



Thinking Outside the Box:

Canada's Tele-Visionary Moses Znaimer Frees the Airwaves and Builds His Broadcasting Empire

By Andy Walker

By the look of Moses Znaimer's intimate second-floor office, overlooking downtown Toronto's fashionable Queen Street West district, it's apparent the man watches a lot of television.

Televisions are everywhere—hung from the ceiling, perched in front and on the side of his desk, and strung across two walls. There's even a pyramid of three flat-screen computer monitors that tune in a streaming television feed from the Internet, which is

broadcast by *CablePulse24 (CP24)*, Znaimer's all-news cable channel. There are almost as many televisions as the number of TV channels Znaimer runs.

Mothers may have the compulsion to tell Znaimer to shut that thing off and go outside and play. But Znaimer can't. He's having too much fun.

He is the visionary behind 25 TV channels, from *Citytv*, Canada's largest independently-owned TV station to *MuchMusic*, the nation's

24-hour music channel, just to name a few.

As the president and executive producer of ChumCity, Znaimer can be credited with a lot of television firsts.

While Canada takes for granted the so-called 500-channel universe today, specialty channels did not exist when Znaimer started to build his empire in the 1970s.

"When Moses pitched *MuchMusic* to the CRTC, none of the networks were interested in this stuff. They thought it was crazy. This

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