

LEAVING TOWN

**An Analysis of Availability & Audience for
Locally-Produced Programming on CBC TV
and Private Broadcasters in Winnipeg and
Five Other Canadian Markets in Fall 1999**

prepared for
Friends of Canadian Broadcasting

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I. INTRODUCTION

Purpose

This report was undertaken in response to the debate over the role of locally-produced programming in conventional television in Canada, and specifically on the national public broadcaster – the CBC. It studies the availability of locally-produced programming and the audience for locally-produced programming on English-language conventional television in Winnipeg in fall 1999, and compares availability and audience data to historical statistics for Winnipeg, and fall 1999 data for five other major markets across Canada.

Conclusions

The report concludes that despite a clear parliamentary mandate and stringent conditions of licence imposed by the CRTC, the status of local programming as a core competency of CBC English-language television is in peril in markets across Canada. At the same time, the report finds that all is not well with the locally-produced programming provided by private broadcasters.

In particular, the report finds:

- The quantity of locally-produced programming on CBC English TV in Winnipeg has diminished to its lowest point in 14 years, and is similarly low on CBC stations compared to private stations in other markets;
- Audience demand for locally-produced programming on CBC in most markets continues to be greater than what is met by program availability;
- Locally-produced Category 2 (Analysis) and Category 7/8/9 (Drama/Music/Variety) programming are under-represented on both CBC and private broadcasters;
- Locally-produced programming continues to be excluded from prime time on both CBC and private broadcasters.

Availability and Audience in Six Major Markets

The conclusions presented in the report are based on ‘availability’ – what broadcasters made available to viewers – and ‘audience’ – what viewers actually watched. Friends of Canadian Broadcasting selected six major markets across Canada for in-depth study: Vancouver, Edmonton, Winnipeg, Windsor, Ottawa,

and Halifax.¹ Winnipeg serves as the model for the report; other markets are used to corroborate or contrast conclusions about Winnipeg.

Sample Weeks in Fall 1999

Availability data were collected over three consecutive sample weeks in fall 1999 and averaged.² Sample weeks were chosen to be statistically typical and to avoid distortions. Audience data were analyzed for weeks that partially overlap the period sampled for availability.³

For both availability and audience, data from multiple sample weeks were averaged to produce a representative television week for each market in question. Conclusions are expressed in terms of ‘average weekly hours’, which refers to all programming hours seen by the viewer, including reruns of programming no longer in production, and repeat programming.

Historical Comparison

The report uses historical data for Winnipeg to establish trends in locally-produced programming over time. These data were originally published by Friends in June 1998,⁴ and show availability in the 1997/98 and 1986/87 broadcast years, and audience in the 1997/98 broadcast year.⁵

Defining ‘Local’ Programming

For the purpose of this report, ‘local’ programming includes all programming produced in the market itself or in the surrounding region, whether it is

¹ The stations studied were: Vancouver: CBUT [CBC], CHAN [CTV/WIC], CKVU [Global], VTV [Vancouver Television], CHEK [CTV/WIC Victoria]; Edmonton: CBXT [CBC], CFRN [CTV], CITV [WIC], CKEM [A-Channel/Craig]; Winnipeg: CBWT [CBC], CKY [Moffat/CTV], CKND [Global], CHMI [A-Channel/Craig]; Windsor: CBET [CBC], CHWI [CHUM], CIII [Global Toronto]; Ottawa: CBOT [CBC], CJOH [CTV], CHRO [CHUM], CIII [Global Toronto], CHCH [WIC Hamilton], CITY [CHUM Toronto]; Halifax: CBHT [CBC], CJCH [CTV], CIHF [Global]. The study was restricted to English-language programming on English-language channels.

² The period sampled for availability was October 25 to November 14, 1999.

³ BBM statistics were used for all markets except Vancouver, and reflect the fall 1999 sweeps periods – October 21-27 and November 4-24, 1999. Audience data for Vancouver were obtained using Nielsen Media Research statistics for the period October 18 to November 28, 1999.

⁴ *What’s On TV? An Analysis of the Availability of Local/Regional and Canadian Programming in Winnipeg in 1997/98* (Friends of Canadian Broadcasting, 1998), filed with the CRTC as a contribution to Friends’ submission for PN CRTC 1998-44.

⁵ The survey periods for availability were October 25 to November 14 in 1986 and 1997, and February 21 to March 13 in 1987 and 1998. Audience data were drawn from sweeps weeks: October 30 to November 26, 1997, and February 26 to April 1, 1998.

reflective of the market ('indigenous') or merely 'industrial'.⁶ Programming such as network news shows that are periodically indigenous to markets other than their place of production has not been included in the calculation of locally-produced programming in those markets.

Conventional Television

This report focuses on conventional (i.e., over-the-air) television because this remains the best and often the only source of professionally-produced, locally-originating broadcast programming in the markets surveyed. The near universal coverage of conventional broadcasters in local markets makes conclusions about locally-produced programming especially meaningful. Both local and non-local stations were included among the conventional broadcasters sampled for the study. Non-local stations, however, are only included in the report's conclusions if they aired programming produced in the viewing market during the sample weeks.⁷

CRTC Program Categories

Occasional reference is made in the report to CRTC 'program categories'. A table of these categories is provided below:

category 1	news ⁸
category 2	analysis, interviews, documentaries
category 3	events, actualities, political party telecasts
category 4	religion, spiritual programming
category 5	educational talk shows or how-to programs; formal educational programming
category 6	live sports, sports commentary
category 7	drama, including series, miniseries, sit-coms, soap operas, movies, comedy, animation
category 8	music and dance
category 9	variety shows
category 10	game shows
category 11	human interest; shows about celebrities and show business; community events

⁶ The majority of locally-produced programming on both CBC and private stations in the markets studied in fall 1999 was indigenous. CBC stations in Vancouver, Edmonton, Ottawa, and Halifax all produced as much or more industrial programming than the average of private stations in those markets. (See Table 1, Chart 1)

⁷ CHEK-TV in Victoria, for instance, is available off the air in Vancouver, and broadcasts programming produced there.

⁸ May include segments from other program categories (sports, human interest) that are normally subsumed in 'news' (category 1) programming.

Sources

In preparing this report, the author relied on materials available to the public, including published program schedules, network program grids, CRTC program identification tables, network advertisements, and television program databases on the Internet.

Audience data were drawn from compilations of published BBM Bureau of Measurement and Nielsen Media Research statistics.

An appendix contains tables and charts referenced in the body of the report.

II. AVAILABILITY⁹

REFERENCES: TABLE 2 TO TABLE 11, CHART 2 TO CHART 8

1. CBC

a. Winnipeg

The availability of locally-produced programming on CBC English TV in Winnipeg fell to its lowest point in 14 years according to the sample weeks surveyed in fall 1999.

Total average weekly hours of locally-produced programming on CBC in Winnipeg fell between the sample weeks in 1986/87 and 1999 from 26.6 hours to 8.4 hours, a decline of 18.2 hours or 68.4 percent. (See Table 5; Chart 2)

The decline in programming other than Category 1 (News) was even greater -- from 16.8 to 1.1 hours per week on average, a drop of 15.7 hours or 93.5 percent. (See Table 6; Chart 3)

Locally-produced programming on CBC in Winnipeg has steadily declined, not just in quantity, but also as a percentage of total broadcast hours -- from 23 percent in 1986/87 to 6.4 percent in fall 1999. (See Table 8; Chart 5)

b. Other Markets

Average weekly availability of locally-produced programming varied widely in CBC stations across the country during the sample period -- from average lows of 5.1 hours per week in Windsor, 8.4 hours per week in Winnipeg and 9.1 in Ottawa, to a high of 17.1 hours per week in Vancouver. (See Table 10; Chart 7)

There is similar variation in the quantity of locally-produced programming other than Category 1 (News). CBC stations in Windsor, Winnipeg and Ottawa have virtually no locally-produced non-news programming. By contrast, Vancouver averages 9.6 hours per week. (See Table 11; Chart 8)

⁹ The conclusions herein reflect broadcast scheduling only. They should not be taken as an indication of investment in production, production values of programming, and profit generated.

As a percentage of total available hours, locally-produced programming on CBC stations in the markets studied once again varied, but was consistently below the average for private stations in the sample weeks in fall 1999 (See Table 9; Chart 6)

2. Private Broadcasters

a. Winnipeg

Between 1986/87 and fall 1999, locally-produced programming declined on private stations in Winnipeg, but by less than on CBC. The average decline was 4.8 hours or 16.2 percent. (See Table 5; Chart 2)

Locally-produced programming other than Category 1 (News) also declined by less on private stations than on CBC. The average decrease was 3.6 hours or 21.4 percent. (See Table 6; Chart 3)

As a percentage of total programming, locally-produced programming on private stations in Winnipeg fell from an average of 20.6 percent in 1986/87 to an average of 15.5 percent in fall 1999. Although the CBC percentage exceeded that of the private stations in the sample weeks in 1986/87, by 1999 these roles had reversed. This occurred despite the fact that in both 1986/87 and 1999, private stations had higher total broadcast hours than CBC in every market studied, including Winnipeg. (See Table 7, Table 8, Chart 4, Chart 5)

b. Other Markets

In the 1999 sample weeks, the quantity of locally-produced programming available on private broadcasters exceeded that on CBC in every market studied. On average, private broadcasters in Edmonton, Winnipeg, and Ottawa aired between two and three times the quantity of locally-produced programming as CBC in those markets. Private broadcasters in Vancouver, Windsor, and Halifax aired almost double the quantity of locally-produced programming as CBC. (See Table 10; Chart 7)

Private broadcasters also aired more locally-produced non-news programming than CBC in the markets studied. In Windsor, locally-produced programming other than Category 1 (News) was virtually non-existent on both CBC and private stations. But private stations broadcast significantly more locally-produced non-news programming than CBC in Edmonton, Winnipeg and Ottawa, and 10-12 percent more in Vancouver and Halifax. (See Table 11; Chart 8)

III. AUDIENCE¹⁰

REFERENCES: TABLE 12 TO TABLE 13, CHART 9 TO CHART 11

1. CBC

a. Winnipeg

Audience data for CBC in Winnipeg establish a pattern of consistently greater audience interest in locally-produced programming than has been met by program availability. This is even though most locally-produced programming aired outside prime time (7-11 p.m.) during the sample period.

BBM audience data comparing locally-produced programming to total viewing hours during fall 1999 sweeps weeks reveal that audience 'demand' for locally-produced programming on CBC in Winnipeg during this period was double the 'supply' – the quantity of programming actually available to viewers. On average, CBC viewers tuned to locally-produced programming 12.7 percent of the time, yet only 6.4 percent of CBC Winnipeg's broadcast schedule was devoted to locally-produced programming. (See Table 13, Chart 9)

This shortfall is unchanged from two years ago, even though both availability and audience have declined significantly. In 1997/98, locally-produced programming made up 10.1 percent of total programming available on CBC in Winnipeg in the 1997/98 sample weeks. But 18.9 percent of CBC television actually viewed in Winnipeg during sweeps weeks in 1997/98 was locally-produced. (See Table 13, Chart 10)

b. Other Markets

Audience data for CBC in Vancouver during the 1999 sample weeks show that audience and availability were approximately equal. This may largely be explained by the higher overall hours of locally-produced

¹⁰ The audience data used in this study may under-represent actual audience because:

- a. Certain programs that aired during the sample weeks for availability did not overlap with BBM sweeps weeks and were therefore not measured for audience;
- b. BBM surveys do not capture programming that commences between 2 and 6 a.m., or programming of a length shorter than 15 minutes; and
- c. Some programming may attract an audience that is too small, on a per-airing basis, to appear in program-level audience data, but that could be statistically significant if aired several times per week.

programming in that market arising from the prominence of Vancouver production¹¹ in the network schedule. Edmonton was exceptional in having lower audience for locally-produced programming on CBC stations than availability – 5.8 percent of total audience vs. 9.5 percent of availability. In Windsor, Ottawa and Halifax, however, audience for locally-produced programming on CBC exceeded availability by considerable margins, especially in Windsor (3x) and Ottawa (5x). (See Table 13, Chart 11)

2. Private Broadcasters

a. Winnipeg

In the sample weeks in fall 1999, the average audience for locally-produced programming on private stations exceeded average availability on those stations by a relatively small margin. In 1997/98, the margin was somewhat higher – locally-produced shows on private stations in Winnipeg made up 17.2 percent, almost ten percent less than the proportion of viewing – 19.1 percent – to locally-produced shows. (See Table 13, Chart 9, Chart 10)

b. Other Markets

Elsewhere in Canada, wider gaps between audience and availability can be identified during the sample weeks in fall 1999. In every market except Winnipeg, where the margin was slight, the audience for locally-produced programming on private stations exceeded the average availability on those stations by a substantial margin. (See Table 13, Chart 11)

¹¹ Note that some of this Vancouver-based network production, such as *Da Vinci's Inquest*, though shot in Vancouver, may be substantially designed and produced out of Toronto.

IV. AVAILABILITY BY PROGRAM CATEGORY¹²

REFERENCES: TABLE 14 TO TABLE 22, CHART 12 TO CHART 17

1. Category 1 (News)

a. CBC

Locally-produced Category 1 (News) programming on CBC in Winnipeg fell by more than 25 percent – from 9.7 to 7.3 hours per week on average – between the sample weeks in 1986/87 and those in fall 1999. CBC aired on average 4.2 hours – or 36.5 percent – less locally-produced news programming than the average of the private stations in the Winnipeg market. (See Table 17, Chart 12)

b. Private Broadcasters

Although CKY-TV substantially increased its Category 1 programming between the sample weeks in 1986/87 and those in fall 1999, the overall average for private stations in Winnipeg fell 10 percent in that time. (See Table 17, Chart 12)

c. Other Markets

During the sample weeks in fall 1999, CBC stations in the markets studied consistently aired less – as much as two-thirds less – locally-produced Category 1 programming than the market average for private stations, and still less than the market leading private station. (See Table 18, Chart 13)

2. Category 2 (Analysis)

a. CBC

Between 1986/87 and 1999, availability of locally-produced Category 2 (Analysis) programming on CBC-TV in Winnipeg fell from an average of 1.5 hours per week to under one hour per week. (See Table 19, Chart 14)

¹² CRTC program categories are translated in the introduction to this report.

b. Private Broadcasters

Locally-produced Category 2 programming was reduced to zero on two out of three private broadcasters in Winnipeg between the sample weeks in 1986/87 and those in fall 1999. An average total of 6.3 hours per week of local Category 2 programming disappeared during this period. One private station, however, boosted average availability from of 2.5 hours per week during the sample period in 1986/87 to 10.7 hours by fall 1999.

c. Other Markets

Average availability of locally-produced Category 2 programming on CBC stations in the markets studied ranged from five minutes per week in Edmonton and Windsor to just over one hour per week in Halifax during the sample period in fall 1999.

There was no locally-produced Category 2 programming on private stations in Halifax and Windsor during the sample weeks in fall 1999. Private broadcasters in Edmonton and Vancouver, one private station in Winnipeg, and one private station in Ottawa aired locally-produced Category 2 programming during the sample weeks. Excluding the 10.7 hours on CHMI-TV in Winnipeg, however, an average of only 1.5 hours per week aired on private stations in those markets. (See Table 20, Chart 15)

3. Categories 7, 8 & 9 (Drama, Music & Variety)

a. CBC

An average of 9.5 hours per week of locally-produced Category 7/8/9 (Drama/Music/Variety) programming vanished from CBC in Winnipeg between the sample periods in 1986/87 and fall 1999. Less than half an hour per week of locally-produced Category 7/8/9 programming remains, all of it reruns of children's programming no longer in production. (See Table 21, Chart 16)

b. Private Broadcasters

Locally-produced Category 7/8/9 on private stations in Winnipeg fell to zero from an average total of 9.3 hours per week between the sample periods in 1986/87 and fall 1999. There was no locally-produced programming at all in these categories in Winnipeg during the 1999 sample period. (See Table 21, Chart 16)

c. Other Markets

Locally-produced Category 7/8/9 programming is non-existent on CBC stations in three of the six markets studied. CBC stations in Vancouver, Edmonton and Halifax aired some locally-produced Category 7 programming during the sample weeks in fall 1999, but this consisted entirely of network drama. (See Table 22, Chart 17)

Private stations aired even less locally-produced Category 7/8/9 programming during the sample period. None at all was broadcast on private stations in Edmonton, Winnipeg or Windsor. (See Table 22, Chart 17)

V. AVAILABILITY BY DAYPART

REFERENCES: TABLE 23 TO TABLE 27, CHART 18 TO CHART 19

1. CBC

Locally-produced programming has historically been – and continues to be – excluded from prime time¹³ on both CBC and private broadcasters.

The proportion of locally-produced programming broadcast outside prime time on CBC in Winnipeg remained virtually unchanged – at 94-96 percent – between the sample weeks in 1986/87 and fall 1999. In the markets surveyed for this study, no CBC station scheduled more than one out of every five hours of its locally-produced programming between 7 and 11 p.m. in the 1999 sample weeks. In Windsor and Edmonton, there was no locally-produced programming in 7-11 prime time during the sample period. (See Table 26, Chart 18; Table 27, Chart 19)

2. Private Broadcasters

The situation on private stations in the markets surveyed was no better. Private stations in Winnipeg aired an average of 85.5 percent of their locally-produced programming complement outside prime time during the sample weeks in fall 1999. Private stations in Windsor, Ottawa and Halifax broadcast no locally-produced programming in prime time during the 1999 sample period. Winnipeg was the only market of those surveyed in which private stations, on average, scheduled locally-produced programming before 7 p.m. or after 11 p.m. less than 95 percent of the time. (See Table 26, Chart 18; Table 27, Chart 19)

¹³ Prime time refers to 7 to 11 p.m.

APPENDIX: TABLES AND CHARTS

Table 1: Average hours per week of industrial and indigenous locally-produced programming on CBC and conventional private stations in fall 1999:

		Industrial	Indigenous
VANCOUVER	CBUT (CBC)	4.0	13.1
	AVG PRIVATE	2.9	27.7
EDMONTON	CBXT (CBC)	5.0	7.6
	AVG PRIVATE	0.7	25.5
WINNIPEG	CBWT (CBC)	1.0	7.4
	AVG PRIVATE	4.2	20.4
WINDSOR	CBET (CBC)	0.0	5.1
	AVG PRIVATE	0.5	17.8
OTTAWA	CBOT (CBC)	0.8	8.3
	AVG PRIVATE	0.8	25.3
HALIFAX	CBHT (CBC)	3.3	8.1
	AVG PRIVATE	0.5	21.3

Chart 1:

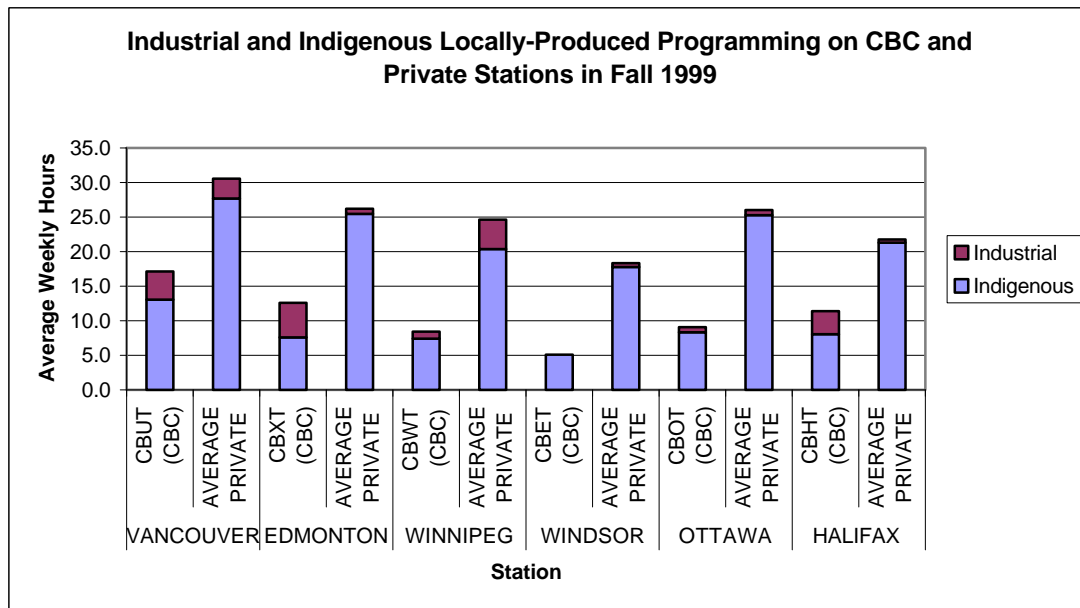


Table 2: Average hours per week of local, Canadian and foreign English-language programming on conventional stations in fall 1999:

		Total	Other	Foreign	Canadian				
					Non-Local	Total Local	Local Indust	Local Indig	Total Cdn
VANCOUVER	CBUT (CBC)	131.5	0.0	23.8	90.6	17.1	4.0	13.1	107.7
	AVG PRIVATE	159.0	11.5	74.1	43.0	30.5	2.9	27.7	73.5
	CHAN (CTV/WIC)	165.9	5.9	85.1	34.3	40.6	0.8	39.8	74.9
	CKVU (Global)	167.5	25.8	77.1	47.0	17.6	4.9	12.7	64.6
	CIVT (VTV)	148.7	8.1	61.4	42.3	36.9	1.2	35.7	79.2
	CHEK (CTV/WIC Vic)	154.0	6.2	72.6	48.2	27.0	4.5	22.5	75.2
EDMONTON	CBXT (CBC)	132.2	0.0	24.8	94.8	12.6	5.0	7.6	107.4
	AVG PRIVATE	156.2	12.0	72.5	45.5	26.2	0.7	25.5	71.7
	CFRN (CTV)	148.2	5.4	69.3	56.2	17.3	2.2	15.1	73.5
	CITV (WIC)	167.5	27.5	69.5	36.5	34.0	0.0	34.0	70.5
	CKEM (A-Channel)	152.9	3.0	78.8	43.8	27.3	0.0	27.3	71.1
	WINNIPEG	CBWT (CBC)	131.5	0.0	23.8	99.3	8.4	1.0	7.4
AVG PRIVATE		158.3	11.2	78.2	44.4	24.6	4.2	20.4	69.0
CKY (CTV)		163.5	20.2	76.1	46.7	20.5	2.0	18.5	67.2
CKND (Global)		166.1	11.5	83.1	48.9	22.6	7.0	15.6	71.5
CHMI (A-Channel)		145.4	1.8	75.4	37.5	30.7	3.7	27.0	68.2
WINDSOR		CBET (CBC)	128.3	0.0	16.1	107.1	5.1	0.0	5.1
	AVG PRIVATE	161.9	3.9	87.2	52.5	18.3	0.5	17.8	70.8
	CHWI (CHUM)	165.5	2.0	90.5	54.7	18.3	0.5	17.8	73.0
	CIII (Global Tor)	158.2	5.7	83.9	68.6	0.0	0.0	0.0	68.6
	OTTAWA	CBOT (CBC)	132.5	0.0	23.8	99.6	9.1	0.8	8.3
AVG PRIVATE		158.5	9.7	79.1	43.7	26.1	0.8	25.3	69.7
CJOH (CTV)		145.9	7.3	68.5	49.5	20.6	1.0	19.6	70.1
CHRO (CHUM)		153.4	3.7	81.3	36.9	31.5	0.5	31.0	68.4
CHCH (WIC Ham)		167.4	23.2	74.8	69.4	0.0	0.0	0.0	69.4
CIII (Global Tor)		158.2	5.7	83.9	68.6	0.0	0.0	0.0	68.6
CITY (CHUM Tor)		167.8	8.8	87.0	72.0	0.0	0.0	0.0	72.0
HALIFAX		CBHT (CBC)	131.6	0.0	23.2	97.0	11.4	3.3	8.1
	AVG PRIVATE	148.3	9.6	71.8	45.1	21.8	0.5	21.3	66.9
	CJCH (CTV)	146.3	7.7	63.3	49.9	25.4	1.0	24.4	75.3
	CIHF (Global)	150.2	11.5	80.2	40.3	18.2	0.0	18.2	58.5

Table 3: Average hours per week of locally-produced, non-local Canadian and foreign English-language programming on conventional stations, 1997/98 historical comparison for Winnipeg:

		1997/98					
		Total	Other	Foreign	Canadian		
					Non-Local	Local	Total Cdn
WINNIPEG	CBWT (CBC)	134.0	4.0	33.3	83.3	13.5	96.8
	AVG PRIVATE	152.2	6.8	76.5	42.7	26.2	68.8
	CKY (CTV)	156.0	10.5	73.5	50.0	22.0	72.0
	CKND (Global)	158.0	9.0	79.5	45.0	24.5	69.5
	CHMI (A-Channel)	142.5	1.0	76.5	33.0	32.0	65.0

Table 4: Average hours per week of locally-produced, non-local Canadian and foreign English-language programming on conventional stations, 1997/98 historical comparison for Winnipeg:

		1986/87					
		Total	Other	Foreign	Canadian		
					Non-Local	Local	Total Cdn
WINNIPEG	CBWT (CBC)	115.8	0.0	37.0	52.2	26.6	78.8
	AVG PRIVATE	142.4	0.0	66.8	46.2	29.4	75.6
	CKY (CTV)	145.6	0.0	54.3	69.9	21.4	91.3
	CKND (Global)	163.1	0.0	96.1	35.8	31.2	67.0
	CHMI (A-Channel)	118.5	0.0	50.0	33.0	35.5	68.5

Table 5: Change in average availability of locally-produced programming in Winnipeg between 1986/87 and 1999:

		Available Hours			Absolute Change			Percentage Change		
		1986/87	1997/87	1999	1999-97	1997-87	1999-87	1999-97	1997-87	1999-87
WINNIPEG	CBWT (CBC)	26.6	13.5	8.4	-5.1	-13.1	-18.2	-37.8%	-49.2%	-68.4%
	AVG PRIVATE	29.4	26.2	24.6	-1.6	-3.2	-4.8	-6.0%	-10.9%	-16.2%
	CKY (CTV)	21.4	22.0	20.5	-1.5	0.6	-0.9	-6.8%	2.8%	-4.2%
	CKND (Global)	31.2	24.5	22.6	-1.9	-6.7	-8.6	-7.8%	-21.5%	-27.6%
	CHMI (A-Channel)	35.5	32.0	30.7	-1.3	-3.5	-4.8	-4.1%	-9.9%	-13.5%

Chart 2:

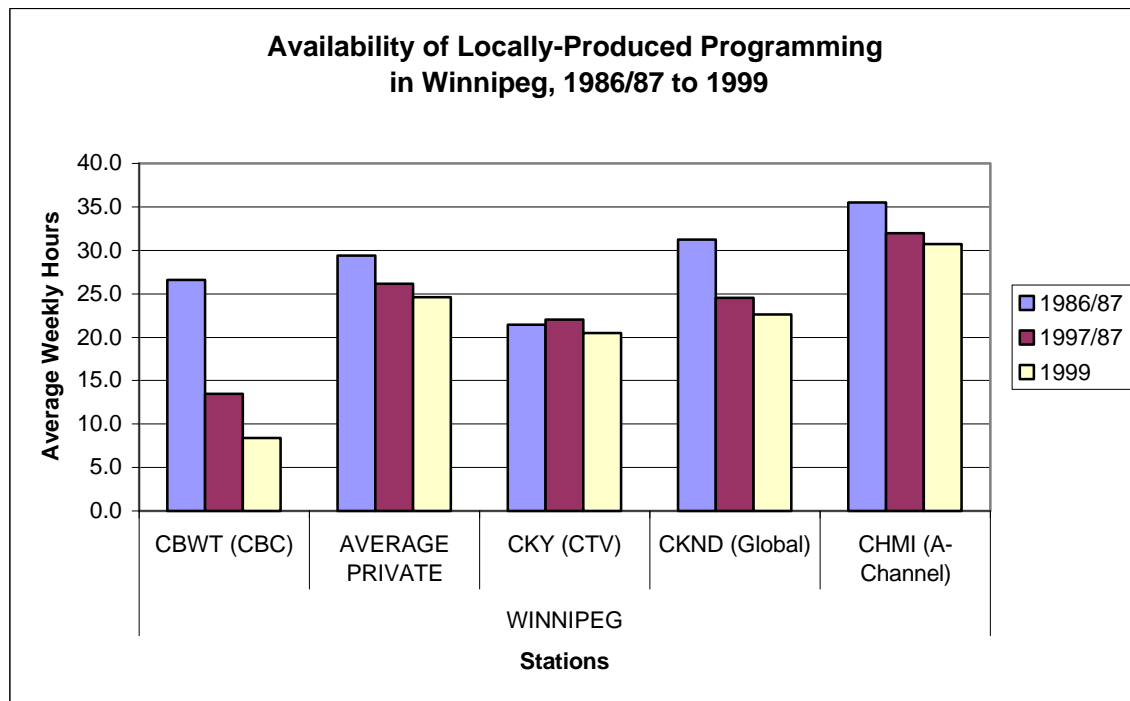


Table 6: Change in average availability of locally-produced non-news programming in Winnipeg between 1986/87 and 1999:

		Actual			Absolute Change			% Change		
		1986/87	1997/98	1999	1999-87	1997-87	1999-87	1999-87	1997-87	1999-87
WINNIPEG	CBWT (CBC)	16.8	6.0	1.1	-4.9	-10.8	-15.7	-81.7%	-64.3%	-93.5%
	AVG PRIVATE	16.7	11.8	13.1	1.3	-4.8	-3.6	10.7%	-29.0%	-21.4%
	CKY (CTV)	12.8	5.5	5.0	-0.5	-7.3	-7.8	-9.1%	-57.0%	-60.9%
	CKND (Global)	21.7	14.5	13.1	-1.4	-7.2	-8.6	-9.7%	-33.2%	-39.6%
	CHMI (A-Channel)	15.5	15.5	21.2	5.7	0.0	5.7	36.8%	0.0%	36.8%

Chart 3:

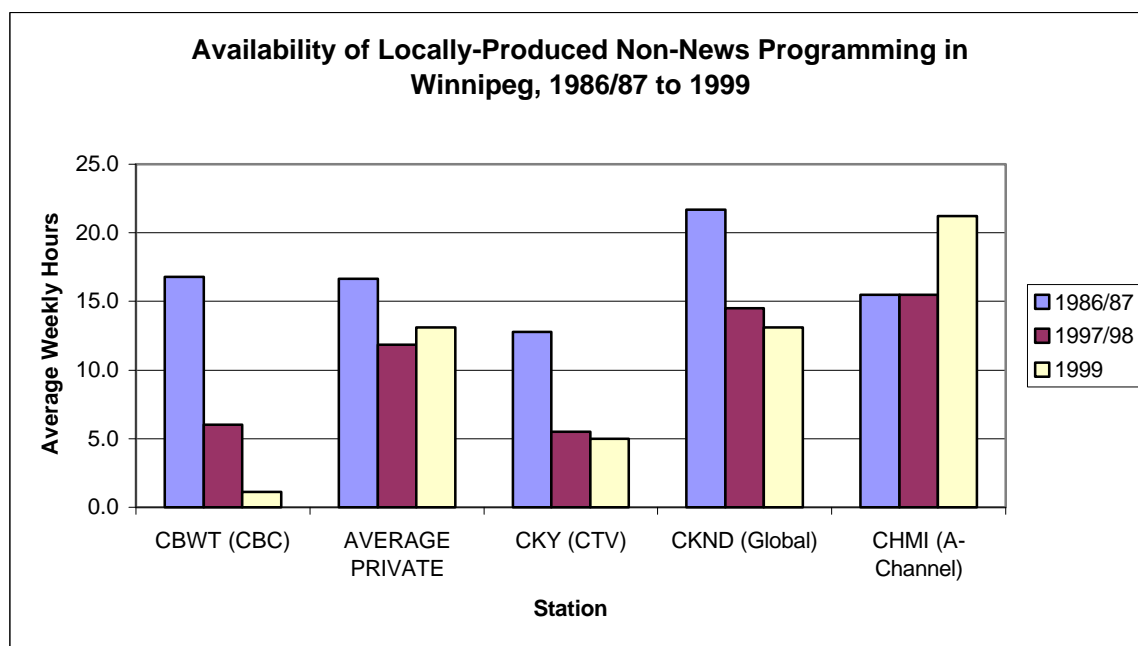


Table 7: Average total broadcast hours for CBC and conventional private stations in fall 1999, with comparative data for Winnipeg in 1997/98 and 1986/87:

		1999	1997/98	1986/87
VANCOUVER	CBUT (CBC)	131.5	-	-
	AVG PRIVATE	159.0	-	-
	CHAN (CTV/WIC)	165.9	-	-
	CKVU (Global)	167.5	-	-
	CIVT (VTV)	148.7	-	-
EDMONTON	CHEK (CTV/WIC Vic)	154.0	-	-
	CBXT (CBC)	132.2	-	-
	AVG PRIVATE	156.2	-	-
	CFRN (CTV)	148.2	-	-
	CITV (WIC)	167.5	-	-
WINNIPEG	CKEM (A-Channel)	152.9	-	-
	CBWT (CBC)	131.5	134.0	115.8
	AVG PRIVATE	158.3	152.2	142.4
	CKY (CTV)	163.5	156.0	145.6
	CKND (Global)	166.1	158.0	163.1
WINDSOR	CHMI (A-Channel)	145.4	142.5	118.5
	CBET (CBC)	128.3	-	-
	AVG PRIVATE	161.9	-	-
	CHWI (CHUM)	165.5	-	-
	CIII (Global Tor)	158.2	-	-

OTTAWA	CBOT (CBC)	132.5	-	-
	AVG PRIVATE	158.5	-	-
	CJOH (CTV)	145.9	-	-
	CHRO (CHUM)	153.4	-	-
	CHCH (WIC Ham)	167.4	-	-
	CIII (Global Tor)	158.2	-	-
	CITY (CHUM Tor)	167.8	-	-
HALIFAX	CBHT (CBC)	131.6	-	-
	AVG PRIVATE	148.3	-	-
	CJCH (CTV)	146.3	-	-
	CIHF (Global)	150.2	-	-

Chart 4:

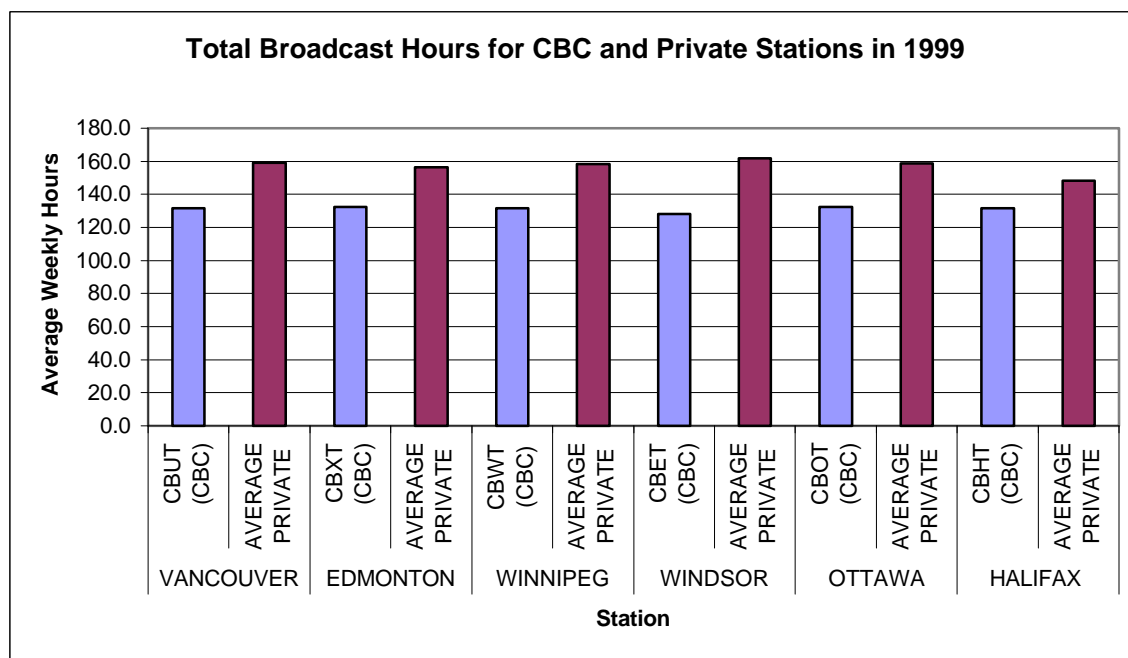


Table 8: Average availability of locally-produced programming in Winnipeg in fall 1999 as a percentage of total programming hours:

		1999	1997/98	1986/87
WINNIPEG	CBWT (CBC)	6.4%	10.1%	23.0%
	AVG PRIVATE	15.5%	17.2%	20.6%
	CKY (CTV)	12.5%	14.1%	14.7%
	CKND (Global)	13.6%	15.5%	19.1%
	CHMI (A-Channel)	21.1%	22.5%	30.0%

Chart 5:

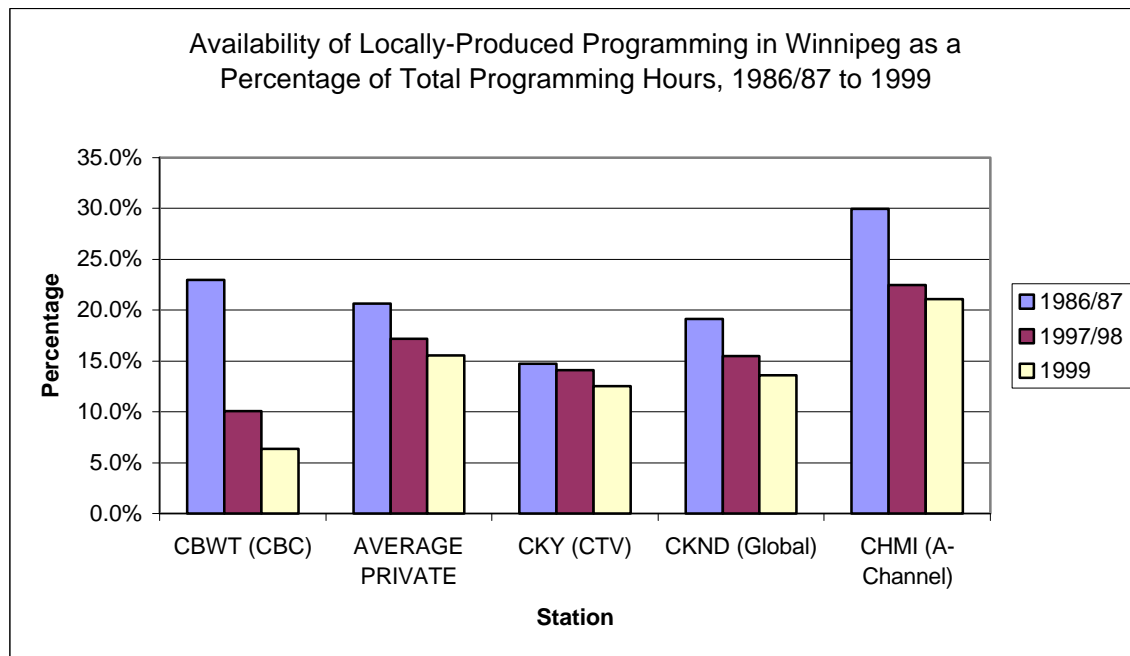


Table 9: Average availability of locally-produced programming as a percentage of total programming hours on CBC and conventional private stations in fall 1999:

VANCOUVER	CBUT (CBC)	13.0%
	AVG PRIVATE	19.2%
	CHAN (CTV/WIC)	24.5%
	CKVU (Global)	10.5%
	CIVT (VTV)	24.8%
	CHEK (CTV/WIC Vic)	17.5%
EDMONTON	CBXT (CBC)	9.5%
	AVG PRIVATE	16.8%
	CFRN (CTV)	11.7%
	CITV (WIC)	20.3%
	CKEM (A-Channel)	17.9%
WINNIPEG	CBWT (CBC)	6.4%
	AVG PRIVATE	15.5%
	CKY (CTV)	12.5%
	CKND (Global)	13.6%
	CHMI (A-Channel)	21.1%
WINDSOR	CBET (CBC)	4.0%
	AVG PRIVATE	11.3%
	CHWI (CHUM)	11.1%

OTTAWA	CBOT (CBC)	6.9%
	AVG PRIVATE	16.4%
	CJOH (CTV)	14.1%
	CHRO (CHUM)	20.5%
HALIFAX	CBHT (CBC)	8.7%
	AVG PRIVATE	14.7%
	CJCH (CTV)	17.4%
	CIHF (Global)	12.1%

Chart 6:

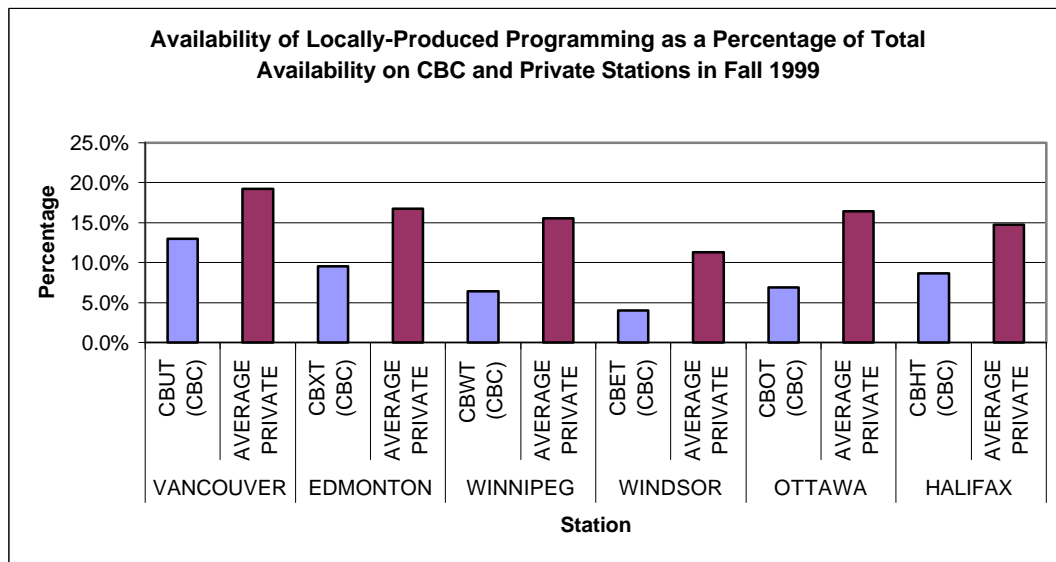


Table 10: Comparison of average availability of locally-produced programming on CBC and conventional private stations in fall 1999:

	CBC	Private (Average)	Private (Most)
VANCOUVER	17.1	30.5	40.6
EDMONTON	12.6	26.2	34.0
WINNIPEG	8.4	24.6	30.7
WINDSOR	5.1	18.3	18.3
OTTAWA	9.1	26.1	31.5
HALIFAX	11.4	21.8	25.4

Chart 7:

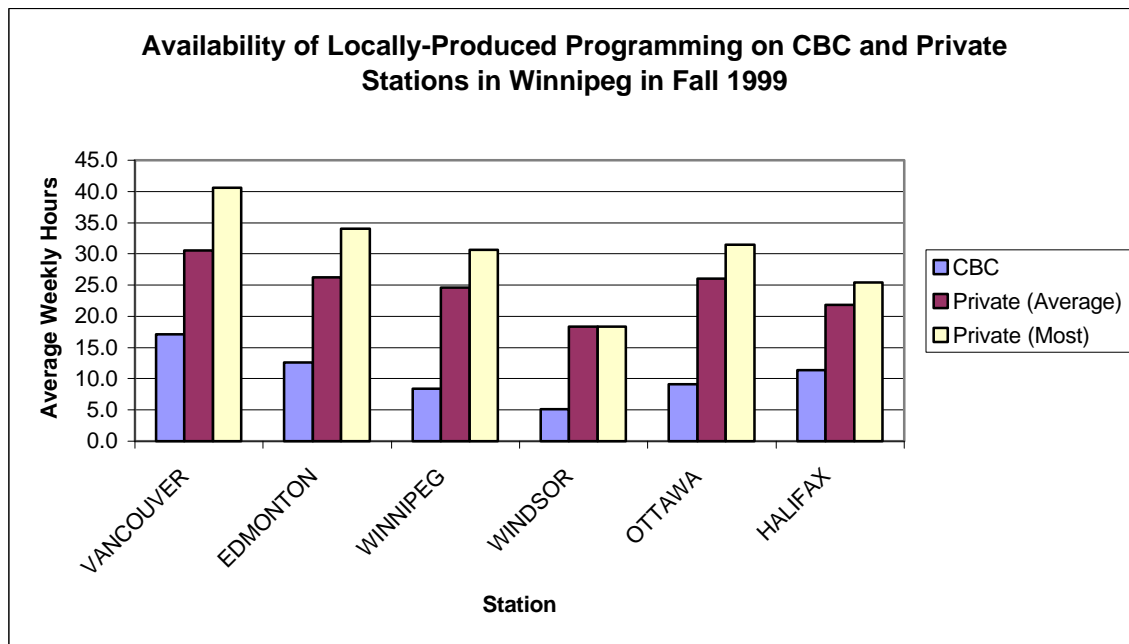


Table 11: Comparison of average availability of locally-produced non-news programming on CBC and conventional private stations in fall 1999:

	CBC	Private (Average)
VANCOUVER	9.6	11.0
EDMONTON	5.1	8.0
WINNIPEG	1.1	13.1
WINDSOR	0.1	0.5
OTTAWA	1.6	7.5
HALIFAX	3.9	4.4

Chart 8:

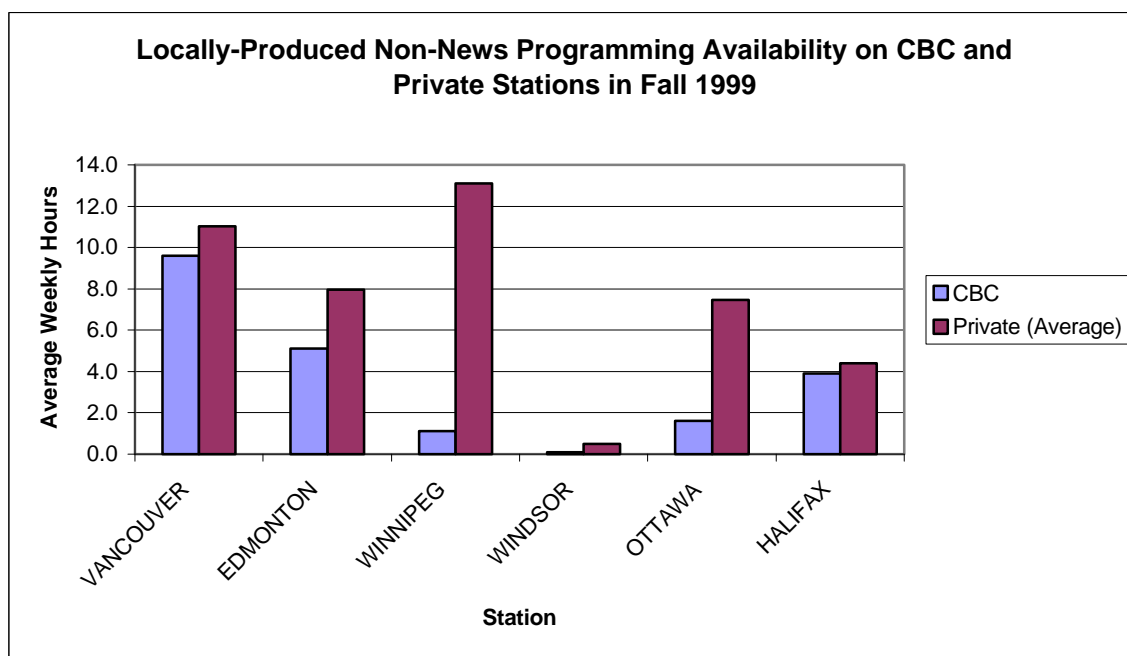


Table 12: Average viewing hours to locally-produced programming, average total station viewing hours, and average total market viewing hours in fall 1999:¹⁴

		Local Viewing Hours		Station Viewing Hours		Market Viewing Hours	
		1999	1997/98	1999	1997/98	1999	1997/98
VANCOUVER	CBUT (CBC)	442,000	-	3,442,000	-	63,082,000	-
	AVG PRIVATE	1,327,250	-	4,576,250	-	63,082,000	-
	CHAN (CTV/WIC)	3,259,000	-	7,900,000	-	63,082,000	-
	CKVU (Global)	682,000	-	4,520,000	-	63,082,000	-
	CIVT (VTV)	418,000	-	3,101,000	-	63,082,000	-
	CHEK (CTV/WIC Vic)	950,000	-	2,784,000	-	63,082,000	-
EDMONTON	CBXT (CBC)	-	-	2,028,000	-	27,548,000	-
	AVG PRIVATE	-	-	3,813,667	-	27,548,000	-
	CFRN (CTV)	-	-	5,025,000	-	27,548,000	-
	CITV (WIC)	-	-	3,992,000	-	27,548,000	-
	CKEM (A-Channel)	-	-	2,424,000	-	27,548,000	-

¹⁴ Viewing hours reflect quarter-hour averages for full coverage audiences of viewers aged two and above, factored by program length.

WINNIPEG	CBWT (CBC)	216,000	576,000	1,702,000	3,042,000	17,994,750	19,370,500
	AVG PRIVATE	361,333	612,000	2,270,333	3,210,500	17,994,750	19,370,500
	CKY (CTV)	764,000	1,073,000	3,447,000	4,553,000	17,994,750	19,370,500
	CKND (Global)	205,000	398,000	2,003,000	3,063,500	17,994,750	19,370,500
	CHMI (A-Channel)	115,000	365,000	1,361,000	2,015,000	17,994,750	19,370,500
WINDSOR	CBET (CBC)	-	-	520,000	-	8,387,000	-
	AVG PRIVATE	-	-	485,000	-	8,387,000	-
	CHWI (CHUM)	-	-	485,000	-	8,387,000	-
OTTAWA	CBOT (CBC)	-	-	1,295,000	-	26,632,000	-
	AVG PRIVATE	-	-	2,557,500	-	26,632,000	-
	CJOH (CTV)	-	-	4,372,000	-	26,632,000	-
	CHRO (CHUM)	-	-	743,000	-	26,632,000	-
HALIFAX	CBHT (CBC)	-	-	1,038,000	-	13,704,000	-
	AVG PRIVATE	-	-	2,144,500	-	13,704,000	-
	CJCH (CTV)	-	-	3,215,000	-	13,704,000	-
	CIHF (Global)	-	-	1,074,000	-	13,704,000	-

Source: BBM and Nielsen Media Research data compiled by CBC Research

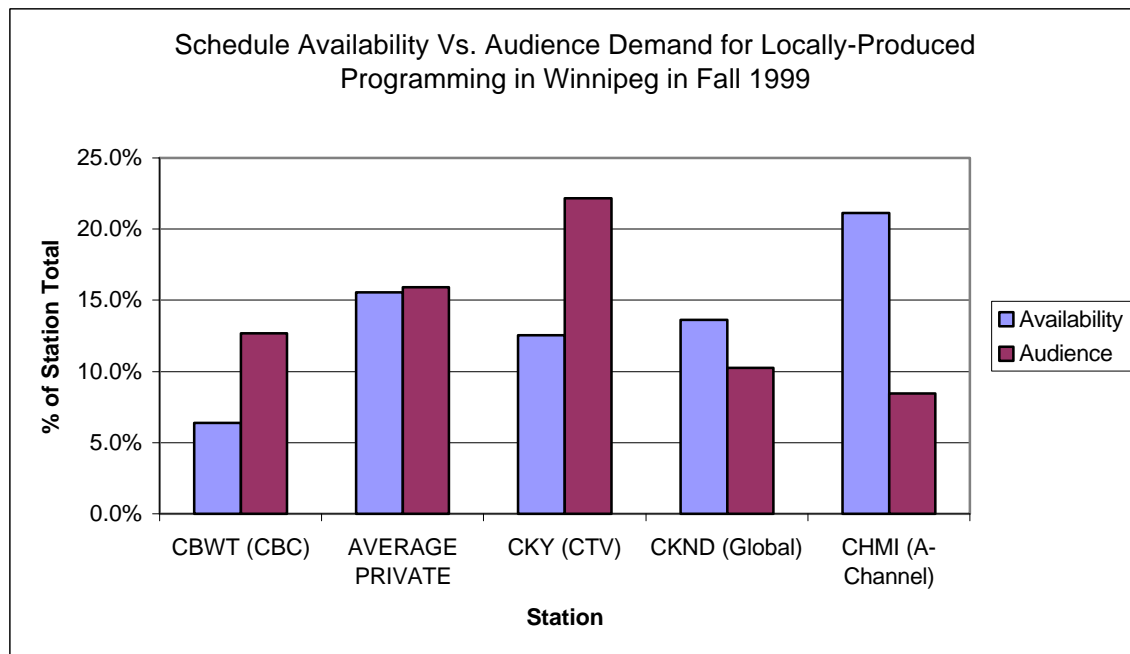
Table 13: Average locally-produced programming availability and audience as an percentage of total programming hours in fall 1999, with comparative data for Winnipeg in 1997/98 and 1986/87:

		Local Availability as % of Station Total			Local Audience as % of Station Total	
		1999	1997/98	1986/87	1999	1997/98
VANCOUVER	CBUT (CBC)	13.0%	-	-	12.8%	-
	AVG PRIVATE	19.2%	-	-	29.0%	-
	CHAN (CTV/WIC)	24.5%	-	-	41.3%	-
	CKVU (Global)	10.5%	-	-	15.1%	-
	CIVT (VTV)	24.8%	-	-	13.5%	-
	CHEK (CTV/WIC Vic)	17.5%	-	-	34.1%	-
EDMONTON	CBXT (CBC)	9.5%	-	-	5.8%	-
	AVG PRIVATE	16.8%	-	-	24.1%	-
	CFRN (CTV)	11.7%	-	-	23.6%	-
	CITV (WIC)	20.3%	-	-	29.9%	-
	CKEM (A-Channel)	17.9%	-	-	15.8%	-
WINNIPEG	CBWT (CBC)	6.4%	10.1%	23.0%	12.7%	18.9%
	AVG PRIVATE	15.5%	17.2%	20.6%	15.9%	19.1%
	CKY (CTV)	12.5%	14.1%	14.7%	22.2%	23.6%
	CKND (Global)	13.6%	15.5%	19.1%	10.2%	13.0%
	CHMI (A-Channel)	21.1%	22.5%	30.0%	8.4%	18.1%
WINDSOR	CBET (CBC)	4.0%	-	-	13.3%	-
	AVG PRIVATE	11.3%	-	-	53.8%	-
	CHWI (CHUM)	11.1%	-	-	53.8%	-

OTTAWA	CBOT (CBC)	6.9%	-	-	35.8%
	AVG PRIVATE	16.4%	-	-	24.8%
	CJOH (CTV)	14.1%	-	-	25.6%
	CHRO (CHUM)	20.5%	-	-	20.1%
HALIFAX	CBHT (CBC)	8.7%	-	-	21.5%
	AVG PRIVATE	14.7%	-	-	25.9%
	CJCH (CTV)	17.4%	-	-	31.3%
	CIHF (Global)	12.1%	-	-	9.6%

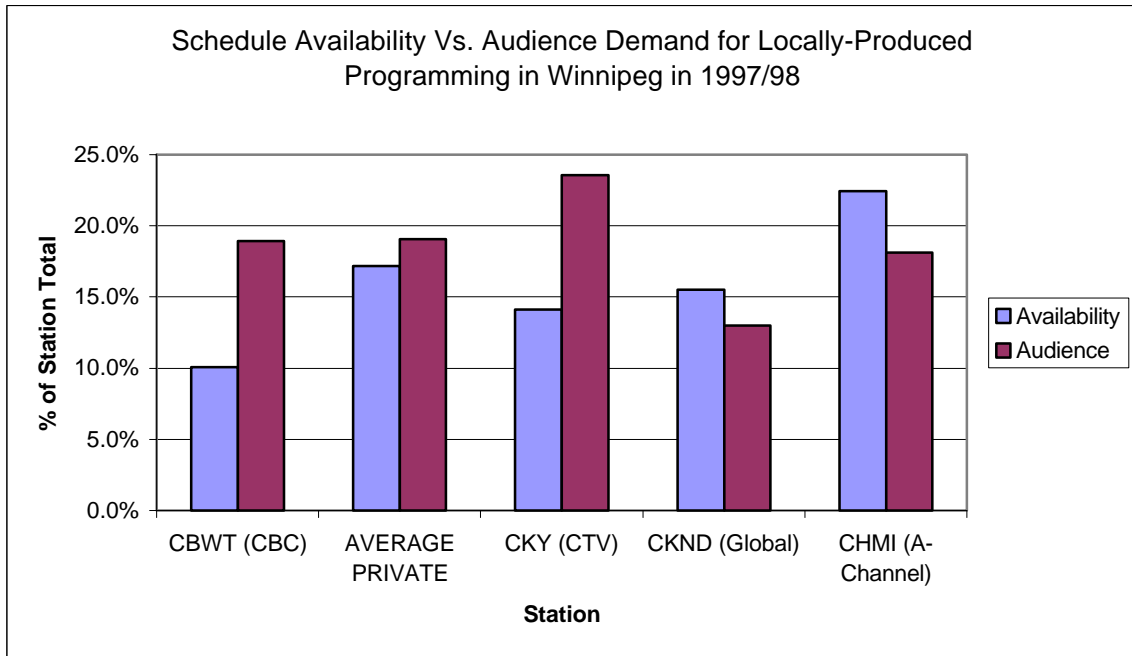
Source: BBM and Nielsen Media Research data compiled by CBC Research

Chart 9:



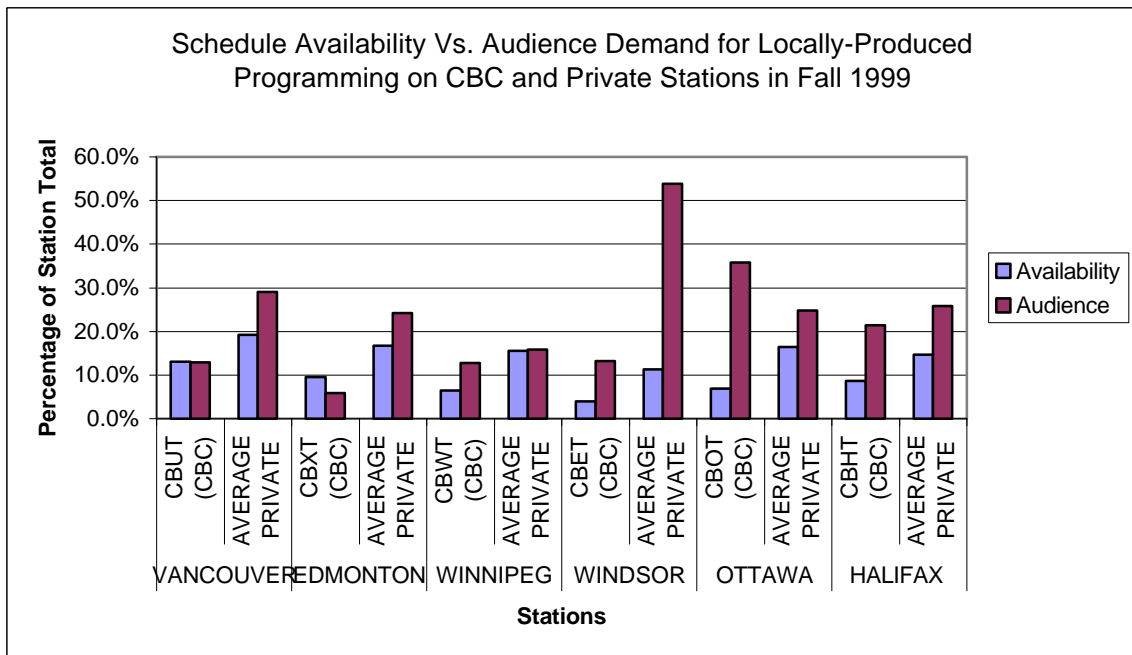
Source: BBM data compiled by CBC Research

Chart 10:



Source: BBM data compiled by CBC Research

Chart 11:



Source: BBM and Nielsen Media Research data compiled by CBC Research

Table 14: Average hours per week of locally-produced programming on conventional stations in fall 1999, by program category:

		total	1	2	3	4	5	6	7	8	9	10	11	other
VANCOUVER	CBUT (CBC)	17.1	7.5	0.6	0.0	0.0	4.0	0.3	2.5	0.0	0.0	0.0	2.2	0.0
	AVG PRIVATE	30.5	19.5	1.6	0.1	0.0	1.2	0.9	1.9	0.0	0.1	0.0	5.3	0.0
	CHAN (CTV/WIC)	40.6	38.1	1.5	0.0	0.0	0.5	0.2	0.3	0.0	0.0	0.0	0.0	0.0
	CKVU (Global)	17.6	9.5	0.2	0.0	0.0	0.0	3.0	4.9	0.0	0.0	0.0	0.0	0.0
	CIVT (VTV)	36.9	10.7	3.2	0.0	0.0	0.0	0.2	1.8	0.0	0.3	0.0	20.7	0.0
	CHEK (CTV/WIC Vic)	27.0	19.7	1.6	0.2	0.0	4.3	0.0	0.7	0.0	0.0	0.0	0.5	0.0
EDMONTON	CBXT (CBC)	12.6	7.5	0.1	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0
	AVG PRIVATE	26.2	18.2	2.6	0.0	0.0	0.2	1.0	0.0	0.0	0.0	0.0	4.2	0.0
	CFRN (CTV)	17.3	15.1	2.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	CITV (WIC)	34.0	26.0	5.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0
	CKEM (A-Channel)	27.3	13.6	0.7	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	12.5	0.0
WINNIPEG	CBWT (CBC)	8.4	7.3	0.8	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
	AVG PRIVATE	24.6	11.5	3.6	0.0	3.0	0.7	1.6	0.0	0.0	0.0	0.2	4.1	0.0
	CKY (CTV)	20.5	15.5	0.0	0.0	1.5	1.0	0.0	0.0	0.0	0.0	0.5	2.0	0.0
	CKND (Global)	22.6	9.5	0.0	0.0	7.0	1.0	4.7	0.0	0.0	0.0	0.0	0.4	0.0
	CHMI (A-Channel)	30.7	9.5	10.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	10.0	0.0
WINDSOR	CBET (CBC)	5.1	5.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	AVG PRIVATE	18.3	17.8	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	CHWI (CHUM)	18.3	17.8	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OTTAWA	CBOT (CBC)	9.1	7.5	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
	AVG PRIVATE	26.1	18.6	0.3	0.1	0.3	0.4	0.0	0.3	0.0	0.0	0.0	6.3	0.0
	CJOH (CTV)	20.6	19.1	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.5	0.0
	CHRO (CHUM)	31.5	18.1	0.5	0.1	0.5	0.2	0.0	0.0	0.0	0.0	0.0	12.1	0.0
HALIFAX	CBHT (CBC)	11.4	7.5	1.1	0.0	0.0	0.8	0.0	2.0	0.0	0.0	0.0	0.0	0.0
	AVG PRIVATE	21.8	17.4	0.0	0.0	0.3	0.5	1.0	0.0	0.0	0.2	0.0	2.5	0.0
	CJCH (CTV)	25.4	19.4	0.0	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	5.0	0.0
	CIHF (Global)	18.2	15.4	0.0	0.0	0.0	0.5	2.0	0.0	0.0	0.3	0.0	0.0	0.0

Table 15: Average hours per week of locally-produced programming on conventional stations by program category, 1997/98 historical comparison for Winnipeg:

		1997/98												
		total	1	2	3	4	5	6	7	8	9	10	11	other
WINNIPEG	CBWT (CBC)	13.5	7.5	1.6	0.0	0.0	0.0	0.4	4.0	0.0	0.0	0.0	0.0	0.0
	AVG PRIVATE	26.2	14.3	2.5	0.0	3.0	0.2	2.0	0.0	0.0	0.2	0.2	3.8	0.0
	CKY (CTV)	22.0	16.5	2.5	0.0	0.0	0.5	1.0	0.0	0.0	0.0	0.5	1.0	0.0
	CKND (Global)	24.5	10.0	0.0	0.0	8.5	0.0	5.0	0.0	0.0	0.5	0.0	0.5	0.0
	CHMI (A-Channel)	32.0	16.5	5.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	10.0	0.0

Table 16: Average hours per week of locally-produced programming on conventional stations by program category, 1986/87 historical comparison for Winnipeg:

		1986/87												
		total	1	2	3	4	5	6	7	8	9	10	11	other
WINNIPEG	CBWT (CBC)	26.6	9.8	1.5	0.0	0.0	5.0	0.5	6.0	1.0	2.8	0.0	0.0	0.0
	AVG PRIVATE	29.4	12.7	2.9	0.0	2.4	2.7	1.5	1.0	1.5	0.6	0.5	3.6	0.0
	CKY (CTV)	21.4	8.6	1.5	0.0	0.0	5.0	0.5	2.5	0.0	1.8	1.5	0.0	0.0
	CKND (Global)	31.2	9.5	4.8	0.0	7.2	0.0	4.0	0.0	1.0	0.0	0.0	4.7	0.0
	CHMI (A-Channel)	35.5	20.0	2.5	0.0	0.0	3.0	0.0	0.5	3.5	0.0	0.0	6.0	0.0

Table 17: Change in average availability of locally-produced Category 1 (News) programming in Winnipeg between 1986/87 and 1999:

		Actual		Absolute Change			% Change			
		1986/87	1997/98	1999	1999-97	1997-87	1999-87	1997-87	1999-87	
WINNIPEG	CBWT (CBC)	9.8	7.5	7.3	-0.2	-2.3	-2.5	-2.7%	-23.5%	-25.5%
	AVG PRIVATE	12.7	14.3	11.5	-2.8	1.6	-1.2	-19.8%	12.9%	-9.5%
	CKY (CTV)	8.6	16.5	15.5	-1.0	7.9	6.9	-6.1%	91.9%	80.2%
	CKND (Global)	9.5	10.0	9.5	-0.5	0.5	0.0	-5.0%	5.3%	0.0%
	CHMI (A-Channel)	20.0	16.5	9.5	-7.0	-3.5	-10.5	-42.4%	-17.5%	-52.5%

Chart 12:

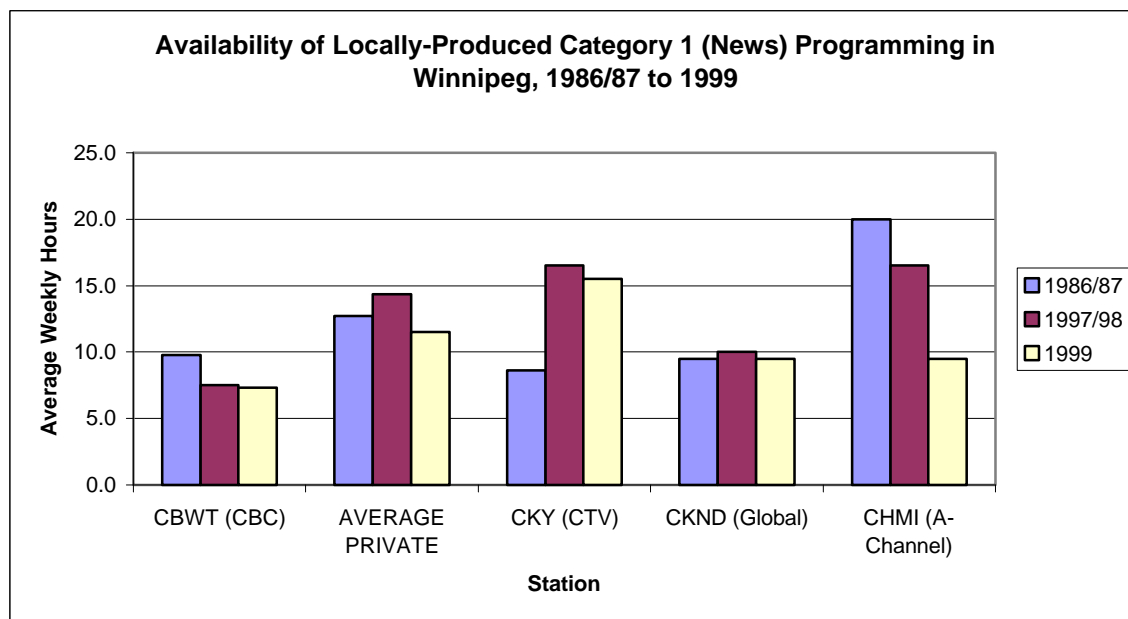


Table 18: Comparison of average availability of locally-produced Category 1 (News) programming on CBC and conventional private stations in fall 1999:

	CBC	Private (Average)	Private (Most)
VANCOUVER	7.5	19.5	38.1
EDMONTON	7.5	18.2	26.0
WINNIPEG	7.3	11.5	9.5
WINDSOR	5.0	17.8	17.8
OTTAWA	7.5	18.6	18.1
HALIFAX	7.5	17.4	19.4

Chart 13:

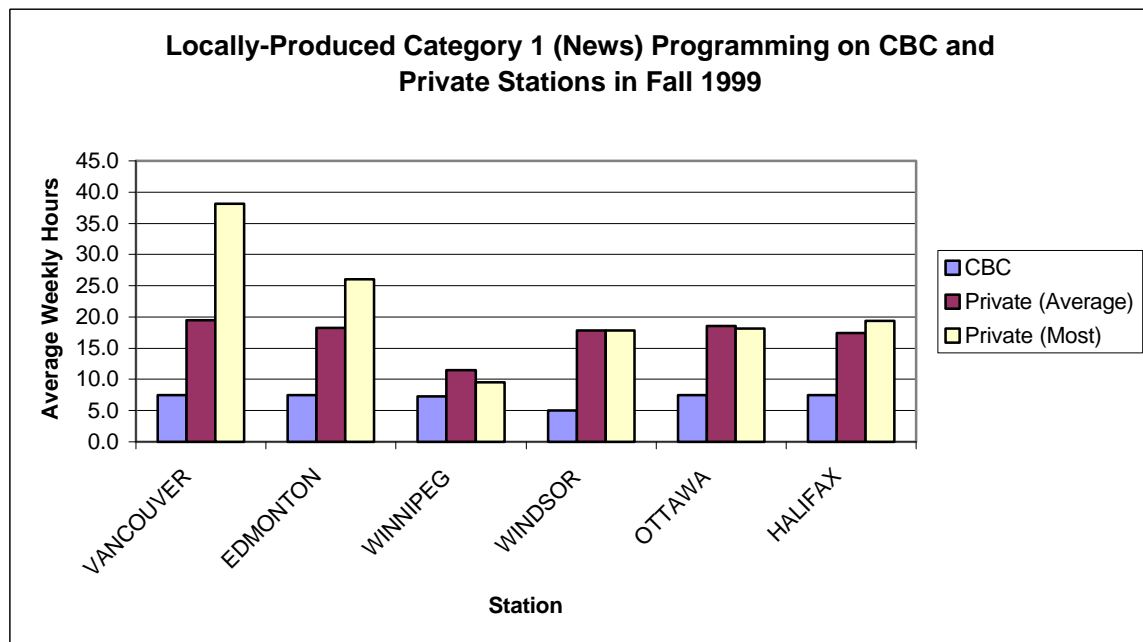


Table 19: Change in average availability of locally-produced Category 2 (Analysis) programming in Winnipeg between 1986/87 and 1999:

		Actual			Abs Change			% Change		
		1986/87	1997/98	1999	1999-97	1997-87	1999-87	1999-97	1997-87	1999-87
WINNIPEG	CBWT (CBC)	1.5	1.6	0.8	-0.8	0.1	-0.7	-50.0%	6.7%	-46.7%
	AVG PRIVATE	2.9	2.5	3.6	1.1	-0.4	0.6	42.7%	-14.8%	21.6%
	CKY (CTV)	1.5	2.5	0.0	-2.5	1.0	-1.5	-100.0%	66.7%	-100.0%
	CKND (Global)	4.8	0.0	0.0	0.0	-4.8	-4.8	0.0%	-100.0%	-100.0%
	CHMI (A-Channel)	2.5	5.0	10.7	5.7	2.5	8.2	114.0%	100.0%	328.0%

Chart 14:

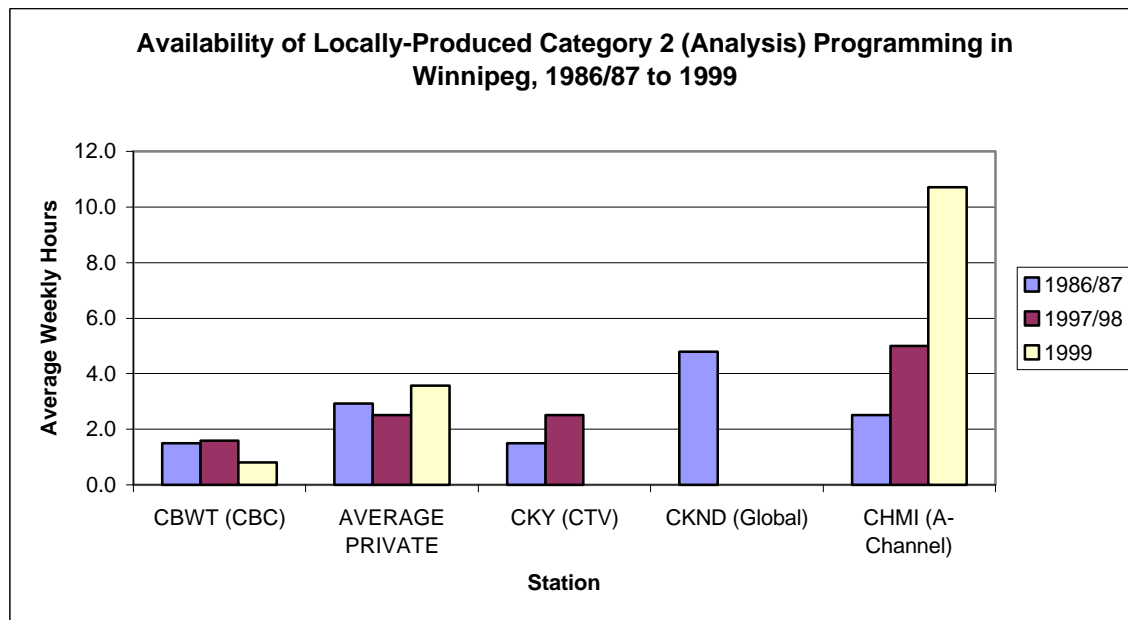


Table 20: Comparison of average availability of locally-produced Category 2 (Analysis) programming on CBC and conventional private stations in fall 1999:

	CBC	Private (Average)	Private (Most)
VANCOUVER	0.6	1.6	3.2
EDMONTON	0.1	2.6	5.0
WINNIPEG	0.8	3.6	10.7
WINDSOR	0.1	0.0	0.0
OTTAWA	0.6	0.3	0.5
HALIFAX	1.1	0.0	0.0

Chart 15:

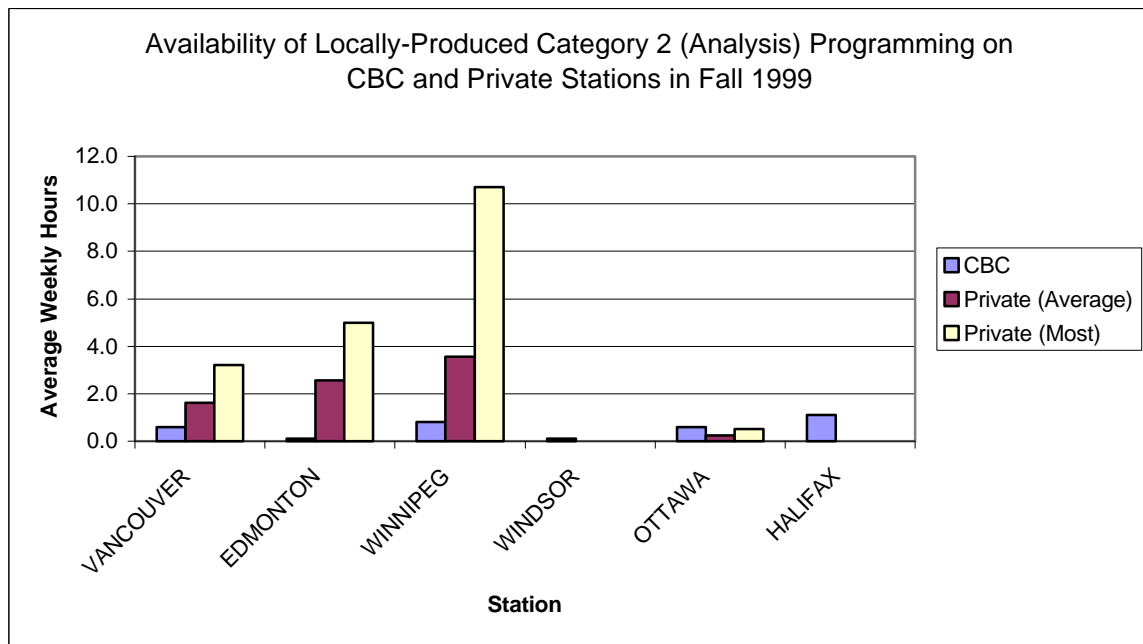


Table 21: Change in average availability of locally-produced Category 7/8/9 (Drama/Music/Variety) programming in Winnipeg between 1986/87 and 1999:

		Actual			Absolute Change			% Change		
		1986/87	1997/98	1999	1999-97	1997-87	1999-87	1999-97	1997-87	1999-87
WINNIPEG	CBWT (CBC)	9.8	4.0	0.3	5.8	3.7	9.5	-92.5%	-59.2%	-96.9%
	AVG PRIVATE	3.1	0.2	0.0	2.9	0.2	3.1	-100.0%	-94.6%	-100.0%
	CKY (CTV)	4.3	0.0	0.0	4.3	0.0	4.3	0.0%	-100.0%	-100.0%
	CKND (Global)	1.0	0.5	0.0	0.5	0.5	1.0	-100.0%	-50.0%	-100.0%
	CHMI (A-Channel)	4.0	0.0	0.0	4.0	0.0	4.0	0.0%	-100.0%	-100.0%

Chart 16:

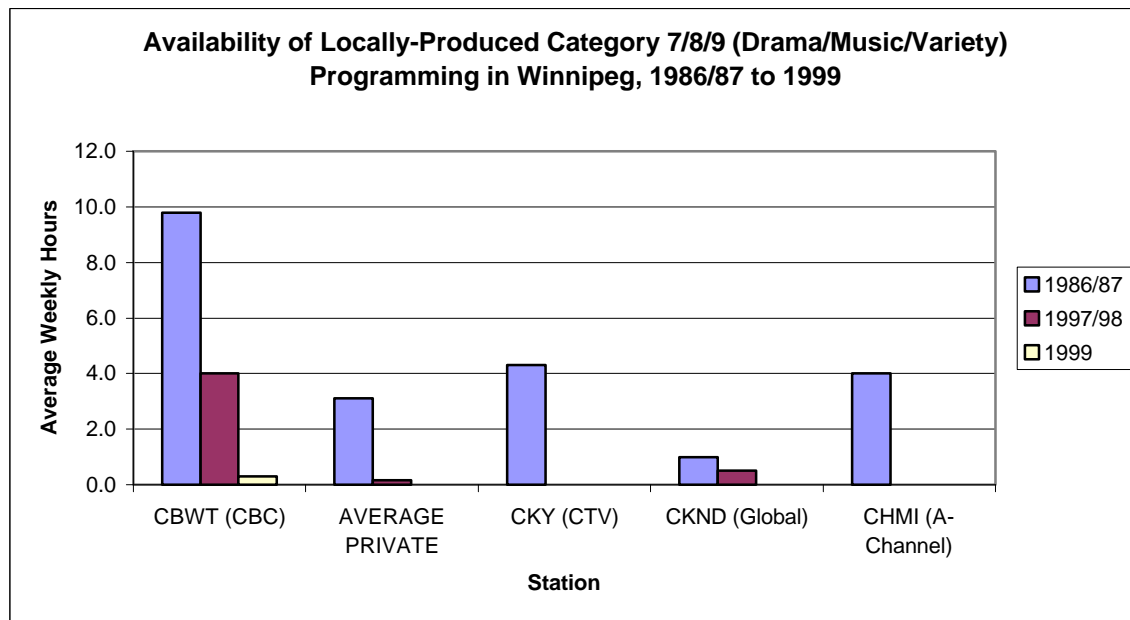


Table 22: Comparison of average availability of locally-produced Category 7/8/9 (Drama/Music/Variety) programming on CBC and conventional private stations in fall 1999:

	CBC	Private (Average)	Private (Most)
VANCOUVER	2.5	2.0	4.9
EDMONTON	5.0	0.0	0.0
WINNIPEG	0.3	0.0	0.0
WINDSOR	0.0	0.0	0.0
OTTAWA	0.0	0.3	0.5
HALIFAX	2.0	0.2	0.3

Chart 17:

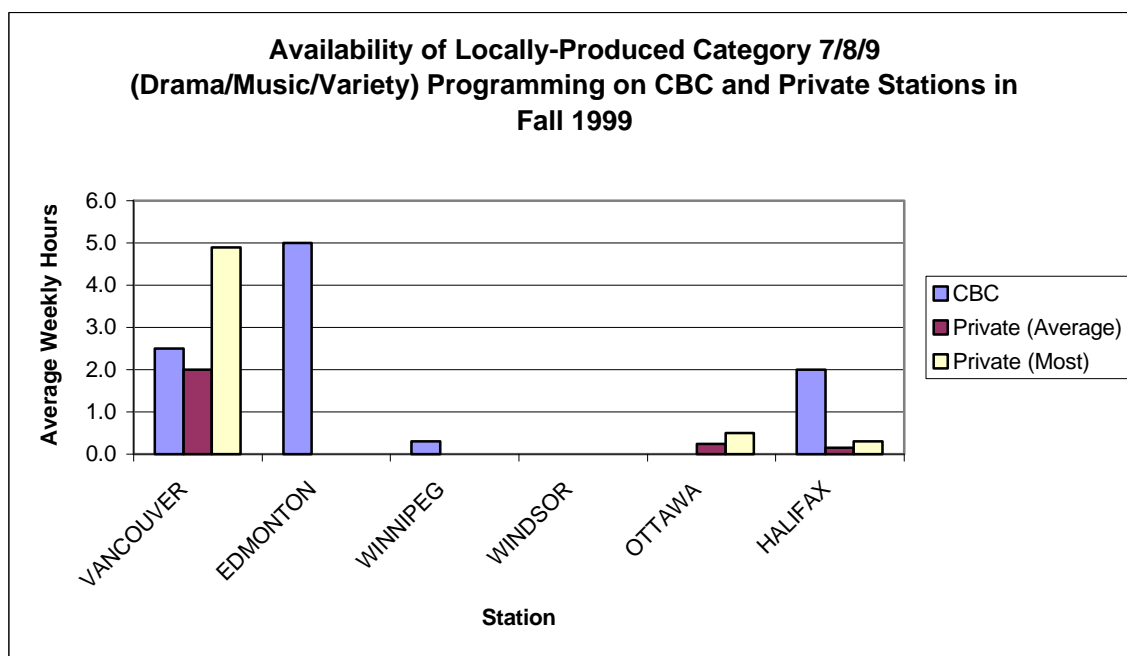


Table 23: Average hours per week of locally-produced programming on conventional stations in fall 1999, by daypart:¹⁵

		total	5-8	8-12	12-6	6-7	7-11	11-12	over-night
VANCOUVER	CBUT (CBC)	17.1	0.0	0.7	4.8	5.0	2.8	3.6	0.2
	AVG PRIVATE	30.5	8.3	2.4	7.8	6.9	1.2	3.7	0.3
	CHAN (CTV/WIC)	40.6	15.5	3.5	10.3	7.0	0.2	4.1	0.0
	CKVU (Global)	17.6	2.5	0.2	0.0	7.0	1.3	6.6	0.0
	CIVT (VTV)	36.9	14.0	5.2	4.8	6.7	3.2	3.0	0.0
	CHEK (CTV/WIC Vic)	27.0	1.0	0.8	16.2	7.0	0.0	1.0	1.0
EDMONTON	CBXT (CBC)	12.6	0.0	0.0	5.0	5.0	0.0	2.6	0.0
	AVG PRIVATE	26.2	9.2	2.2	5.4	4.6	1.3	3.5	0.0
	CFRN (CTV)	17.3	0.0	0.5	5.7	7.0	0.0	4.1	0.0
	CITV (WIC)	34.0	15.0	5.0	5.5	3.5	0.0	5.0	0.0
	CKEM (A-Channel)	27.3	12.5	1.0	5.0	3.3	4.0	1.5	0.0
WINNIPEG	CBWT (CBC)	8.4	0.0	0.3	0.0	5.0	0.5	2.6	0.0
	AVG PRIVATE	24.6	6.2	5.2	2.4	4.0	3.6	1.9	1.4
	CKY (CTV)	20.5	3.5	2.5	5.0	5.5	1.5	2.5	0.0
	CKND (Global)	22.6	1.6	8.0	0.4	2.5	3.5	2.3	4.3
	CHMI (A-Channel)	30.7	13.5	5.0	1.7	4.0	5.7	0.8	0.0

¹⁵ Program duration was recorded for the daypart in which a program began. Hours of Canadian and non-Canadian programming in a given daypart may therefore total more or less than the length of the daypart.

WINDSOR	CBET (CBC)	5.1	0.0	0.0	2.5	0.0	0.0	2.6	0.0
	AVG PRIVATE	18.3	3.4	0.6	5.0	6.0	0.0	3.3	0.0
	CHWI (CHUM)	18.3	3.4	0.6	5.0	6.0	0.0	3.3	0.0
OTTAWA	CBOT (CBC)	9.1	0.0	0.7	0.3	5.0	0.5	2.6	0.0
	AVG PRIVATE	26.1	9.6	0.6	5.4	6.5	0.0	3.8	0.3
	CJOH (CTV)	20.6	3.5	0.0	5.5	7.0	0.0	4.1	0.5
	CHRO (CHUM)	31.5	15.6	1.1	5.2	6.0	0.0	3.5	0.1
HALIFAX	CBHT (CBC)	11.4	0.0	1.3	0.5	5.0	2.0	2.6	0.0
	AVG PRIVATE	21.8	4.7	0.2	6.5	5.4	0.0	5.1	0.0
	CJCH (CTV)	25.4	9.0	0.0	8.0	4.3	0.0	4.1	0.0
	CIHF (Global)	18.2	0.4	0.3	5.0	6.5	0.0	6.0	0.0

Table 24: Average hours per week of locally-produced programming on conventional stations by daypart, 1997/98 historical comparison for Winnipeg:

		1997/98							
		total	5-8	8-12	12-6	6-7	7-11	11-12	over-night
WINNIPEG	CBWT (CBC)	13.5	0.2	3.8	1.0	5.0	0.5	3.0	0.0
	AVG PRIVATE	26.2	4.3	5.5	6.0	4.8	3.0	1.7	0.8
	CKY (CTV)	22.0	3.5	2.5	6.0	6.0	1.5	2.5	0.0
	CKND (Global)	24.5	4.0	8.5	1.0	2.5	3.5	2.5	2.5
	CHMI (A-Channel)	32.0	5.5	5.5	11.0	6.0	4.0	0.0	0.0

Table 25: Average hours per week of locally-produced programming on conventional stations by daypart, 1986/87 historical comparison for Winnipeg:

		1986/87							
		total	5-8	8-12	12-6	6-7	7-11	11-12	over-night
WINNIPEG	CBWT (CBC)	26.6	0.0	13.8	0.6	5.5	1.5	4.3	1.0
	AVG PRIVATE	29.4	2.0	7.2	9.1	3.0	4.7	3.3	0.1
	CKY (CTV)	21.4	0.0	5.3	7.8	6.0	0.0	2.4	0.0
	CKND (Global)	31.2	1.0	12.9	5.9	2.5	6.7	2.0	0.2
	CHMI (A-Channel)	35.5	5.0	3.5	13.5	0.5	7.5	5.5	0.0

Table 26: Average percentage of locally-produced programming broadcast outside prime time (7-11 p.m.) on CBC in Winnipeg, 1986/87 to 1999:

		1986/87	1997/98	1999
WINNIPEG	CBWT (CBC)	94.4%	96.3%	94.0%
	AVG PRIVATE	83.9%	88.5%	85.5%
	CKY (CTV)	100.0%	93.2%	92.7%
	CKND (Global)	78.5%	85.7%	84.5%
	CHMI (A-Channel)	78.9%	87.5%	81.4%

Chart 18:

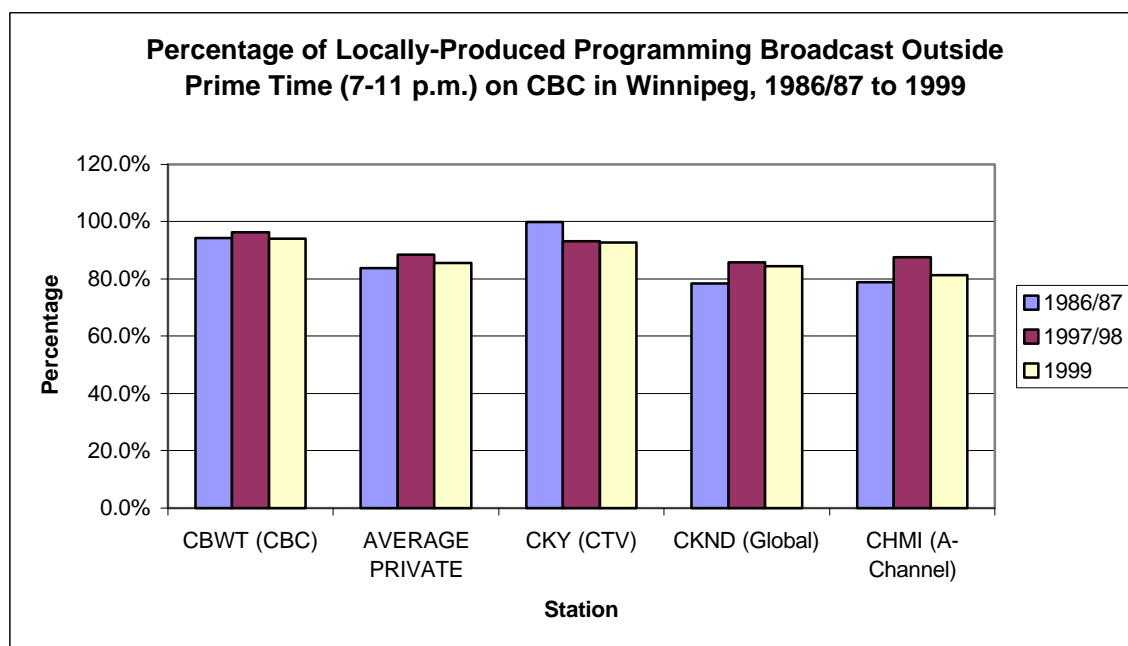


Table 27: Average percentage of locally-produced programming broadcast outside prime time (7-11 p.m.) on CBC and conventional private stations in fall 1999:

VANCOUVER	CBUT (CBC)	83.6%
	AVG PRIVATE	96.2%
	CHAN (CTV/WIC)	99.5%
	CKVU (Global)	92.6%
	CIVT (VTV)	91.3%
	CHEK (CTV/WIC Vic)	100.0%
EDMONTON	CBXT (CBC)	100.0%
	AVG PRIVATE	94.9%
	CFRN (CTV)	100.0%
	CITV (WIC)	100.0%
	CKEM (A-Channel)	85.3%

WINNIPEG	CBWT (CBC)	94.0%
	AVG PRIVATE	85.5%
	CKY (CTV)	92.7%
	CKND (Global)	84.5%
	CHMI (A-Channel)	81.4%
WINDSOR	CBET (CBC)	100.0%
	AVG PRIVATE	100.0%
	CHWI (CHUM)	100.0%
OTTAWA	CBOT (CBC)	94.5%
	AVG PRIVATE	100.0%
	CJOH (CTV)	100.0%
	CHRO (CHUM)	100.0%
HALIFAX	CBHT (CBC)	82.5%
	AVG PRIVATE	100.0%
	CJCH (CTV)	100.0%
	CIHF (Global)	100.0%

Chart 19:

