

**Mr. Chaston:** Broadly informational, educational programmes.

**The Chairman:** When is it on during the day?

**Mr. Chaston:** Broadly from 2 o'clock in the afternoon until 9.30 at night.

**The Chairman:** Do you do it between 7.30 and 9.30 at night in prime time?

**Mr. Chaston:** Yes.

**The Chairman:** How many nights a week on prime time?

**Mr. Chaston:** Five.

**The Chairman:** Five nights a week in prime time.

**Mr. Boucher:** I might suggest that later this afternoon and tomorrow morning you will be hearing from two cable operators which I know are also engaged in cablecasting, and they might have a view in that respect.

**The Chairman:** You say that 88% of cable subscribers in Canada are represented by your Association. Of those 971,750 subscribers, what percentage would have the opportunity of seeing, on the average day, programme originations by your cable systems—in round figures?

**Mr. Boucher:** Perhaps I would say in the order of 15% or 20% now because of the large urban systems. However this is growing very rapidly and our survey indicates there is going to be added participation or more cablecasting in the fall.

**The Chairman:** Why have these people been so slow to begin their own programming?

**Mr. Allard:** May I answer this? Because there is no requirement, there is no incentive.

**The Chairman:** Surely the incentive comes from the subscribers who pay you a fee to receive the service. Surely that is the incentive to provide a service.

**Mr. Allard:** When you are, as I expect we are, entrepreneurs and profit-oriented, there is no justification in the community where CATV systems per se will bring us 60 to 70% density, to originate programmes and pay the costs thereof.

**In areas like Montreal where CATV is not in as great a demand as, say, other communi-**

**ties in Quebec, then it behooves us to spend money on programming to attract additional subscribers.**

**The Chairman:** Then programme originations on cable do attract subscribers?

**Mr. Allard:** In certain communities, yes. In Montreal they certainly do attract additional subscribers.

**The Chairman:** Why Montreal? Why not in Toronto?

**Mr. Allard:** The residents of Montreal can receive three or four local channels and if they have a rooftop antenna two U.S. channels. CATV systems offer the four local channels and one additional U.S. channel.

There is not enough demand in, say, seven channels per se to entice people to subscribe to the cable and therefore, the cable company originates its own programmes to attract more subscribers.

**Mr. Chaston:** That is right. Basically also, of course, because of the two basic languages in Montreal, we have also originated these programmes predominantly in French to equate some balance between the two offerings.

**Mr. Boucher:** I might suggest, Senator, there is another reason. We had no idea what our fate would be with respect to the Broadcast Act until the first announcement that the CRTC made. That was barely a year ago.

To build studio facilities, to erect your systems and in some cases to create additional carriage capacity, one year is a very little time. This is one of the reasons why our survey seems to indicate there is going to be more activity. Certainly activity is planned now. I know that a tremendous amount of money has been spent on many systems to get into that kind of thing in the urban centres.

**The Chairman:** What has the Canadian Cable Television Association done as an association to enquire into the concern which special interest groups might have in this kind of programming on cable?

**Mr. Boucher:** This is not done at the Association level but is certainly being done by the individual systems. Of course they are in the community and talk to the people.

**The Chairman:** Would this not be a good thing for the Association to do?

**Mr. Boucher:** It is probably more effective that the individual operators do it on their