

Then... Now

PRIVATE RADIO'S
CHANGING REALITIES

Do you really know
what radio does?



CAB | ACR

Private Broadcasting — A Primer

The Canadian broadcasting system comprises private, public and community broadcasters offering a variety of programming in English, French, and many other Aboriginal and ethnic languages.

As a federally regulated industry, broadcasters operate within the policy framework of a variety of Parliamentary Acts; as well as conditions of licence set out by the Canadian Radio-television and Telecommunications Commission (CRTC), and the Copyright Board etc...

Private broadcasters are vulnerable to fluctuations in the economy as well as to regulatory and technological changes, which can impact their vitality.

The private broadcasting industry has developed a series of programming Codes and Standards, and in 1990 established the Canadian Broadcast Standards Council to address concerns from the public about its programming (www.cbsc.ca).

Private Radio

Private radio has long been seen as the soul of many Canadian communities, acting as a great unifier in times of celebration and a source of information in emergency situations.

Under the CRTC's Commercial Radio Policy, most private radio stations must ensure that 35% of all popular music aired each week is Canadian (10% in the case of specialized music).

Private french-language radio stations are also required to ensure that 65% of the vocal music they broadcast each week, and 55% of vocal music broadcast between 6 a.m. and 6 p.m. Monday through Friday, is in the French language.

Private ethnic radio ensures that 7% of music aired each week is Canadian.

Canadian Talent Development

Private radio plays a major role in the success of Canadian music artists, not only by driving CD sales and providing on-air promotion of tours and musical events, but more importantly by providing name and song recognition to artists who often have little resources for promotion.

Private radio broadcasters pay over \$63 million each year in copyright royalties for the use of music they broadcast on air.

Private radio broadcasters help foster and develop Canadian music artists through direct financial contributions to eligible third parties associated with Canadian Talent Development including FACTOR, MusicAction, national and provincial music organizations, performing arts groups, schools and scholarship recipients. Since 1998, **private radio** has contributed:

• \$21 million



• \$7.8 million



Private radio has also created the Radio Starmaker Fund / Fonds RadioStar designed to market and promote Canadian music artists. Since 1998, **private radio** has contributed:

• \$20 million



• \$10 million



Private radio licensees make additional direct commitments to CTD initiatives when awarded a new license, renewing an existing license, or when transferring control or ownership of a radio license. From 1998 – 2004:

- Over \$41 million from new radio licensees
- Over \$93 million from control and/or ownership transactions
- Over \$15 million from licensed renewals



\$ Since 1998 private radio has contributed \$58.8 million to the development of Canadian music. Combined, these contributions ensure Canadian music continues to reach over 80% of Canadians every day on Canadian private radio.

Canadian private radio is committed to Canadian Talent Development and is proud to be part of Canadian Music Week!

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