 and 1970 in the Toronto market just has not been significant.

To the best of my knowledge, none of the broadcasters in the regions where we operate are suffering as a result of cable.

Not only does cable contribute directly to the accomplishment of the objectives of the Broadcasting Act, it can, as I will shortly explain, also help Canadian broadcasting stations to achieve their potential. It seems to me that if we try we can surely find ways in which Canadian broadcasters and Canadian cable systems can work together for the common good. Broadcasters have perhaps been preoccupied with the problem of audience fragmentation. But increasing fragmentation is really just the other side of increasing viewer choice—which, in my opinion, is both desirable and inevitable. I believe that a challenge and opportunity for Canadian broadcasters lies in increasing audience by providing increased viewer choice—both in the stations home market and in markets some distance away. And in this as well as other respects cable can help a great deal.

Let me list some examples:

—Cable systems could make time on a cable channel available to Canadian broadcasters on some reasonable basis. Broadcasters would program at this time with new and/or repeat material and derive advertising revenue therefrom.

—Cable systems could carry more distant Canadian stations—relayed by microwave, if necessary. While there would be no purpose in this to the extent that the stations were network duplicates, the availability of greater potential audiences might lead to a greater variety of Canadian programming in the aggregate.

—Cable systems could pick up and distribute *selected* programs from distant

Canadian broadcasting stations. Microwave could be used, if necessary. Thus, even a small station might undertake the production of a few fairly ambitious programs in the expectation of having a large audience during a particular time period.

—When local advertising of one market is received in another market there is a considerable economic waste. The broadcaster in the local market could make arrangements to substitute local commercials for the local commercials of out-of-town stations being carried on the cable. The cable company could perform this substitution or provide the broadcaster with an appropriate input point for making the substitution.

—Some cable systems carry two stations affiliated with the same Canadian network. If one of those stations could delay its network broadcasts (other than time-perishable programs) such as the news, then the audience of both stations would be increased. Even if the off-air broadcasts were simultaneous the cable distribution of one station might be delayed.

—A cable system could carry those portions of the CBC network feed not being carried by the local affiliate station, thereby decreasing the need for the establishment of an additional station to give the CBC full exposure.

—Where several channels are carrying the same program simultaneously cable systems (or at least larger ones) could put the signal from the local station on all of these channels. This would give the local station multiple exposure and enable it to derive maximum advertising revenue. Or where different programming was available—repeats of earlier Canadian broadcasts or cable originations, for example—then the channels normally used for the temporarily redundant out-of-town stations could be used for this purpose.

These are just some of the opportunities for cooperation between broadcasters and cable systems for the overall benefit of the Canadian broadcasting system. I hope that others may be persuaded to think constructively along these lines.

The Chairman: Thank you very much, Mr. Jarman. I think the questioning this morning is to commence with Senator Prowse.