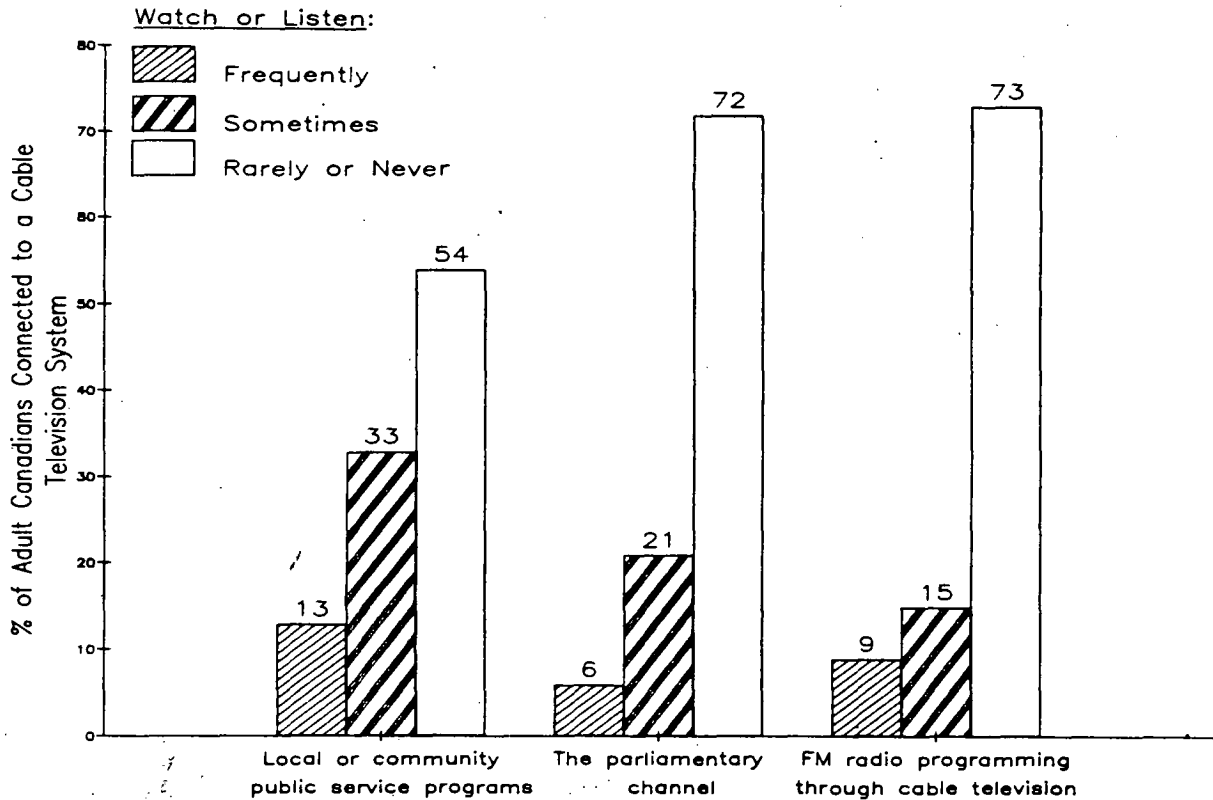


## USE OF SPECIALTY CABLE SERVICES



### 8.3 Cable Converters

In some parts of Canada, extra channels are available through the local cable company. These channels are accessed via a cable converter which may either be a separate unit or built into the television set. At the present time, converters are most prevalent in Ontario, particularly in Toronto. Eighty-three per cent of all cable connected households in Ontario - 90 per cent in Toronto - have cable converters.

The incidence of cable converters is also fairly high in Montreal and Vancouver but at 73 and 74 per cent respectively, both cities still have a way to go to match the Toronto market.

Cable converters are least likely to be present in cable connected households in the Prairies.

As with basic cable, cable converters are equally present in the households of heavy, medium and light television viewers.

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