

Toronto is the only city in Canada with a television station that is dedicated to multilingual programming. Elsewhere, multilingual television is available through some community cable channels and through Pay TV. The penetration of television viewing in a language other than English or French, therefore, tends to be concentrated in Toronto and reaches 12 per cent of the potential third language audience overall.

**ORIENTATION OF THIRD LANGUAGE CANADIANS  
TO ENGLISH, FRENCH AND MULTILINGUAL TELEVISION**

		<u>% of Third Language* Television Viewers Who Say That They Watch Television:</u>
Entirely, mostly in English		74%
Entirely, mostly in French		3
Equally in English and French		<u>11</u>
Sub-total		88
Entirely, mostly in another language		3
Equally in English and other language		8
Equally in French and other language		<u>1</u>
Sub-total		12

\* Third language = Canadians whose home language is other than English or French

The "other" language mentioned in connection with television is most often Italian followed by Chinese and Portuguese.

**1.4 The Networks**

The network choices available to Canadian television viewers can be grouped into six major categories:

1. Canadian public networks (CBC, Radio-Canada)\*
2. Canadian private networks (such as CTV and its regional affiliates, Global in Ontario, TVA and Quatre Saisons in Quebec)
3. American commercial networks (ABC, NBC, CBS)
4. American Public Broadcasting Service (PBS)

\* CBC is the English language component and Radio Canada is the French language component of the Canadian Broadcasting Corporation.