

By Mr. Fraser:

Q. While we are on that, mention was made at page 50 in the film catalogue, at the bottom of page 50, there is one title there, "Stuff for Stuff", produced by the federal Department of Trade and Commerce. You do not say there who made the film.—A. That was made by Mr. Ragan.

Q. I just wondered if you do that quite often in your catalogue, not saying who made the film or what firm made the film.—A. Mr. Ragan is not a member of the Film Board staff. He is a commercial producer who produced this film on behalf of the Department of Trade and Commerce.

The CHAIRMAN: Are we finished our discussion on page 12? If so we will pass on to page 13.

Mr. JUTRAS: On page 13, I see that you have just about at the end of the list, comparing 1950-51 and 1951-52, you say you have secured foreign theatrical bookings to the number of 10,512, this being a decrease of 1.6 per cent. Then, on television bookings you say you have secured 1,523 bookings during the year 1950-51, while in 1951-52 you say you secured 2,401 television bookings abroad, and you note that the increase is 57.1 per cent. I was under the impression that you had a very large distribution of films for television in the United States. Speaking personally, whatever program I have seen on television in the United States, I think on every occasion there was a film from the National Film Board shown on the screen. Possibly this figure of 2,401 does not give the full picture. Is it because the outlets are few? What is the story there?

The WITNESS: That means that 7 of our films a day are being shown on television in the United States. The total mentioned is the actual total.

By Mr. Fraser:

Q. Is there any revenue from that?—A. Yes, sir.

Q. Could you give us the revenue?—A. \$23,660.

Q. Is that just in the United States or is that all over?—A. That is almost all in the United States. There was a little in Cuba and very little in the United Kingdom.

Mr. JUTRAS: Do you get paid for all? I imagine you must show some for information purposes. I remember seeing the short film on the Rockies which is used by the tourist bureau a great deal. Do you get paid for the showing of that one, too?

The WITNESS: The policy in general, Mr. Jutras, is that where we are distributing through a commercial agency we feel there should be some return to the board toward the cost of production. Television being such a channel, our policy is to charge at the ordinary commercial rates. All our television distribution in the United States, for instance, is handled through a commercial distributor, who charges the going rate or whatever he can get.

There are cases, however, in which it may be desirable to show a particular film for particular purposes, and in that event it may be done at no charge. But the policy is as I have indicated.

Mr. BROWNE: That means you lease them at \$10 per showing. Is that a profitable venture?

The WITNESS: This is after print costs. You see, there is no cost to us on prints used in this way. We have 207 subjects in television in the United States, and offhand I think the investment in prints is around \$18,000. That has come "off the top" of this revenue.

By Mr. Fraser:

Q. And this is net, then?—A. This is a net figure.

Q. A net revenue after—A.—after print costs.