

Canadian cable convention to examine pay TV

CCTA begins annual meeting today in Toronto; in wake of Canadian government's recent grant of pay TV licenses, association will 'address every aspect' of pay for its members

Pay TV and the services that accompany it will be the focus of the Canadian Cable Television Association's annual convention this week. Canadian cable operators are meeting at the Sheraton Center in Toronto May 31 through June 3.

According to CCTA president, Michael Hind-Smith, the convention will "address every aspect of pay TV." He noted that Canadian cable operators have waited 10 years for the government to grant pay TV licenses. In March the Canadian Radio-Television and Telecommunications Commission granted six pay TV licenses. Now, he says, association members are enthusiastic and "want to have at it." Hind-Smith predicted attendance will be the highest ever: from last year's figure of 1,600 to about 2,300.

Also, Hind-Smith said, for the first time ever the convention will include a section of panel sessions devoted to marketing. He emphasized the importance of stepping up marketing for the new pay TV services. Some of those sessions are "Marketing Pay Services—The Pre-Launch," and "Market of the Future: What and How." Technical and management workshops geared to the pay TV market are also scheduled.

The convention marks CCTA's 25th anniversary and is being billed as the "Silver Celebration." Highlights of the four-day affair include a keynote address Tuesday afternoon by Frederick Metcalf, president of Maclean Hunter Ltd., who will talk about the future of cable. Other speakers are Dr. John Meisel, chairman of the CRTTC on Monday morning, and a luncheon address Wednesday by Arthur Taylor, president and chief executive officer of RCTV's The Entertainment Channel. Taylor, a former CBS Inc. president, will speak on "Life after the Networks."

One panel session, "Breaking Out," looks at "how the cable industry can make the most of the challenge thrown down by new service opportunities," featuring William Lilley III, vice president of corporate affairs, CBS.

CCTA also predicts its trade show, "Cable Expo," will be the largest exhibition in its history. Association officials expect 56 exhibitors. Trade members will display state-of-the-art equipment and services

that will "play crucial roles in cable's introduction of pay television and other new services."

One trade show event will be a demonstration by program distributor, Cancom. In January, Cancom began distribution of radio and TV broadcast signals to remote areas. The demonstration will "include examples of video software, a live feed of Cancom signals and participation by hardware suppliers of various delivery system

options."

Exhibitors at the show include: Ampex of Canada Limited; Anixter-Pruzan Canada; Blonder-Tongue Laboratories; Cabledata; Central Dynamics; Ditch Witch; Jerrold Division General Instrument of Canada Ltd.; JVC Canada; Satcom; Scientific-Atlanta (Canada); Sony of Canada; Texscan Communications; Times Electronics Corp.; Tocom Canada Ltd.; TV Data Inc., and Zenith Radio Corp. □

Overnight in Boston: WNAC-TV turns WNEV

New England Television Corp. ended a 13-year battle for RKO General's Boston license May 22 with a sunrise sign-on ceremony, staff reception and a \$250,000 print promotion campaign.

Three days later, the station named Westinghouse veteran Winthrop P. Baker executive vice president and general manager of the new WNEV-TV.

WNEV-TV, which took over from WNAC-TV (BROADCASTING, May 10) after a fight that ranged in and out of the U.S. Supreme Court, is continuing as a CBS affiliate. It is planning to supplement saturation advertising schedules on 12 Boston radio stations with outdoor and print advertising to boost its fall programs. Its advertising theme: "There's a new day dawning."

Baker, who will take over next month, had been NETV's general manager



Baker

from March 1979 to May 1981, when he left to head General Electric's broadcasting and cable operations. Baker, as vice president and general manager of WBZ-TV Boston from 1968 to 1973 and for six years at Group W in New York, is credited with the development of the evening magazine, PM and eyewitness news concepts. Karl Renwanz has been named director of engineering, a post he held at WGBH(TV) Boston since 1980.

RKO General, which had operated the station since 1948, surrendered the license at midnight Friday, May 21. □



Early risers. Both executives and station personnel of WNEV-TV Boston turned out at 5:55 a.m. on Saturday, May 22, to witness the station's official sign-on. L-r: David Mugar, NETV Corp. chairman; Bertram Lee, senior vice president; Edward Fredkin, president; Mrs. Fredkin and son Richard; Dr. Jerome Wiesner, board member, and reporter Mike Taibbi.