

stations derive their cash funds solely from advertising revenues through their own business together with revenues from commercial network programs of the CBC national circuit. The cost of the system in money paid directly by the television public has been and still is just about four cents per television family per day. Compared with this figure the average cost to each television family of owning and operating its television set, including depreciation, is around 20 cents per day.

Instead of using both public and commercial funds, Canada could have developed a national television system supported entirely by public contributions but the direct cost to the public would have been much higher and the public in many parts of the country would not have had the chance to see on the system a number of American commercial programs which so many find attractive. If, on the other hand, Canadian television had relied solely on revenues from advertising there would have been a strong tendency to import programs rather than to produce them in Canada. In commercial terms, Canadian programs have to compete against U.S. programs on which five or ten times as much has been spent but which are available in Canada at perhaps one-half or one-third of the cost of a much more modest Canadian production. Nor could advertising support the costs of an effective distribution system linking Canada from one coast to the other.

The future development of Canadian Television will be decided mainly by the people of Canada through their Parliament, presumably with the assistance of recommendations by the Royal Commission on Television Broadcasting which was set up in December 1955 to study the whole subject.

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