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.

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

All subscribers should

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

These include The Nashville Newtwork((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 programming not aired and good value so that on traditional TV. The cable can continue to lineup will include the compete successfully two new 24 hour with entertainment Canadian-orginated choices available

through VCRs and being determined on a TVROs (dishes)", commented Michael Hind-Smith.

bonus to present movie channel subscribers systems. 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 study (the CAP study), movie Hind-Smith. cable offerings are also available at \$15.95, the

7:30AM

SIX WEEKS

9:15AM

INSPECTOR GADGET

11:15AM

OPERATION PETTICOAT

12:00PM

INSPECTOR GADGET

2:15PM

STRANGE INVADERS

3:00PM

FAERIE TALE THEATRE #5

5:00PM

SECRET OF THE NIMH

6:30PM

FRANCES

8:30PM

ALL ABOUT PAY TELEVISION

11:00PM

Normal schedule resumes.

11:30PM

market by market basis, reflecting local preferences and "They also provide a technical capacities of the more than 400 cable

> 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 attitude and pricing present \$15.95 monthly subscription so the channel lineup charge. A package of will not be identical in the three Canadian each community", said signals (the movie Price channel, TSN and Much structures for the new Music) will be widely

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 Scout Cub and 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.

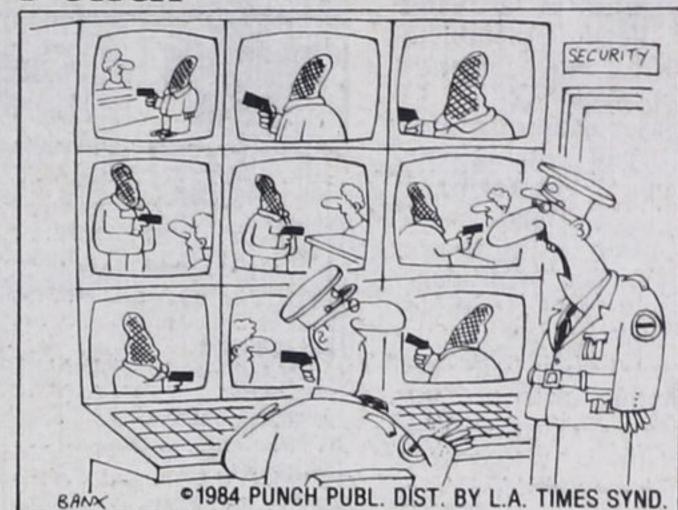
SEPT. 18 2nd Midland Scouts registration for Beavers, Cubs, Scouts and Ventures on Tuesday, Sept. 18, 7 p.m. at Sacred Heart School. Parents or guardian must attend with the child.

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."



September 7 Friday

TENDER MERCIES 7:00PM YELLOWBEARD 9:30PM BREATHLESS 12:00AM BAD BOYS 2:00AM FIRST BLOOD 4:15AM

HEADIN' FOR BROADWAY 6:00AM HIGH ROAD TO CHINA 7:45AM KRULL 9:45AM HARDLY WORKING 12:00PM NOW AND FOREVER (BILL COSBY HIMSELF) 2:00PM O'HARA'S WIFE 4:30PM HEART LIKE A WHEEL 7:00PM

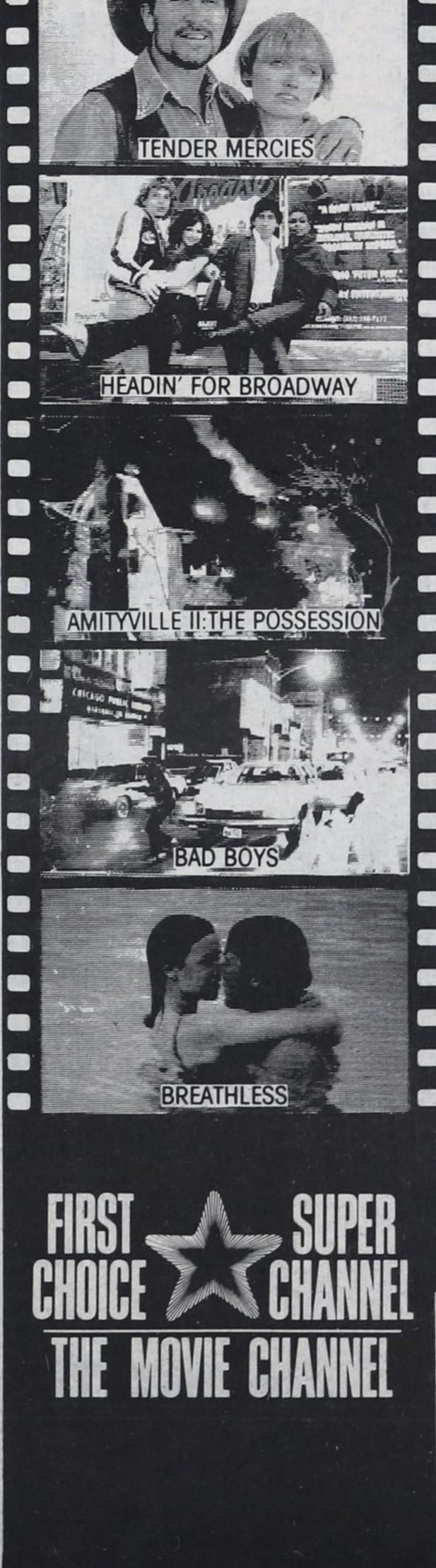
9:30PM CHEECH & CHONG'S STILL SMOKIN' 12:00AM NATIONAL LAMPOON CLASS REUNION 2:00AM

EASY MONEY

AMITYVILLE II: THE POSSESSION 3:40AM

VIEWING TIMES ARE EDT

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