

Now do you follow what I have in mind and maybe you can explain your position?

Mr. Ted Jarmain: I think that point sort of follows along in part from what I just said. It seems to me that the kind of advertising that would be appropriate on the cable in London might be a different kind of advertising than would be appropriate in Newmarket. Frankly if there is a national advertiser willing to advertise on cable in Newmarket where there is no other broadcast media—why shouldn't they?

The Chairman: Mr. Jarmain, you say there is no other broadcasting media but Newmarket surely, if it is not part of Metropolitan Toronto, you know, it is on the fringe of Metropolitan Toronto and I am sure the radio and television homes in Newmarket go into the mix when the radio stations and television stations in Toronto are purchased.

Strictly speaking you are right.

Mr. Ted Jarmain: I guess I would have two responses to that. First of all, I think we would all agree that the programming service that might be provided locally in Newmarket would be much more deserving of the advertising than that which would cover the entire Toronto region.

The second point is, speaking of Toronto in particular, I haven't heard the stations were hurting.

The Chairman: That is a very good answer. Do you have a supplementary, Mr. Fortier?

Mr. Fortier: Speaking of the London market, have you heard some stations in London were hurting? To name one which comes to mind, CFPL. We heard from them that they love you but they suffered.

Mr. Ted Jarmain: Well...

Senator Prowse: It is a costly love affair.

Mr. Ted Jarmain: I didn't hear what they said so I can't respond to that. I don't think that they have suffered financially, if that is what is at issue here.

I have here a transcript from the September 1968 hearings of the CRTC in which Mr. Brown said at that time...

The Chairman: When was this?

Mr. Ted Jarmain: September 1968. He said in his testimony:

"In the city of London alone there are two CATV systems in operation. In total

they provide nine channel service to 41,000 household units, or slightly better than 70 per cent of potential households. In Southwestern Ontario there are 23 cable systems operating or licensed."

Under examination from the Commission, Mr. Demers, the assistant counsel, said:

"Mr. Demers: How long has there been CATV in your area?"

"Mr. Brown: It is about 16 years ago the first system started.

"Mr. Demers: Can you comment on any reference to your revenue position in the face of the CATV?"

"Mr. Brown: We have not suffered financially to this point."

I am prepared to develop this point as far as you would like to develop it.

Mr. Fortier: Let me get it back on course. Mr. Jarmain, you make a point both in your written and your oral submissions that Canadian broadcasters and Canadian cable systems should work together. It seems to me that London is an ideal market where this working together theory could be applied.

What have you done since you have been in London with the CFPL Broadcasting with a view to developing a harmonious complementary relationship?

Mr. Ted Jarmain: Well, just going to the first item there are a number of things that I could mention. The first item that occurs to me is that in the list of possible opportunities that I presented I said that a local television station could make use of a channel on the cable and that, frankly, is something that we have had very serious discussions with the CFPL organization about.

It is something that I think we have been prepared to do. I could in fact document this if necessary and perhaps submit some additional and supplementary information, if you wish it?

The Chairman: I think we would be interested.

Mr. Ted Jarmain: We have been prepared to do it and I think you would have to ask them but I think they might be well prepared to do it as well.

I think the kind of thing I am proposing is something relatively new, relatively unusual, and we have been in a somewhat uncertain