

11 March 2014

The OMNI television stations – a comparative analysis of their programming in September 2009 and September 2013

Each month Canada's television stations make a list of and describe the programs they have broadcast. They send these lists to the CRTC following the end of each month. The lists – known as 'program logs' – are available at <ftp://support.crtc.gc.ca/logs/>.

The Forum for Research and Policy in Communications (FRPC) used the program logs filed by the five OMNI television stations to compare the programs and commercials that the stations broadcast in September 2009 with what they broadcast in September 2013.

FRPC found that between September 2009 and September 2013, the OMNI stations produced less of the programming they broadcast. The amount of original programming broadcast by the stations also decreased in this period, as did the total news, the total *original* news, and the total original *local* news. Finally, the level of public service announcements aired by the stations decreased, while the total hours of commercial advertisements increased.

Tables and charts with the results of FRPC's analysis are set out below. They show more specifically that in September 2013, compared with September 2009,

- The OMNI stations broadcast nearly the same amount of programming overall (Table 1 and Chart 1)
- The programs that each OMNI station itself produced and broadcast decreased by 67% (Table 3 and Chart 2)
- The *original* programs produced and broadcast by the OMNI stations decreased by 74% (Table 3 and Chart 3)
- The total hours of news broadcast by the OMNI stations decreased by 22% (Table 4 and Chart 4)
- The total hours of *original* news broadcast by the OMNI stations decreased by 28%, and the number of languages used dropped from 8 to 5 (Table 5)
- The total hours of *original* and *local* news broadcast by the OMNI stations decreased by 75% (Table 6 and Chart 5),

- The total number of public service announcements broadcast by the OMNI stations decreased by 76% (Table 7 and Chart 6), and
- The total time devoted by the OMNI stations to commercials increased on four of the five OMNI stations, and for the stations overall (increasing 1.85%, from 639 hours to 650.7 hours – see Table 8 and Chart 7).

Table 1: All programs broadcast by the OMNI stations in September 2009 and September 2013

Programming – total hours	September 2009	September 2013	% change
CFMT-DT	866.5	877.6	1.3%
CJMT-DT	858.1	844.7	-1.6%
CJCO-DT	879.5	874.6	-0.6%
CJEO-DT	879.8	873.7	-0.7%
CHNM-DT	865.9	880.9	1.7%
Total – OMNI stations	4349.8	4351.5	0.0%

Includes original and repeat programs, from all sources (local station, affiliated production companies, other stations, independent producers or the government)

Chart 2: All programs broadcast by the OMNI stations in September 2009 and September 2013

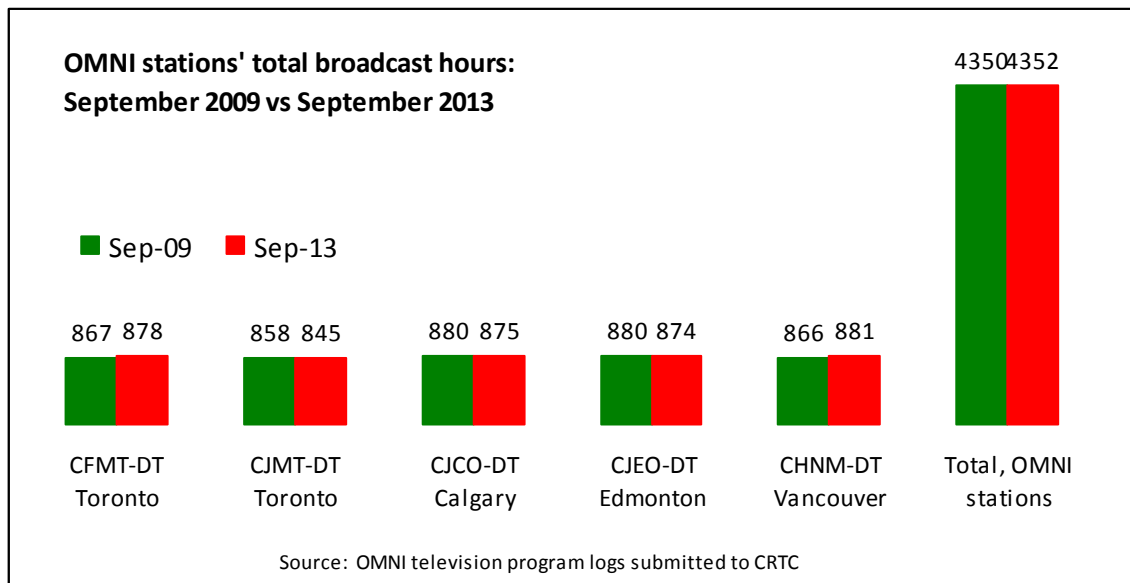


Table 3: Programs produced by the OMNI stations in September 2009 and September 2013

Programming produced by local station – total hours	September 2009	September 2013	% change
CFMT-DT	159.4	56.8	-64.4%
CJMT-DT	183.3	147.2	-19.7%
CJCO-DT	119.1	3.9	-96.7%
CJEO-DT	119.0	4.5	-96.2%
CHNM-DT	205.8	47.1	-77.1%
Total, OMNI stations	786.6	259.5	-67.0%
Total programming, OMNI stations	4,349.8	4,351.5	0.04%
Local as % of OMNI programming	18.1%	6.0%	

Chart 2: All programs broadcast by the OMNI stations in September 2009 and September 2013

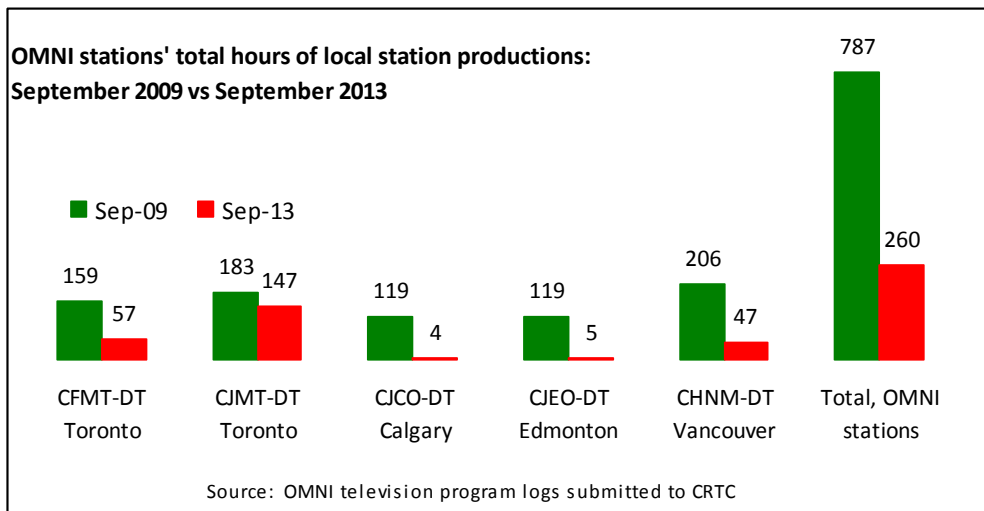


Table 4: Original programs produced by the OMNI stations in September 2009 and September 2013

Original local programming – total hours	September 2009	September 2013	% change
CFMT-DT	59.9	28.54	-52.3%
CJMT-DT	72.5	28.01	-61.4%
CJCO-DT	101.9	3.99	-96.1%
CJEO-DT	79.3	4.5	-94.3%
CHNM-DT	37.9	25.5	-32.9%
Total, OMNI stations	351.5	90.54	-74.2%
Total programming, OMNI stations	4,349.8	4,351.5	0.04%
Original local as % of OMNI programming	8.1%	2.1%	

Includes programming produced by local station, affiliated production company, or independent producers; excludes repeat broadcasts

Chart 5: Original programs produced by the OMNI stations in September 2009 and September 2013

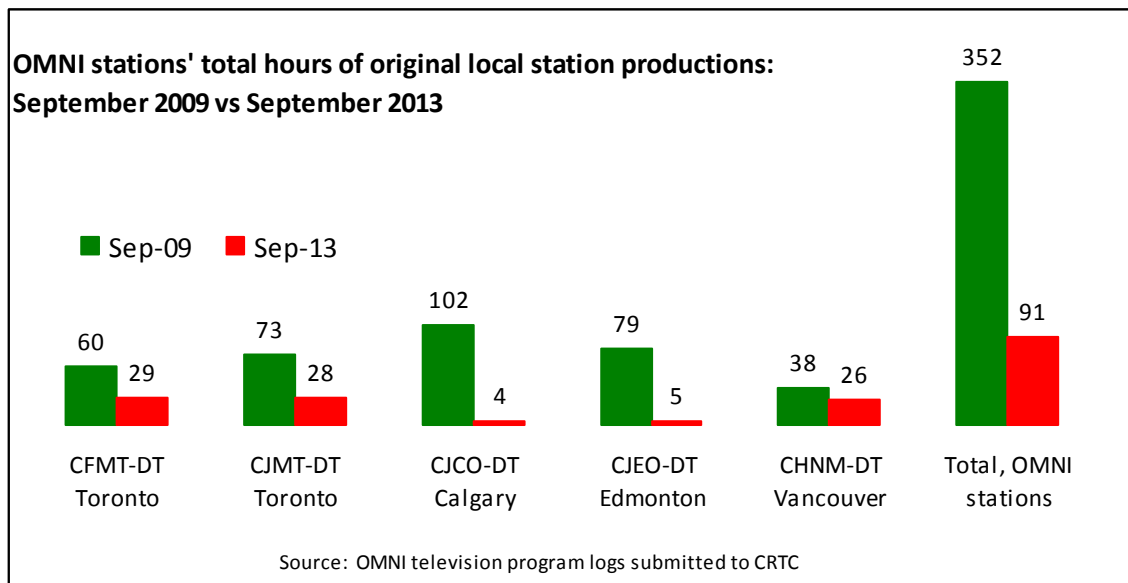


Table 4: Total news broadcast by the OMNI stations in September 2009 and September 2013

All news programs	September 2009	September 2013	% change
CFMT-DT	86.0	42.2	-50.9%
CJMT-DT	121.9	148.7	22.0%
CJCO-DT	126.5	78.9	-37.6%
CJEO-DT	126.6	78.9	-37.7%
CHNM-DT	159.9	135.8	-15.1%
Total – OMNI stations	620.9	484.5	-22.0%
OMNI stations – all programming	4,349.8	4,351.5	0.04%
News as % of total programming	14.3%	11.1%	

Chart 4: Total news broadcast by the OMNI stations in September 2009 and September 2013

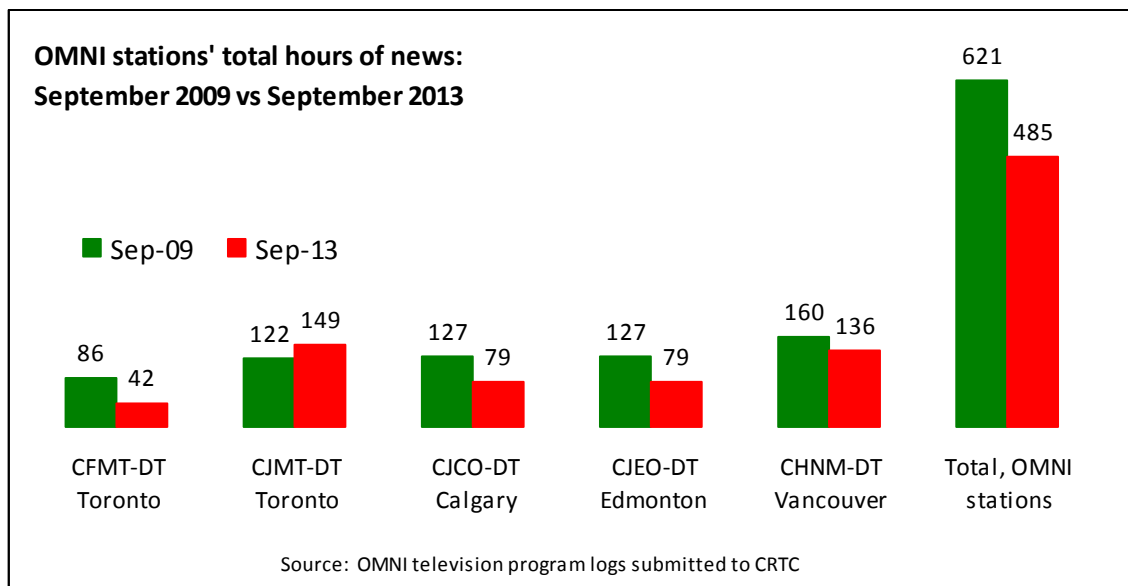


Table 5: Total original news broadcast by the OMNI stations in September 2009 and September 2013, by language of broadcast

Language	CFMT		CJMT		CJCO		CJEO		CHNM		OMNI	
	2009	2013	2009	2013	2009	2013	2009	2013	2009	2013	2009	2013
CAN			19.33	10.51	21.39	9.99	21.39	9.5	3.97	6.67	66.08	36.67
ENG	0.07		18.67		20.24		21.16				60.14	
ITA	42.57	21.68									42.57	21.68
MAA			15.68	11	14.83	11.51	14.44	11.49	6.86	18.8	51.81	52.8
PAN				11.49		13.49		14.01	6.18	23.51	6.18	62.5
POR	10.71										10.71	
TAG									1.74		1.74	
Total	53.35	21.69	53.68	33.01	56.47	34.99	56.99	35.00	21.24	48.99	241.73	173.68
% change	-59.3%		-38.5%		-38.0%		-38.6%		130.6%		-28.2%	
# of languages	4	2	4	4	4	4	4	4	5	4	8	5

Live, recorded live or first-play news, by language

Table 6: Total original local news broadcast by the OMNI stations in September 2009 and September 2013

Original local news – total hours	September 2009	September 2013	% change
CFMT-DT	40.5	10.5	-74.1%
CJMT-DT	53.7	21.5	-60.0%
CJCO-DT	52.5	0.0	-100.0%
CJEO-DT	56.9	0.5	-99.1%
CHNM-DT	21.2	23.5	10.8%
Total – OMNI stations	224.8	56.0	-75.1%

Original local news: a news program that is live, recorded live or first play, which was produced by the local station

Chart 5: Total original local news broadcast by the OMNI stations in September 2009 and September 2013

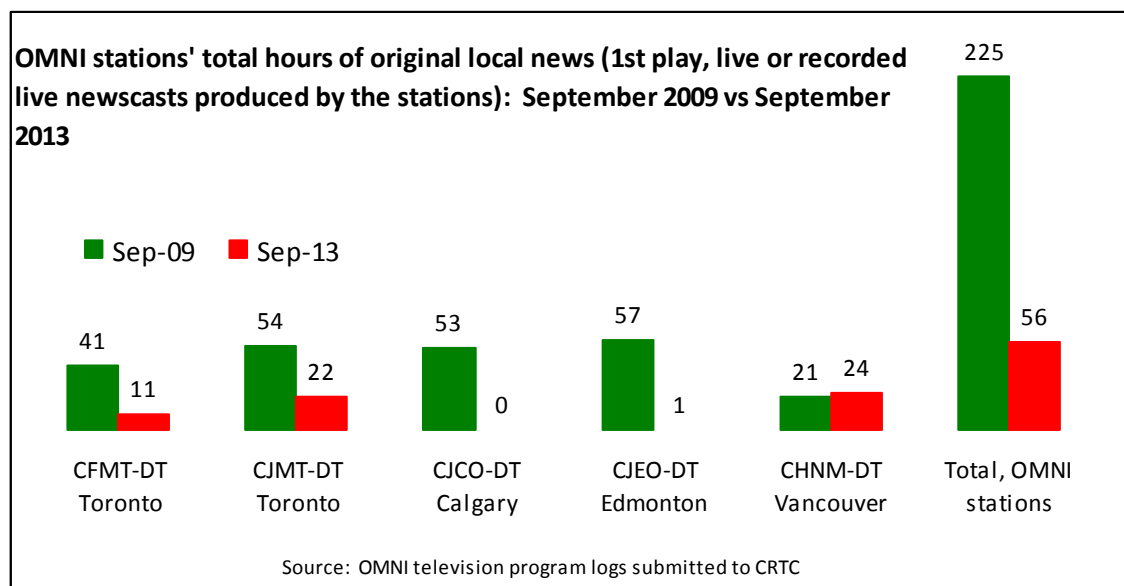


Table 7: Number of public service announcements broadcast by the OMNI stations in September 2009 and September 2013

Public service announcements Number broadcast (and number of languages)			
Public Service Announcements	September 2009	September 2013	% change
CFMT-DT	475 (20)	106 (4)	-77.7%
CJMT-DT	565 (20)	9 (4)	-98.4%
CJCO-DT	332 (20)	116 (*)	-65.1%
CJEO-DT	315 (20)	169 (*)	-46.3%
CHNM-DT	458 (20)	115 (1)	-74.9%
Total – OMNI stations	2,145	515	-76.0%

* Language not coded in station program log (“blank”)

Chart 6: Number of public service announcements broadcast by the OMNI stations in September 2009 and September 2013

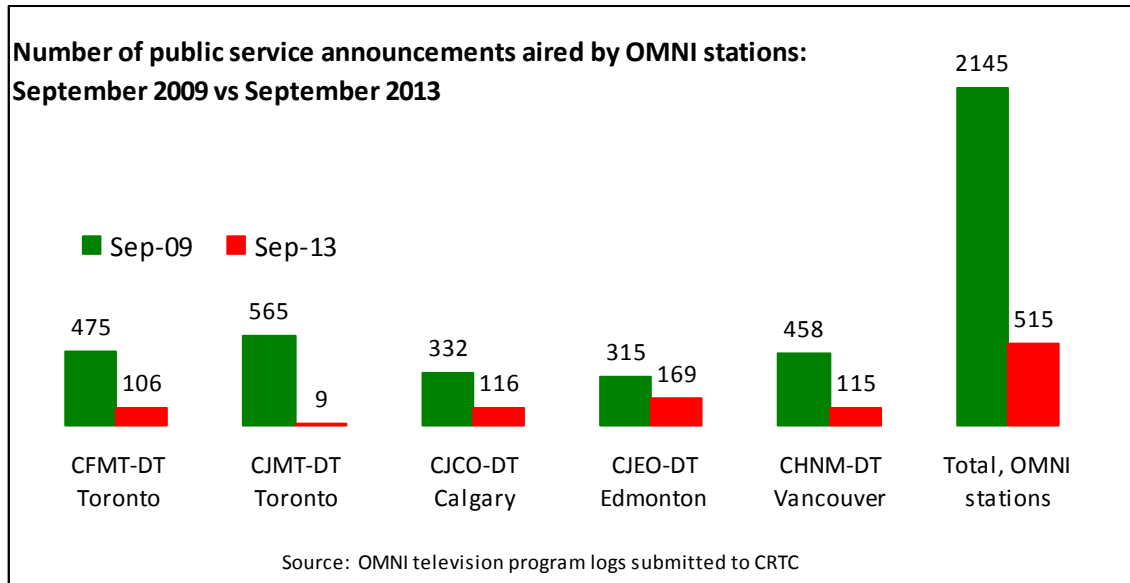
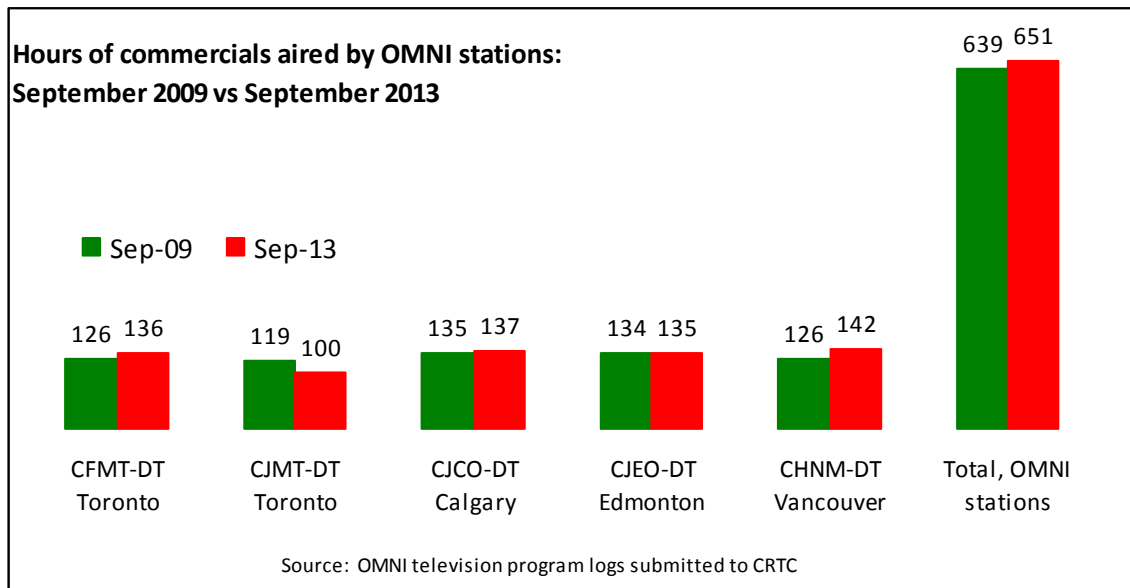


Table 8: Hours of commercials broadcast by the OMNI stations in September 2009 and September 2013

Total hours of broadcast commercials			
Commercials	September 2009	September 2013	% change
CFMT-DT Toronto	125.5	135.9	8.29%
CJMT-DT Toronto	119.0	100.4	-15.63%
CJCO-DT Calgary	135.0	137.1	1.56%
CJEO-DT Edmonton	133.9	135.0	0.82%
CHNM-DT Vancouver	125.5	142.3	13.39%
Total – OMNI stations	639	650.7	1.85%

Chart 7: Hours of commercials broadcast by the OMNI stations in September 2009 and September 2013



About FRPC

FRPC is a federally incorporated non-profit and non-partisan organization based in Ottawa which advocates for a stronger communications system that serves the public interest. It uses empirical research and analysis to support Parliament’s legislative objectives for broadcasting and telecommunications, including Canadian control and ownership, more Canadian programming content, and lower fees for the use of the communications system. FRPC’s website is at www.frpc.net.

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