

Committee members were told that Canadian programming is generally perceived as non-violent and that violent television programming and videos originate primarily from the United States. For example, the Alliance of Canadian Cinema, Television and Radio Artists (ACTRA) and the Canadian Film and Television Production Association (CFTPA) expressed it as follows:

*We hope we do not seem naive in observing that we think Canada in general and our programming specifically is less violent than in other countries. "Street Legal", "E.N.G.", "North of 60", all these programs take a more sophisticated approach in our view to conflict than their American counter-parts. — ACTRA<sup>18</sup>*

*We also believe more must be done to ensure that there are positive alternatives to the fare which is presently available, and which, as you know, comes predominantly from the United States. Canadian children's programs are notably non-violent, and recognized around the world for that very quality. However, Canadian programs in the categories of drama, variety and children's programming represent a very small proportion of the choice available to Canadians at the flick of a switch. . .*

*We would argue that in terms of the representation of positive values, and the absence of gratuitous violence, Canadian entertainment and children's programming compares very well; that it is in fact part of the solution this committee is seeking. — CFTPA<sup>19</sup>*

The actual overall amount of violent programming watched by Canadians is unknown. Also unknown in actual numbers is whether violent programming originates from Canadian or American programs, from Canadian or American stations, from conventional, specialty or pay television broadcasters, via off-air or cable television, or from direct broadcast, time shifting (VCR playback) or videos. To our knowledge, unfortunately there has been no Canadian research in this area.

The figures quoted in the public media and in the research literature on the amount of television violence are derived from American studies. To obtain an approximation of the amount of violent programming watched by Canadians, it is useful to consider the available statistics on the overall viewing habits of Canadians. These can tell us about the proportion of time spent watching Canadian and foreign programs. It is also useful to consider the language of the viewer because the viewing habits of francophones and anglophones differ.

Overall, anglophone Canadians spend 73% of their viewing time watching foreign, mostly American, programs while francophone Canadians spend 37% of their viewing time watching foreign programs. The average for all Canadians is 64%. The CFTPA explained to the Committee why anglophone Canadians view so little Canadian dramatic programming and described what is in store for Canadians when direct broadcasting satellites start beaming their signals into Canada:

*The fact that only about 5 percent of Canadians' drama viewing is to Canadian dramatic programming is not a judgment on the inferior nature of Canadian programs; it is a reflection of the fact that there is so little Canadian drama aired in peak viewing times. Viewing patterns in recent years have shown that where the availability of Canadian dramatic programming increases, viewing also increases. . .*