

Mr. Giguère: You know, we have—certainly not in the near future, and if we can avoid doing so, we would very much prefer to run the business as at present.

Mr. Fortier: You do not think there are advantages in having a broadcasting business belong to the public?

Mr. Giguère: Oh, there may be some advantages, yes. It can make development capital available to management, but you know, that gets at the very heart of a business. I mean the life of a company, its growth and development. If these can be financed out of the corporate income of any company, unless someone wants to make a capital gain—we both know that a majority shareholder can put shares on the market to establish their value, and thus increase his personal fortune to a certain extent but if it not essential to the actual running of the company—in any case, it is out of the question for us at the moment.

Mr. Fortier: That is not wishful thinking?

Mr. Giguère: No.

[Text]

The Chairman: I wonder, if I may interrupt, on a somewhat different subject for a moment.

Mr. Fortier: I was about to change the subject.

The Chairman: If I may interrupt for a moment I would like to ask Mr. Bélanger; I would be interested in knowing how your rates compare with those of CFTO, Toronto? CFTO was before the Committee yesterday morning. What is your cost per thousand in prime time?

Mr. Gaston Bélanger (Vice-President, Sales, Télé-Métropole Corporation, Montreal): Well, the average cost per thousand in the prime time area which is 7 o'clock to 11 o'clock is in the vicinity of \$1,230.

The Chairman: \$1,230.00

Mr. Bélanger: Yes. That is global. That is the base,

The Chairman: Would that be the best in Canada?

Mr. Bélanger: On a BBM basis, no. I think the CBC stations are definitely best. In the private stations, just because they have a larger audience, with a higher rate than the majority of the stations.

The Chairman: I have a question which I have wanted to discuss throughout the hearings and I have never raised it because time has not allowed—and of course we are finishing our hearings on Friday. There is a reference towards the end of your brief about ratings. I would be interested in knowing how many rating services your station subscribes to.

Mr. Bélanger: Well, we subscribe to two rating services. We subscribe to BBM, the Bureau of Broadcast Measurement, which is industry sponsored.

The Chairman: Yes. We are familiar with them.

Mr. Bélanger: And also with Nielsen.

The Chairman: You subscribe to both.

Mr. Bélanger: We subscribe to both.

The Chairman: From time to time is there a great variance in their figures in terms of—presuming this is 11 o'clock on a Wednesday morning, when the surveys do come out, does it sometimes happen Nielsen reports one figure and BBM reports another for the identical time period.

Mr. Bélanger: They may vary but slightly.

The Chairman: It is only slightly?

Mr. Bélanger: It varies slightly and if you took a common instance over a period of a month with both services, you will see that there is a parallel. They are pretty well just the same.

The Chairman: Well, then, why do you subscribe to both?

Mr. Bélanger: That is a very good question. I think it is partly an evolution. Actually we have subscribed from the beginning to BBM. There were some problems at one time, some doubts to the validity of BBM within the industry.

There have been some major changes in the management of BBM, so we went back to BBM because we felt it was giving us two things, a confirmation of the performance of our shows and giving us two surveys, to be able to see if there is a pattern.

The Chairman: Aside from those two national services, are there any other major national survey companies who are active, who try to sell you their services, or are those the two major ones?