

regulatory climate as of late and might be inclined to pursue it further if we saw more favourable signs.

**The Chairman:** May I just pursue this for a minute? London is the most heavily wired city in Canada; is that correct?

**Mr. Ted Jarman:** I would think so.

**The Chairman:** And the subscribers to your system watch a great deal of television. Would it not be fair to say that prior to your arrival on the scene many of them at least would have watched CFPL?

**Mr. Ted Jarman:** It wouldnt be fair. We arrived on the scene before. We arrived on the scene in the same month that television first started anywhere in Canada.

**The Chairman:** So you were there before CFPL television was?

**Senator Prowse:** They are shoeing in on you.

**Mr. Fortier:** Who is the chicken and who is the egg!

**Mr. Ted Jarman:** I think that we would be misleading you if we didn't qualify that slightly.

**The Chairman:** However, we would not be misleading you if I pointed out to you, Mr. Jarman, we have no brief for CFPL or for the broadcasters generally; just as we have no brief, as I am sure you appreciate, for the cablecasters.

I ask this question particularly having prefaced my remarks about not having a brief for CFPL or any other broadcaster, one way or the other. That is not the purpose of the Committee. Is it not a fact that if advertising were allowed on cable, and you suggest it should be, would that not have a devastating effect on a conventional broadcaster like CFPL-TV?

**Mr. Ted Jarman:** I really didn't finish my earlier answer and you are coming back to it and I am glad you did. The kind of advertising that would be appropriate on cable I would think would depend on the market that you are in.

I am going back to my earlier answer. I can't think why there should be any constraints on it in a market like Newmarket or

Bowmanville, Ontario; if that in fact would support local programming.

There is not very much TV advertising revenue to be had in those places. In a market like London I would think the advertising service performed by cable ought to be one that is quite different than that performed by television broadcasting stations such as CFPL.

In a brief that we presented to the CRTC in February we stated, just as an example, we thought that the advertising might be totally divorced from the programming. As you know, most television advertising now is sport announcements salted in in the programs or in between the programs.

It is a particular kind of advertising, things like chewing gum and deodorant, cigarettes and beer and so on. It is not basically the kind of advertising that is directed toward people who are making planned purchases. We can envision an entirely different kind of advertising that is not generally occurring on broadcast television today; advertising that is highly informative, advertising that people would tune into, a half hour program, to learn about a particular product or a particular group of products, the kind of product someone plans to purchase.

**The Chairman:** Shopping prices at the Supermarket, for instance?

**Mr. Ted Jarman:** That kind of thing is one example. As we said to the CRTC, in fact we have a program on Wednesday night or Thursday night when they carry all the food ads in the newspaper.

**The Chairman:** A lot of this would be local advertising?

**Mr. Ted Jarman:** Local retailers but I don't think also that national advertising is precluded either.

**The Chairman:** May I ask you a supplementary question on local advertising? One of the matters which concerned the Committee has been the overwhelming position of the Blackburn interest in the London market. There is some "minimal"...that was the word I used about the extent of the radio competition; but there are other radio stations in London. Surely the revenue of those other radio stations in London substantially comes from local advertising.

If your system (a) moves into the local advertising business in London; (b) made