## Ministry study released

Toronto - Ontario Minister of and Communications Culture Christine Hart announced the release of a study assessing the current and future levels of competition in local distribution telecommunications networks in Canada.

"The debate on the future of local distribution has been hampered by a lack of factual information on the Canadian environment and on the factors and trends influencing competition between the telephone and cable industries," said Ms. Hart. "This study not only provides such information, but uses the data as a base for an independent and reasoned assessment of the potential for competition in local networks over the next 10 years."

Commissioned by the Ministry in December 1989 and conducted by Ottawa's NGL Consulting Ltd., the study concludes that the level of local distribution competition will not change significantly over the next decade. More specifically:

Cable/telephone company networks will continue to develop separately, particularly if governed by today's regulatory regimes.

Competition for cable television's traditional programming delivery role will likely emanate more from Direct Broadcast Satellites and possibly Multipoint Distribution Systems than from telephone companies.

Cellular telephone and other mobile personal communications services could likely have a greater impact on competition in the provision of local telecom-



munications services than services provided by cable companies.

Direct competition in local distribution services between cable TV and telephone companies for non-video services will remain relatively low compared to the total local distribution market. The residential market for such services will not become primary to either industry before the year 2000. There will be increased competition by cable companies or their subsidiaries in the provision of private line facilities to medium and large business users within

metropolitan centres.

There will not likely be a business case for entry by telephone companies into the video services market over the next decade.

The Ministry has used the study to prepare its comments on local distribution networks to federal Department of Communications, as requested through a September 1989 Notice in the Canada Gazette. The study was attached as an appendix to the Ministry's submission, which was filed on May 2, 1990.

#### **Classified Continued**



#### **Autos For Sale**

1986 Ford Tempo GL, 5 speed. AM/FM cassette. Very good condition. Certified. \$5,600.00.877-8775.(es) 1979 Pontiac Le Mans V6, air, replaced motor and transmission. \$1,200.00 as is. 838 2380.(es)

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### How To Kill A Business In **Ten Easy Steps**

 Don't advertise Just pretend everybody knows what you have to offer

■ Don't advertise Tell yourself you just dan't have time to spend thinking about promoting your business...

J. Don't advertise Just assume overybody knows what you set

4. Don radvertise Convince yourself that you vibeen in business so long. customers will automatically come to you

3. Don't advertise Forget that there are new do business with you if they were urged to do sa

Forget that you have compelition trying to attract your customers away from yo.

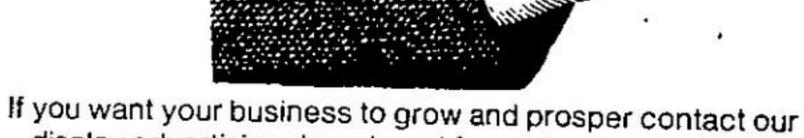
Tel yourself it costs too much to advertise and that you don't get unough out of it

Overlook the fact that advertising is an investment in selling - no! an expense

J. Don't advertise Be sure not to provide an adequate advertising budget for business

Forget that you have to keep reminding your established customers that you appreciate their business .





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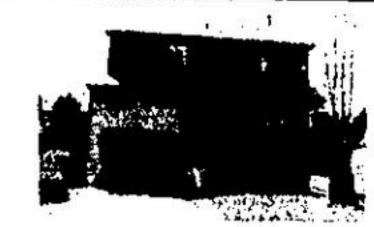
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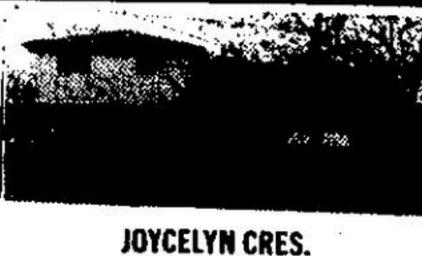
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