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TELEVISION IN CANADA

(Prepared by the Board of Broadcast Governors,
Ottawa)

Television programmes from Canadian broadcasting stations now reach 95 per cent or more of Canada's 20,000,000 people. Seventy per cent or more of them have an opportunity to watch two Canadian television services, one provided by the Canadian Broadcasting Corporation, the publicly-owned system, and the other by a commercially-owned and - operated network of private stations. The 5,000-mile microwave system which links St. John's, Newfoundland, to Vancouver Island and the Pacific Northwest is one of the world's longest. Of 4,938,000 households in Canada, 4,635,000 are equipped with one or more television sets. Few other countries in the world have seen so swift a development of nationwide television services within the short period of 15 years.

Early in 1967, Canada had 72 originating stations and 194 rebroadcasting transmitters. The Canadian Broadcasting Corporation owned and operated 14 stations and 48 rebroadcasting transmitters, and provided a substantial proportion of its national programming service through 43 privately-owned stations, which, with their rebroadcasting stations, were affiliated with it. Of the total of 58 originating private television stations, 11 are affiliated with the commercially-owned and - operated television network CTV, and four privately-owned stations operate without affiliation with either of the national networks.

Geography and Language Factors

From the beginning, the development of Canadian television services was complicated by both geographical and language problems. Half the people of Canada who live along its border with the United States have available to them programmes broadcast by affiliates of one or all of the major American networks -- ABC, CBS and NBC. This factor contributed materially to the determination of Canadian public authorities to develop speedily Canadian television services to serve in some way to maintain a Canadian identity and to articulate Canadian interests. One other factor of prime importance required the rapid development of French-language television services to the large proportion of the Canadian population whose maternal tongue was French.

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