



Here's a look at some of the changes in society and technology that have forever transformed our relationship with television and children's programming.

### **The early years**

1946–1965

#### 1946

Television sets, with black-and-white screens measuring less than 50 centimeters (20 inches), began to appear in Canadian living rooms, replacing radios as the focal point.

#### 1952

Canadian television debuted with the launch of the first CBC/Radio-Canada stations in Toronto and Montréal. Programs for children were broadcast for the first time. Children watched their favourite shows when they came home from school.

#### Mid-1960s

Saturday morning cartoons became a regular feature.

### **Television with an educational emphasis**

1966–1978

#### 1966

Television was broadcast in colour for the first time in Canada. A colour television cost around \$6,900 in today's dollars. Children continued to watch their programs after school, while preschoolers watched on weekday mornings.

#### 1968–

Provincial public television offered new educational programming for children: Radio-Québec (1968, which would become Télé-Québec), OECA (1970, which would become TVO), and Access (Alberta, 1973).

## **Speciality channels for children**

1979–1998

### Late 1970s

Televisions were marketed as cutting-edge technology. They became more accessible and were found in many parts of the house.

Greater access to VCRs and videotapes allowed viewers to record TV programs and watch them whenever they liked.

### 1982

Cable television was available to 60 percent of Canadian households, providing children with access to a larger range of programs at all hours.

### 1986–

Launch of La Chaîne française (1987, later TFO, Ontario), YTV (1988), the Family Channel (1988, now simply Family), Canal Famille (1988, later Vrak.tv, Quebec), and Television Northern Canada (1992, later APTN), Canada's first Indigenous broadcaster.

## **The Digital Era**

1999–Today

### 1999

Digital television was launched in Canada, with programs now available via satellite, cable and the Internet (IP television), as well as on demand.

### 2003

Flat-screen and high-definition large-format televisions became more widely available, offering viewers an immersive experience with family or alone.

### 2005–

Devices providing access to television (computers, telephones, tablets, etc.) and online streaming platforms are growing in number. Children often use these to watch television and, with the help of their parents, can establish their own programming. Children's exposure to television has never been so great.