

8.0 TELEVISION - ANCILLARY SERVICES

8.1 Overview

This section touches on the penetration and selected usage behaviour of cable television, Pay TV and video cassette recorders (VCR's) based on responses to Environics' Media Study.

The majority of Canadian households (69%) are connected to cable television. This is a substantial increase from the 20 per cent of households which, according to the Senate Committee Report on Mass Media, were hooked up to cable in 1969.

Among cable connected households, 64 per cent are equipped with a cable converter which allows viewers to receive extra channels transmitted by the cable company and to purchase Pay TV should they wish to do so. Cable converter households represent 44 per cent of Canadian households overall.

Twenty-two per cent of households equipped with a cable converter subscribe to Pay Television. Pay TV, therefore, currently reaches at least ten per cent of all Canadian households, a number which has edged up only marginally over the past year.

Over four in ten households (42%) own or hold a long term lease on a video cassette recorder and an additional 21 percent rented a VCR for home use during the past year.

PENETRATION OF TELEVISION SETS AND ANCILLARY SERVICES

(Source: Environics' Media Study)

	<u>% of Canadian Households</u>
With one or more working television sets	99%
Connected to a cable television system	69
With either a free standing or built-in cable converter (64% of cable connected households)	44
Subscribe to Pay TV (22% of cable converter households)	10*
Own or lease a VCR	42
Have rented a VCR for home use in past year	21

*Note: The question on Pay TV was asked only of respondents with cable converters and does not include the small number of households which receive Pay TV without a cable converter.