



The most significant technological advance in improving the quality and distribution of television in Canada is the introduction of satellite technology. Canada's domestic satellites carry numerous video channels that include both network distribution and circuits linking remote production areas with the network's central distribution facility. Through the use of Television Receive Only (TVRO) earth stations, television can be readily received in virtually all areas of the country.

Local distribution is provided by two methods — either a low-power rebroadcast transmitter or a cable system. The technology chosen depends on the terrain, the population density and the number of channels to be distributed.

Throughout their history, Canadian Community Antenna Television (CATV) companies have played a vital role in the distribution of television at the local level. These companies deliver television to more than 60 per cent of Canadian television households and generally have a penetration of 85 per cent or higher in their serving areas. They have developed cable headends which combine off-air pickup, microwave feeds, TVROs, video tape recorders and local production facilities. These headends feed cable systems that range from a few subscribers in a building complex to thousands of subscribers in a community. Their local distribution systems are now being expanded to 40 channels on the existing single tube coaxial cable, and plans call for future increase to 80 channels. Other trends include fibre optics, which is beginning to enter the cable plants, and two-way distribution with enhanced subscriber services.

■ Suitcase Satellite Terminal, models KSST-1, KSST-1E