

This year the private broadcasters (both radio and TV) expect to earn about \$235 million from advertising while the CBC will earn about \$40 million; the remainder of the budget — about \$232 million — will come from the public purse.

Cable television is well advanced in Canada reaching 25 per cent of Canadian homes through 365 cable systems. Both in the hardware and software departments, the Canadian cablecasters are regarded as world leaders.

The Canadian Broadcasting Act, 1968, established the Canadian Radio Television Commission (CRTC) as an independent body to regulate the broadcasting industry.

Newspapers and Magazines

The first newspaper, the weekly Halifax Gazette was published on March 23, 1752, but the Quebec Gazette, founded in 1764, and now known as the Chronicle Telegraph holds the distinction of being the oldest *continuing* newspaper in North America.

There are 120 daily newspapers published in Canada (though very few on Sunday); 102 are English language, 12 are French language and six other languages. There are approximately another 200 foreign language publications among the 900 weekly newspapers and 850 magazines and periodicals.

Ownership of the daily papers is largely concentrated in the hands of four newspaper chains — whereas 60 years ago the 138 newspapers each responded to their own publisher.

In recent years, Press Councils have been established in the provinces of Alberta, Ontario and