

Channel 10 but usually also of our associated stations—were to turn to the policy of purchasing spots. We have asked that an exception be made for sponsored programs and that, in the event of total sponsorship, the four commercial messages be considered as two breaks only.

To recapitulate our brief observations on the regulations suggested by the CRTC even as we reiterate our support for the objectives proposed, we make the following recommendations:

1. Extension of the period required to attain the level of 60 percent Canadian content.
2. Recognition of partial Canadian percentage for programs and feature films dubbed in French in Canada.
3. Special category for sponsored programs.
4. A review of policy governing the number of breaks in so-called spot carrier programs.
5. For us, any increase in Canadian content must be related directly to an evaluation of the CBC's commercial policy.

All these remarks are inspired by two factors:

1. Our desire to fulfill adequately the important rôle of a broadcaster and to accept fully the responsibilities which it implies;
2. The need for a private station to gain sufficient advertising revenue to carry out this function in every way.

We have endeavored in the first part of this brief to show you a profile of what we are, to describe what we wish to become in future and the conditions which are essential if we are to succeed.

**The Chairman:** Well, now, I am going to suggest I do not think it is necessary for you to read the balance of the brief.

**Mr. Giguère:** Thank you, Mr. Chairman.

**The Chairman:** Because up until there I think you have been talking substantially about CFTM and I think it was good to read that to the Committee. The balance of the brief certainly some of us have read and I know I have some questions on the balance of the brief anyway.

I do not think it is necessary for you to read it. I think with respect I prefer to turn to the questioning because, as you know, we have a second brief this morning. I have some questions I would like to ask you.

The questioning will begin in a moment with Mr. Fortier. His questions will be in French, but certainly the questions I have for you will be in English. The other Senators may speak either French or English, but whichever language we speak to you in, by all means you answer in French.

**Mr. Giguère:** Thank you, Mr. Chairman.

[Translation]

**Mr. Fortier:** Mr. Giguère, there is one French network in Canada, is there not—the CBC network? CFTM in Montreal is the largest television station in Canada. I notice on page 15, of your brief, that you speak of your “associated stations”, and that you also talk of the possibility of establishing a second French service in Quebec.

Can you tell us, to begin with, in what respect and in what way you are associated with other French stations—other private stations in Quebec; and, secondly, whether you are considering establishing a second French service in Canada in the near future?

**Mr. Giguère:** In answer to the first part of your question, in Quebec City and in the Chicoutimi area, there are two television stations (one owned by the CBC and one affiliated with the CBC), and two independent stations. With the Quebec City station, we have...

**Mr. Fortier:** CFCM in Quebec City and CJPM in Chicoutimi.

**Mr. Giguère:** That's right. We are associated to some extent with these stations on a programme-supply basis. What binds us together at the present time—or what, if you wish, constitutes the link—is the fact that these programmes which we produce, are broadcast on the channels used by these stations and are sold by one particular company. It is therefore a commercial bond which currently links us with these two stations.

**Mr. Fortier:** Which company sells the programmes?

**Mr. Giguère:** There is no outside company, Télé-Métropole sells the programmes.

**Mr. Fortier:** Then it is your company?

**Mr. Giguère:** That is so. To answer the first part of your question, the reason we do not