

8.2 Cable Television

8.2.1 Regional Penetration

The penetration of cable television in Canada has grown on a market by market basis and at the discretion of the CRTC. Premier Cable in British Columbia was Canada's first cable company followed by Roger's and Canadian Cable Systems in Southern Ontario. In 1969, the Senate Committee Study on Mass Media reported that 46 per cent of all television households in British Columbia and 27 per cent of all television households in Ontario were hooked up to cable. Today, British Columbia still leads other parts of Canada with a penetration level of 80 per cent.

Cable television, which in 1969 was almost non-existent in the Maritimes, is now in 46 per cent of all television households. This is still the lowest penetration level in Canada, however.

Vancouver and Toronto are more highly developed cable markets than Montreal where penetration may be constricted by the limited availability of French language cable services. Cable television does reach communities of all sizes, however, and is only underrepresented in rural areas with populations below 5,000.

PENETRATION OF CABLE TELEVISION
- % of all Canadian Households With Television -
(Source: Environics' Media Study)

	<u>Environics'</u> <u>Media Study</u>	<u>1969 Senate</u> <u>Committee Report</u>
Total Canada	69%	20%
By Region:		
Atlantic Provinces	46	*
Quebec	64	18
Montreal	64	NA
Rest of Quebec	64	NA
Ontario	74	18
Toronto	85	NA
Rest of Ontario	69	NA
Manitoba/Saskatchewan	54	7
Alberta	74	9
British Columbia	80	46
Vancouver	91	NA