

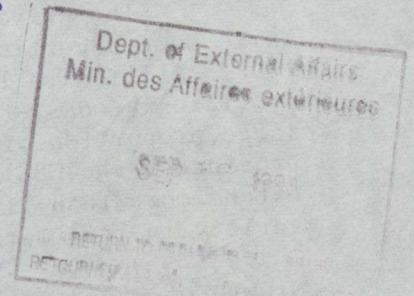
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INFORMATION DIVISION  
DEPARTMENT OF EXTERNAL AFFAIRS  
OTTAWA - CANADA



No. 27  
(July 1967)

## RADIO IN CANADA

(Prepared by the Board of Broadcast Governors,  
Ottawa)

Radio broadcasting in Canada reaches 98.6 per cent of the people, a measure of the importance of broadcasting to a country of vast area and scattered population. The broad lines for the country's broadcasting system are laid down in an act of Parliament, with the direction of the system in the hands of the Board of Broadcast Governors. The system comprises public and private components.

In many respects, television has become the primary broadcasting medium because of the interest it engenders and the considerable revenues it attracts. The role of radio has changed since the advent of television, but radio has recovered from the initial impact of television and continues to play an important role in the lives of Canadians. The number of radio sets sold each year considerably exceeds the number of television sets, although the total value is less. In close to half the homes in Canada, there is more than one radio-set, and in many cases there is, in addition, a radio in the family car and a portable transistor set. The number of frequency modulation (FM) sets grows yearly. In total, more than 10 million radio-sets are in use in Canada, approximately one for every two persons. To serve this audience there are a considerable number of radio stations and two publicly-operated radio networks.

### Two Main Networks

The number of amplitude modulation (AM) stations is 284, of which 31 are owned and operated by the publicly-owned Canadian Broadcasting Corporation (CBC) and 253 are privately-owned and operated under licence. In addition, a large number of low-power relay transmitters are operated by the CBC to bring its programmes to remote communities. There are two main networks, French and English, both operated by the CBC. The English network consists of 24 CBC stations and 56 private stations affiliated with it. The French network is made up of seven CBC stations and 30 private affiliates. Although there is a private network in television, none exists in radio; the remaining unaffiliated private radio-stations have no regular network connection and serve a basically local function.

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