

ADVICE AND PLANS FOR 1992

Entry into the French market requires time, money, patience and resolve. There is an awareness that Canada is very effective when it comes to installing cable systems - cable installation costs in Canada are one-third what they are in France. This does not, however, mean that Canadians will not have to work hard to prove that they have something to offer. Companies will have to learn the political side of the cable industry as well as the technical side if they hope to have a chance. Canadian cable equipment companies may be well advised to start talking to companies that are responsible for the cable systems in the smaller cities who have the flexibility to more rapidly integrate Canadian equipment into their installations.

The market for television program sales to the cable industry should be one that sees strong steady growth over the next few years. Those interested in the market should contact the Telefilm Canada as well as EAITC for more information. Companies wishing to enter into the management of French cable companies perhaps have the most to offer in terms of experience, but may be faced with the most problems. Only those with a very strong Canadian base and with plenty of time and money to invest should consider such a move.

ADDITIONAL SOURCES OF INFORMATION

Useful Addresses:

Communication-Développement/Citévision

4, place Raoul Dautry

75015 Paris

Tel: (33-1) 43.35.82.98

Fax: (33-1) 43.35.82.99

Compagnie Générale de Vidéocommunication

Groupe Générale des Eaux

52, rue d'Anjou

75008 Paris

Tel: (33-1) 42.66.91.50

Fax: (33-1) 47.42.42.70

Lyonnaise Communications

4-6, Villa Thoreton

75015 Paris

Tel: (33-1) 44.25.81.81

Fax: (33-1) 44.25.80.99

Trade Fair:

MEDIAVILLE

Association des Maires de Grandes Villes

42, rue Notre-Dame des Champs

75006 Paris

Tel: (33-1) 45.48.14.16

Fax: (33-1) 45.48.98.54

This trade fair is held in a different town, each year.