

The CRTC

& TV in

Canada

Nationalism and Regulation of Canadian Cultural Industries

1929: Aird Commission on Radio

1949: Royal Commission on National Development in Arts, Letters and Science (Massey-Levesque Commission)

1955: Fowler Commission on Broadcasting

1969: Royal Commission on Bilingualism and Biculturalism

1968: The Broadcasting Act (Introduces the CRTC)

1969: Official Languages Act

1982: Canadian Charter of Rights and Freedoms

1986: Federal Employment Equity Act

1988: Canadian Multiculturalism Act

1991: Broadcasting Act

Early Canadian Television Timeline

First TV Broadcasts From:

Montreal – September 6, 1952 – CBFT

Toronto – September 18, 1952 – CBLT

Vancouver – Sudbury – Ottawa – 1953

Winnipeg – Halifax – 1954

The first broadcasts only lasted a few hours a day; they were a mix of American and Canadian programming and emulated the popular formats of radio.

Hockey Night in Canada, while a mainstay of radio where it had begun broadcasting in 1933, was first seen on television on October 11, 1952.

By 1954, more than a million television sets had been sold in Canada;

By 1958, the CBC network extended from coast to coast;

In 1961, then first commercial license was granted to CTV, who became the first private broadcaster in Canada.

The Report on Culture

In 1948, the **Massey Commission** on the Arts was asked to deliberate on the role and function of mass media and culture in Canada. In its report delivered in 1952, it declared that existing and emerging media should promote:

- National Unity
- National Identity
- Counter the Threat of Americanization
- Encourage Local Cultural Practices.

The Broadcasting Act

The CRTC, established in 1968, enforces the Broadcasting Act of Canada. The Act declares that:

- Each element of the Canadian broadcasting system shall contribute in an appropriate manner to the creation and presentation of Canadian programming;
- Each broadcasting undertaking shall make maximum use, and in no case less than predominant use, of Canadian creative and other resources in the creation and presentation of programming.

It is from these requirements, set down in Section 3 of the Broadcasting Act, that obligates the CRTC enforce *Canadian Content Regulations*.

Regulation in Canada

- **The Canadian Radio-Television and Telecommunications Commission (CRTC)** is an independent agency responsible for regulating Canada's broadcasting and telecommunications systems
- The CRTC reports to Parliament through the Minister of Canadian Heritage
- The Canadian industry comprises public and private ownership – however majority the are private
- Canadian broadcasters are required by the CRTC to produce and air Canadian content
- The intent is to develop popular programming relevant to Canadians as well as to support the production and talent communities

The CRTC: Regulating Access & Content

Canadian broadcasting policy is defined by Section 3 of the Broadcasting Act, which stipulates that:

- radio frequencies are public property;
- broadcast programming provides a public service essential to national identity and cultural sovereignty;
- the Canadian broadcasting system should provide a wide range of programming that reflects Canadian attitudes, opinions, ideas, values and artistic creativity, by displaying Canadian talent in entertainment programming.

= *Canadian Content Regulations*

CanCon

Canadian Content Regulations (CanCon) refers to the CRTC's requirements, taken from the *Broadcasting Act of Canada*, that radio and television broadcasters (including cable and satellite) must air a ***certain percentage*** of content that was at least partly written, produced, presented, or otherwise contributed to by persons from Canada.

CanCon

Basic Objectives of Canadian Content Regulations:

- Promote Canadian programming;
- Promote diversity – variety of sources – allow new voices to be heard;
- Provide balanced view for matters of public concern;
- Provide programming that is relevant of local communities and reflects local interests, values and concerns;
- When possible, to reflect the bilingual nature of Canada;
- Reflect Canada's multicultural diversity, including aboriginal people;
- Strengthen the cultural industries in Canada by providing them with economic incentives for production and distribution.

CanCon

CRTC policies on Canadian Content were revised in 1998.

Canadian stations are required to play 60% CanCon overall with 50% during peak viewing times (7-11pm).

This CanCon includes *priority programming* such as Canadian-produced entertainment magazines, comedies, documentaries, and dramas produced regionally whenever possible.

Much like in the US, the majority of the CanCon is produced by independent production companies, like Nelvana, Alliance-Atlantis and Salter Street.

<http://www.crtc.gc.ca/eng/welcome.htm>

CanCon Track Record

- Internationally recognized news and sports.
- Animation/SciFi and Special Effects.
- Kids programming have worldwide viewership.
- World-class Documentaries and Docudramas.
- But less than 12% of dramas we watch are Canadian made (versus 66% in most other countries).

Major Broadcasters in Canada

English

BellMedia



CBCtelevision



TVA



French



RADIO-CANADA
TÉLÉVISION



Canadian Public Broadcasters

- **CBC/SRC** - Canadian Broadcasting Corporation/ Société Radio-Canada (national)
- **Télé-Québec** - Quebec (regional)
- **Saskatchewan Communications** (regional)
- **TVO** - Ontario's public broadcaster (regional)
- **Knowledge Network** - British Columbia (regional)

The Canadian Television Market

■ 34.4 Million People

■ 40 TV Markets

■ 13.3 Million TV Households

Canadian Cable Operators

Company	Subscribers
Rogers	2,300,000
Shaw	2,100,000
Videotron (Quebecor)	1,500,000
Cogeco	878,000

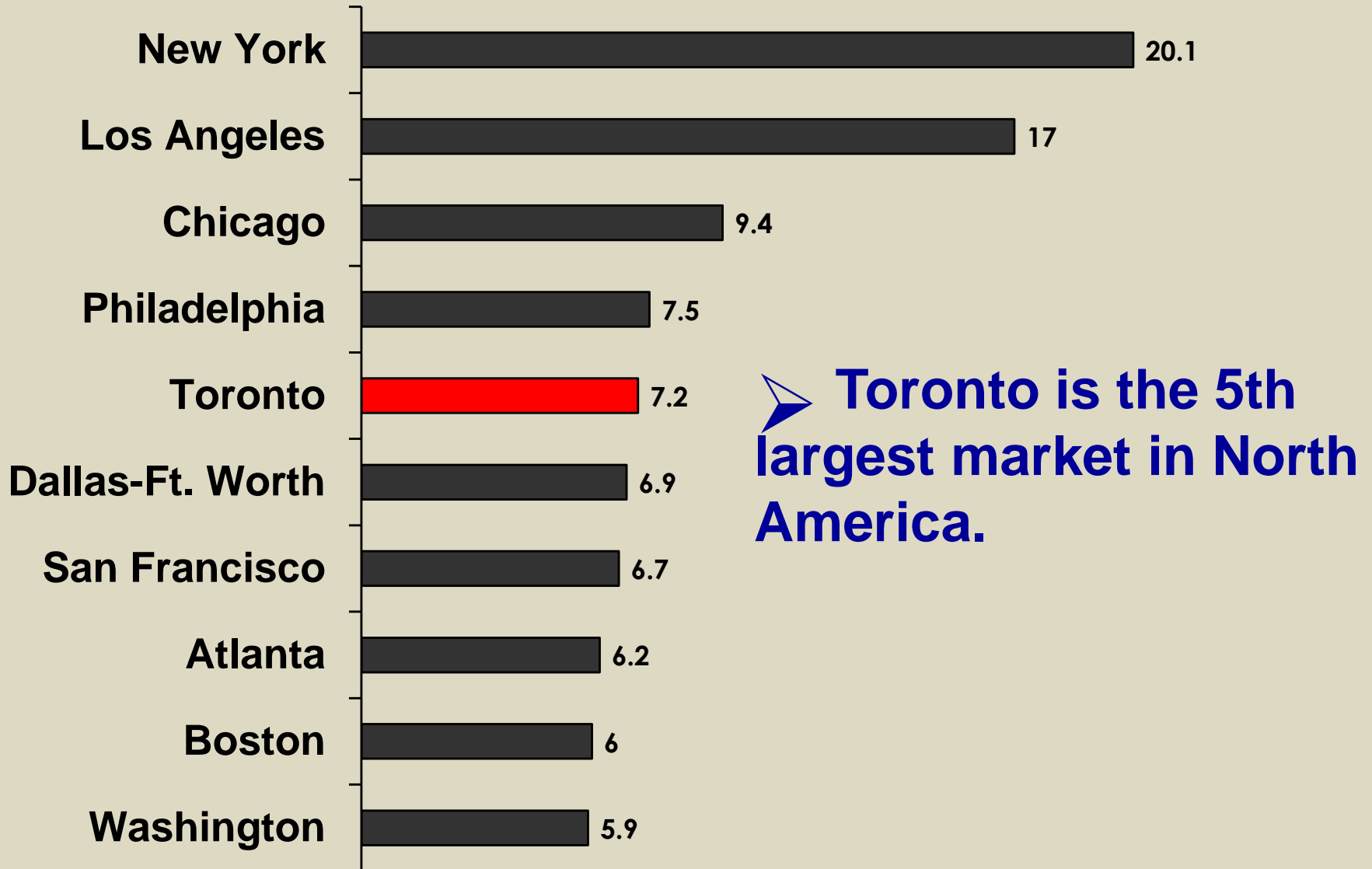
(Source: CRTC 2003)

76% of Canadian homes are wired for cable.

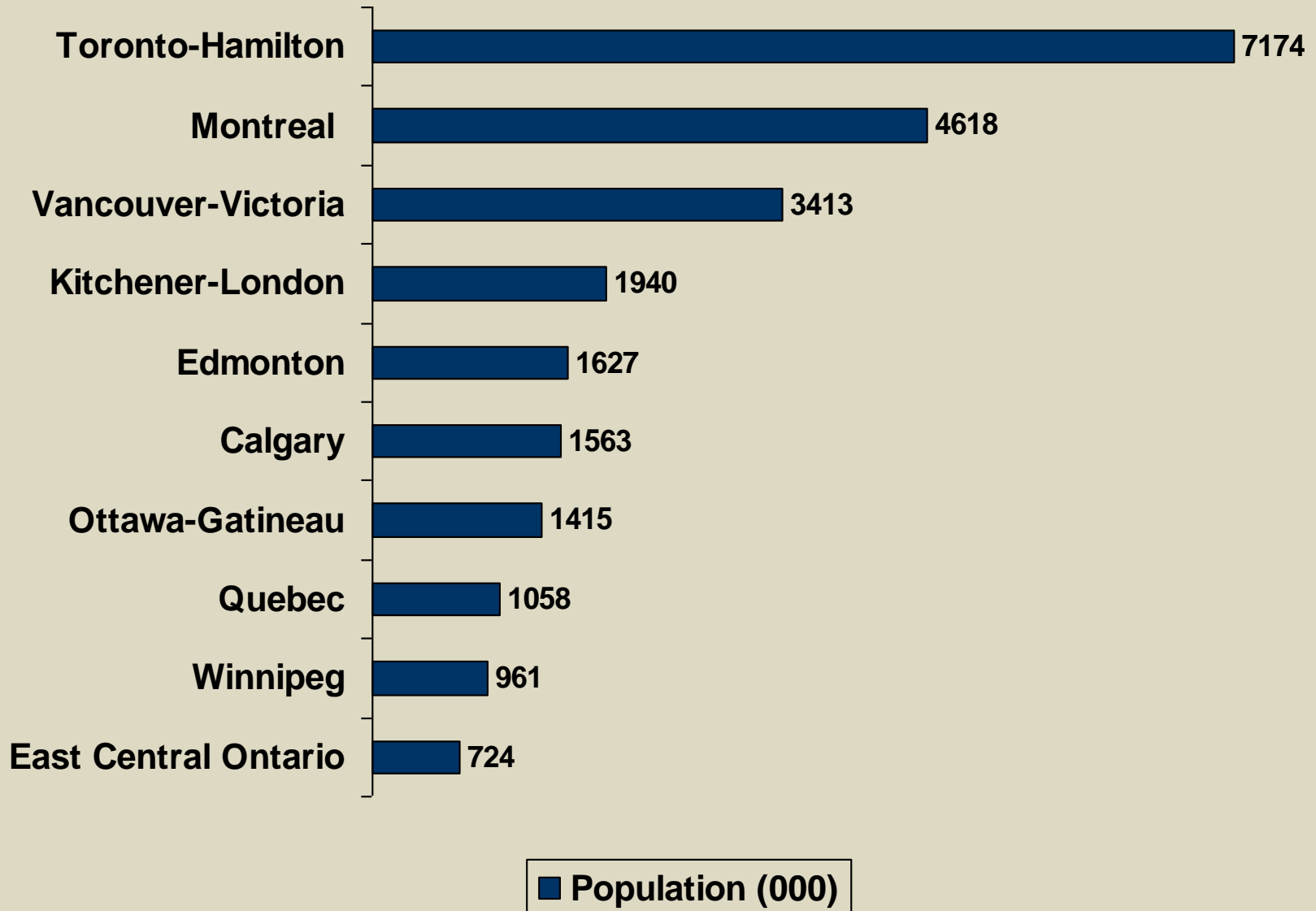
Television Technology Adoption

- 99% TV Penetration of Canadian Households
- 92% of Canadian Homes have either Cable or Satellite
- 73% are Digital
- 33% are HD Equipped

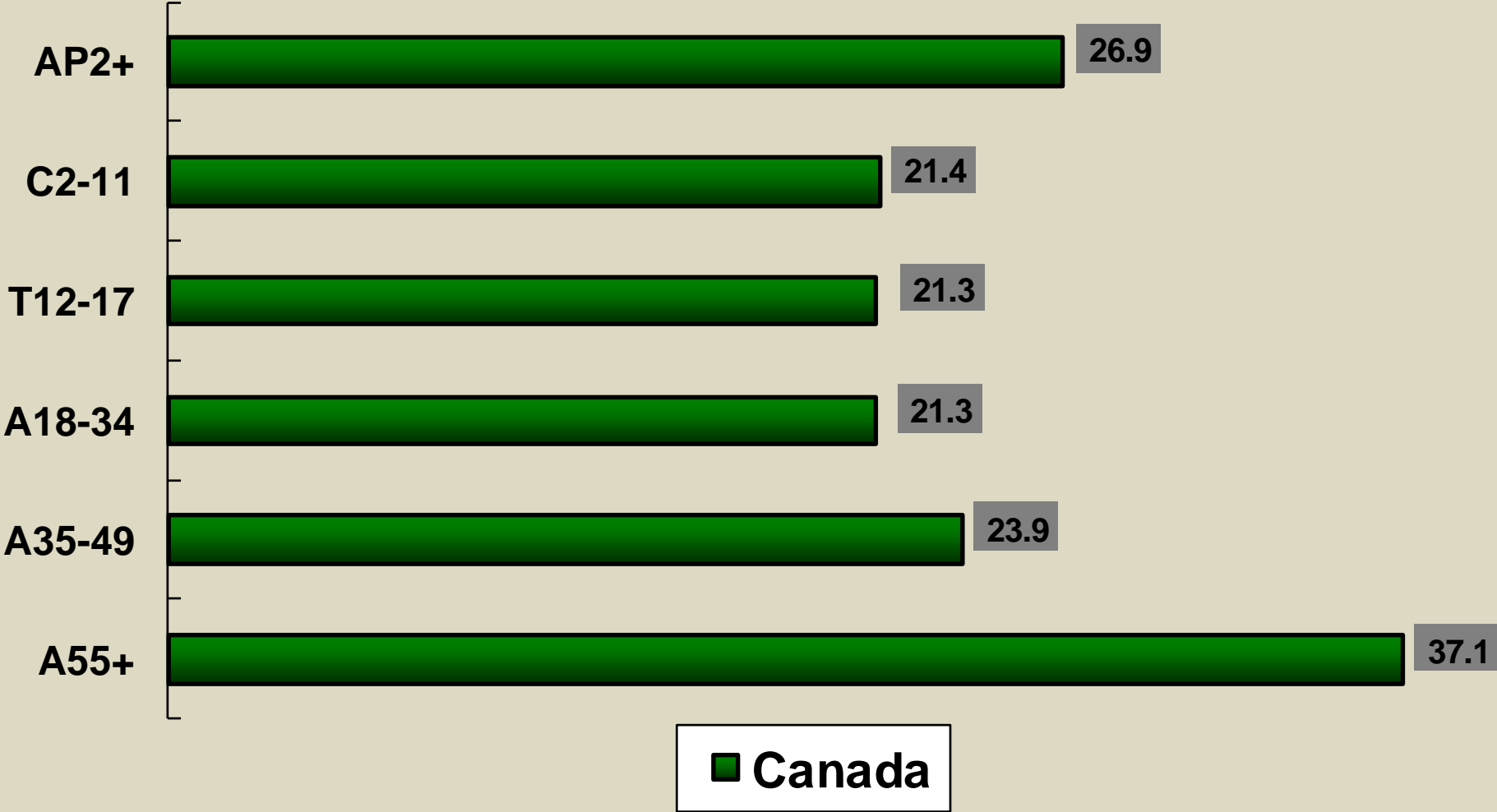
Top TV Markets in North America



Top 10 Canadian TV Markets



Average per Capita Weekly Viewing Hours (by Demographic Group)



Source: BBM National PPM, September 2011

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