



Canadian Radio-television and Telecommunications Commission

PUBLIC ANNOUNCEMENT

Ottawa, June 30, 1976

PAY TELEVISION

The Honourable Jeanne Sauvé, Minister of Communications, in a speech on June 2nd, 1976, concluded that: "the continued federal regulation of the broadcasting system, including the regulation of pay television, is a crucial factor in the coherent and orderly provision of program services to the entire Canadian viewing public". The Minister stated in her address that it would be a major task to devise a structure to maximize pay television's potential benefits for the Canadian broadcasting system while achieving three major objectives:

1— It must provide a range of programming which does not duplicate that now offered by broadcasters and must do so without siphoning programs from the broadcasting system;

2— It must ensure the production of high-quality Canadian programs which Canadians will watch;

3— It must ensure that programs are produced in Canada for International Sale.

In her speech the Minister also indicated that consideration should be given as to whether the pay television agency should be "a private corporation with extensive monopoly powers, a public corporation or a mixed corporation, involving both private and public participation."

The Minister has requested that the Commission receive submissions concerning the development of a pay TV program agency. Accordingly, the Commission calls for submissions on the form and function of an organization, institution or agency to assemble, produce and acquire programming for distribution to licensed broadcast undertakings for pay television on a national or regional basis in English and in French.

All submissions should be received by the Commission on or before September 1st, 1976.

Guy Lefebvre
Secretary General