

National television service, of course, costs money - lots of it. Canadian viewers have spent about a billion dollars equipping themselves to receive television. Including depreciation on their sets they are probably spending close to \$200,000,000 per year themselves on the viewing they do.

On the broadcasting side large amounts of funds have been channelled into television through advertising. But as I pointed out before, funds coming from the public in other ways are essential if we are to have any substantial production of Canadian programmes for national consumption and any effective linking of the country from east to west. The quantity, and to a large extent the quality, of Canadian programme production will vary in proportion to the amount of public funds going into the television system.

There is quite a lot of talk about pay-as-you-see television in the air these days. Following this kind of thinking, it is interesting to break down some of the present figures. When you average it out it appears to cost each Canadian television family about 20 cents per day for their television viewing, including power maintenance, replacements and set depreciation. In the same way the average contribution per television family to the television transmission system works out to around 4 cents per day.

It is not for those of us with responsibilities in television to say what these amounts should be. Those decisions are taken on behalf of the public by Parliament. What we do know from dealing with the actual facts of television is that the effectiveness of the system, in terms of Canadian production and of national coverage, will depend primarily on the extent of the funds coming from the public through means other than advertising. It is the heavy responsibility of those on the public side of the system to try to see that the funds are used to the greatest possible advantage.

The Canadian broadcasting system, as I have said is quite different from those of any other countries, for special Canadian reasons. But within Canada - also for special reasons - the structure of responsibility in broadcasting has been different from those in other activities. The CBC, for instance, while publicly owned, is not under the direction of the executive government with respect to its broadcasting activities, which makes it different from most publicly owned corporations. There have been two major reasons for this: first that, because of its nature, broadcasting cannot be carried out successfully by a government department type of administration, but can be by a corporation with much of the flexibility of private enterprise while being responsible to Parliament as a whole; and secondly that broadcasting should be free from any possibility of political partisan influence. The Government, however, does have responsibility with respect to the licensing of any and all stations; it must approve certain large commitments of the CBC; and under our system