



*...the power to draw viewers and subscribers –  
a foundation which supports the  
distribution of other  
program services*

## **WORLD TÉLÉMONDE**

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# A Near-Consensus on the Priority for World Television Broadcasting in Canada

From coast to coast, Canadians agree in huge numbers that it is a matter of national priority that internationally-sourced television programming be made available without delay for Canadians to watch through the Canadian broadcasting system.

In mid-November, World Television Network/Le Réseau Télémonde Inc. commissioned COMPAS Inc. to undertake referendum-style survey on where Canadians stand on the issue of world-sourced television broadcasting made available within the country.

The key findings are that

- 90% of Canadians believe that it is of “national importance” for Canadians across the country to have equal access to information and programming from around the world
- 80% believe that Canadians should have access to an international television service delivering public affairs to dramatic programming from around the world
- 70% believe that foreign programming should be subtitled so that Canadians can get a sense of the intensity, emotion, and action by hearing the dialogue in the original language
- and 81% believe that the CRTC should make available such an international service “without delay.”

*The November 2000 COMPAS survey results  
compliment and fully support a previous study in which:*

*“...respondents perceive world events and cultural activities as becoming ever more important to Canadians and welcome the idea of more foreign programming.”*

*Source: “Major Markets and Foreign Language Programming”. COMPAS Inc.. May 2, 2000.*

**Methodology:** COMPAS fielded a national, representative sample study of n=1000 voting age Canadians on November 11-14, 2000. Surveys of this size are deemed accurate to within 3.5 percentage points 19 times out of 20.

**Background Note:** The principal investigator on this study is Dr. Conrad Winn Ph.D., President of COMPAS Inc. and director of CAMRO, the Canadian research standards and auditing body. COMPAS is a member in good standing of CAMRO, and a provider of research to the Canadian federal government under several standing offers.

## **CABLE CARRIERS NEED SUBSCRIBER DEMAND –**

“People will continue to demand what they want or need.”

*“There should be a Canadian TV Service that will allow equal access to what’s going on around the world.”*

	<b>AGREE</b>	<b>DISAGREE</b>	<b>OTHER</b>
<b>1986</b>	<b>64.1</b>	<b>35.9</b>	
<b>1995</b>	<b>75.8</b>	<b>17.8</b>	<b>6.4</b>
<b>2000</b>	<b>87.0</b>	<b>10.0</b>	<b>3.0</b>

## **PROGRAM PROVIDERS NEED CONTENT THAT RESPONDS TO VIEWER DEMAND**

*“[All Canadians] should have access to an international TV service delivering public affairs to drama programs from around the world.”*

	<b>AGREE</b>	<b>DISAGREE</b>	<b>OTHER</b>
<b>1986</b>	<b>62.0</b>	<b>33.8</b>	<b>0</b>
<b>1995</b>	<b>66.7</b>	<b>19.0</b>	<b>14.3</b>
<b>2000</b>	<b>80.0</b>	<b>18.0</b>	<b>2.0</b>

## **PRICE IMPACT ON DEMAND –**

Likelihood of Subscribing at \$.30 to \$.38

	<b>LIKELY</b>	<b>NOT LIKELY</b>	<b>OTHER</b>
<b>1995</b>	<b>53.6</b>	<b>43.3</b>	<b>3.1</b>
<b>2000(Ont/Que May)</b>	<b>66.7</b>	<b>33.3</b>	<b>0</b>

## **IMPACT OF SUBTITLING –**

Broadcast in original languages with subtitles so all have access.

	<b>AGREE</b>	<b>DISAGREE</b>	<b>OTHER</b>
<b>1985</b>	<b>56.9</b>	<b>43.1</b>	<b>0</b>
<b>1995</b>	<b>56.1</b>	<b>40.1</b>	<b>3.8</b>
<b>2000 (Ont/Que, May)</b>	<b>68.7</b>	<b>30.0</b>	<b>1.3</b>
<b>2000 (Nov)</b>	<b>68.0</b>	<b>30.0</b>	<b>2</b>

## EQUAL ACCESS FOR ALL CANADIANS REDUCES LANGUAGE AND CULTURAL BARRIERS

*“Important that Canadians across the country have equal access to TV programming from around the world.”*

	AGREE	DISAGREE	OTHER
1985	64.1	35.9	0
1986	75.8	17.8	7.4
2000 (Ont/Que May)	91.2	9.5	1.0
2000 (Nov)	87.0	10.0	3.0

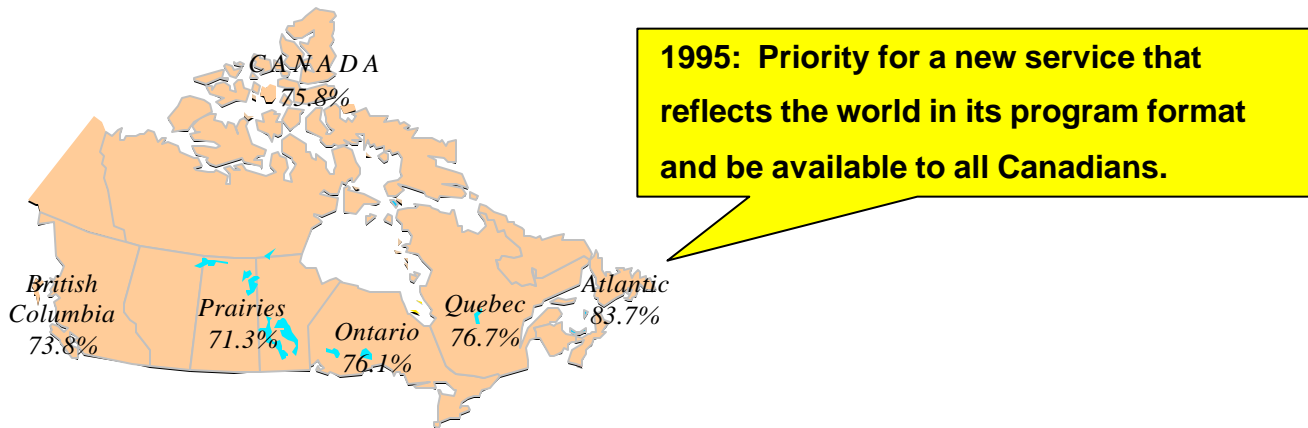
## CARRIAGE MODEL –

A new distribution model that speaks to current capacity and the viability of an exceptionally important public service

APPLICATION HISTORY	December 1996/ May 2000	November 2000
Nature of Carriage	Preference on Basic Carriage	Preference on High Penetration Tier (Modified Dual Status)
Capacity	2 Analog Channels	1 cable analog channel / 1 digital channel

## PROGRAM INTEREST AND NEED

The interest and need for the unique programming promised by WTM has a 16-year record indicating the Canadian public's sustained demand – ocean to ocean, English and French.



## VIVE LA DIFFÉRENCE?

"It is of national importance for Canadians to have a TV service that permits equal access to what's going on around the world."



Source: "Major Markets and Foreign Language Programming", COMPAS Inc. Multi-Audience Research, May 2, 2000

***"This International service is important, the CRTC should make it accessible to all Canadian households without delay."***

AGREE 77%      DISAGREE 19%      OTHER 3%