

*Canadian Policy on Broadcasting*

they do not like, is Port Arthur. It is estimated that there are around Port Arthur 24,000 television homes, more than half of which have C.A.T.V. receiving antennae. They pay a television cable company to bring them television service from Duluth, Superior, and Marquette. More than one half of the people around Port Arthur pay money each month to watch those television stations. It is quite a comment that television set owners around Port Arthur, which has quite a bit of C.B.C. programming, pay money to view outside programs.

In Toronto, if you have a private home and an antenna you can bring in Buffalo on television. The cabinet says: You should not look at an American station, if you look at an American station you will reduce the size of the Canadian station audience. However, the people in the area are interested in looking at television programs from Buffalo and Rochester.

So we have in this bill a move to bring C.A.T.V. under regulation. The new commission will simply say to C.A.T.V.: If we give you a licence, people will watch television stations other than those in the area, and those in the area do not want their audience decimated by competition.

Do we ever hear the government of Canada saying to television and radio stations: You must not go in there; you will be taking away advertising from the local newspapers or magazines? No. The government gives no protection to the printed word, but for some reason they seem to think that a radio or television station has to be protected from the competition offered by other stations which can be brought in.

C.A.T.V. does not make any use of radio frequencies. It does not violate any publicly owned radio frequencies. It is simply a receiving system, and receives programs already being broadcast. If a man, woman or child wants to look at a different station from the one in their own home town, what right has the government to tell them otherwise? If we pass this bill in its present form, pretty soon we will be telling the people: You cannot read an American magazine; you have to read *Maclean's* or other Canadian periodicals. The cabinet will handle this in the same way that they handle Canadian content on television now, and will tell the people that they should not read or look at anything that is not Canadian.

Yet we had in the speech of the Secretary of State the statement that the government believes in freedom of expression. If they

[Mr. Cowan.]

believe in freedom of expression why do they not believe in freedom of receipt of these various expressions? If a person has a wonderful idea and is broadcasting it on a television station, and C.A.T.V. is forbidden to bring that station in, what is the use of that man talking? He might as well go and holler down a rain barrel. This will be the situation if C.A.T.V. stations are subject to government licence and the government says: You cannot bring in that station on that channel; we want you to bring in as many Canadian stations as your system will reach, and if you want to bring in something foreign, you cannot do this.

On most of the C.A.T.V. systems you can bring in seven channels, and on a few you can bring in 12 channels. I know of no reason why C.A.T.V. should be told which stations they have to bring in, if there is a multiplicity of selection. There is some comment that C.A.T.V. is going to be the television of the future. I have a cartoon upstairs—I asked the *Toronto Star* to send me the original some time ago—relating to all the flap at the time when we welcomed the king of Siam, the emir of Afghanistan, the king of Ruritania and other such dignitaries. The picture shows Mr. Taxpayer, a poor fellow with no seat in his pants and a threadbare coat, looking at the coach and four coming out the front gate of the parliament buildings grounds, and remarking to another Ottawa passerby "They keep themselves awful busy in Ottawa keeping up with yesterday".

● (4:10 p.m.)

I am telling you, the radio and television world in the next ten years will be unrecognizable from today because cable television will dominate the field. Then if you want to get a certain type of music, you will be able to press a button in your home and cable television will bring you the type of music you want, not the type of music that the disc jockey on the radio or television station thinks you want at that hour. If you have children and they want to look at a science fiction program, they will press a button on their set and they will be able to get it, because the family will be able to choose from among five or six continuous programs on the same theme. The family will not have to be told to wait until nine o'clock, when the program they want to see is scheduled. A library of films will be available on cable television and you will be able to get the type of educational program or travelogue you wish to see at the time you want. You will be free and you will not have to upset