



I AM CANADIAN

On February 21st the CRTC released information that Canada's private broadcasters wanted to keep secret. Little wonder. With ad revenue of \$497 million, CTV spent just 32.9% on Canadian programming. Global spent even less – 19.4% of \$602 million.

Spending on Canadian Programs by Canada's Largest Private Broadcasters

Network		1997	1998	1999	2000
	Total On-Air Revenue (\$ millions)	349.6	408.0	418.6	602.3
	Canadian Expenditure (% of on-air)	19.2	19.8	18.4	19.4
	Total On-Air Revenue (\$ millions)	429.9	504.9	497.9	497.2
	Canadian Expenditure (% of on-air)	32.7	37.1	33.1	32.9

Figures released by the CRTC February 21, 2001. All figures pertain to the broadcast years ended August 31.

Really? After years of subsidies and protection, these two “Canadian” broadcasters present mostly American programs in prime time.

The CRTC should hold all broadcasters to the spirit and the letter of the Broadcasting Act.

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