

Specialty channels offered to Canucks

More than 3.5 million Canadian homes will be offered up to seven new specialty programming channels delivered by cable television starting September 1 according to industry estimates. Negotiations for services have recently been concluded by cable companies representing two-thirds of the estimated 5.2 million homes served by cable," said Michael Hind-Smith, president of the Canadian Cable Television Association.

All subscribers should be served by December. Specialty channels will offer selective Canadian viewers a choice since these channels are not aimed at a mass audience and will carry exclusive programming not aired on traditional TV. The lineup will include the two new 24 hour Canadian-originated

services, TSN (The Sports Network) and Much Music, along with a maximum five channels of U.S. specialty services.

These include The Nashville Network (TNN), The Arts and Entertainment Network, Cable News Network (CNN), Country Music Television (CMTV), The Financial News Network (FNN) and the Learning Channel.

Some channels will include a combination of U.S. specialty services permitting maximum diversity of choice.

These new discretionary offerings will assist the cable industry in satisfying consumer demand for wider viewing choice and good value so that cable can continue to compete successfully with entertainment choices available

through VCRs and TVROs (dishes)," commented Michael Hind-Smith.

"They also provide a bonus to present movie channel subscribers since many will receive three channels for the previous price of one."

"What cable/satellite television offers that videocassettes can't is 24 hour live programming in entertainment, sports, music and news," the CCTA president said.

"Each community served by cable will make its choice of service offerings according to local consumer demand revealed in a recent detailed attitude and pricing study (the CAP study), so the channel lineup will not be identical in each community," said Hind-Smith. Price structures for the new cable offerings are also

being determined on a market by market basis, reflecting local preferences and technical capacities of the more than 400 cable systems.

Free previews of the services will be widely available on cable in September, including the movie channel weekend September 7 through 9, so that many cable subscribers will soon have the opportunity to sample this exciting new era of choice.

Most cable systems will offer a full service package for \$19.95, effectively adding up to seven new services for an additional \$4 over the present \$15.95 monthly movie subscription charge. A package of the three Canadian signals (the movie channel, TSN and Much Music) will be widely available at \$15.95, the

present price of the movie channel alone. Most systems will also offer a package of four to seven new specialty services without the movie channel for \$9.95 - \$11.95. "To date, most orders have included the movie channel," the association president added.

SEPT. 10
Cub and Scout registration: 1st Midland - St. Mark's Hall Sept. 10 - 7 p.m. sharp.

Parents must accompany boys. Inquire about forming a Beaver Colony and Venturer Company.

SEPT. 18
2nd Midland Scouts registration for Beavers, Cubs, Scouts and Ventures on Tuesday, Sept. 18, 7 p.m. at Sacred Heart School. Parents or guardian must attend with the child.

Descrambling devices (decoders) available from the local cable company will be required to receive the new channels, along with the conventional set-top converter.

Some communities will not launch the new services immediately as

they have yet to complete arrangements for building the necessary channel capacity, acquiring new security (decoding) equipment and related computer capacities for ordering and billing. As these arrangements are made, the services will be phased in.

Punch



"... However, we're not being paid to 'live and let live,' Hargreaves."

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FREE VIEW PREVIEW

SEPTEMBER 7-8-9

Friday, Saturday, Sunday

September 7 Friday	September 8 Saturday	September 9 Sunday
TENDER MERCIES 7:00PM	HEADIN' FOR BROADWAY 6:00AM	TREASURE OF THE FOUR CROWNS 5:40AM
YELLOWBEARD 9:30PM	HIGH ROAD TO CHINA 7:45AM	SECOND THOUGHTS 7:30AM
BREATHLESS 12:00AM	KRULL 9:45AM	SIX WEEKS 9:15AM
BAD BOYS 2:00AM	HARDLY WORKING 12:00PM	INSPECTOR GADGET 11:15AM
FIRST BLOOD 4:15AM	NOW AND FOREVER (BILL COSBY HIMSELF) 2:00PM	OPERATION PETTICOAT 12:00PM
	O'HARA'S WIFE 4:30PM	INSPECTOR GADGET 2:15PM
	HEART LIKE A WHEEL 7:00PM	STRANGE INVADERS 3:00PM
	EASY MONEY 9:30PM	FAERIE TALE THEATRE #5 5:00PM
	CHEECH & CHONG'S STILL SMOKIN' 12:00AM	SECRET OF THE NIMH 6:30PM
	NATIONAL LAMPOON CLASS REUNION 2:00AM	FRANCES 8:30PM
	AMITYVILLE II: THE POSSESSION 3:40AM	ALL ABOUT PAY TELEVISION 11:00PM
		Normal schedule resumes... 11:30PM

*VIEWING TIMES ARE EDT

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