

**The Chairman:** I think Mr. Knight, that perhaps what drew Senator Prowse's attention to this paragraph, and certainly mine, was a suggestion that Parliament says "that the CBC must" sell commercial time. I don't think there is anything in the Act at all that compels the CBC to sell commercial time, do you?

**Mr. Knight:** Nothing in the Broadcasting Act at all.

**Senator Prowse:** Well, this is the point, Parliament didn't stipulate the point, the CBC decided that they wanted more money than Parliament was prepared to vote to them.

**Mr. Knight:** Well, that would be one way of looking at it, certainly, Senator Prowse, but as I said before, I'm quoting Dr. Davidson.

**The Chairman:** I would like to get that information. When was that?

**Mr. Knight:** It was either February or March.

**The Chairman:** Before the Commons Broadcasting Committee?

**Mr. Knight:** Yes, that's right.

**The Chairman:** Thank you.

**Senator Prowse:** Let us just go back to another subject.

**Mr. Paul Siren (General Secretary of The Association of Canadian Television and Radio Artists):** I think we can also look back to the two reports from Mr. Fowler to committees in 1956 and 1965 and you will find in both reports a recommendation for the CBC to earn commercial revenue.

**The Chairman:** We are not disagreeing with that at all. I think that the only point that we are disagreeing with is the suggestion that somewhere in the Broadcasting Act it states that the CBC must sell commercial time.

**Senator Prowse:** Well, we have disposed of that, but the second thing is this: the ability to sell commercial time is the ability of the program to get audiences?

**Mr. Knight:** That is the advertisers way of looking at it again.

**Senator Prowse:** Is it anybody else's way of looking at it? If you are going to put on a

show in New York how long do you stay open if you don't get an audience?

**Mr. Knight:** You don't.

**Senator Prowse:** Or Toronto?

**Mr. Knight:** You close.

**Senator Prowse:** Or anywhere else?

**Mr. Knight:** But you see when you are dealing with a theatre, you are dealing with a situation where you have a theatrical house of some 500 seats and the people who buy those seats—you have to pay only your overhead out, pay your actors, your pre-production costs, etc., etc. In broadcasting the Canadian public is not one audience. It is composed of many audiences.

Let me just give you an example of that: the "Wojeck" series and the other series dealing with Parliament that the CBC produced, delivered a very sizable audience. When they took "Wojeck" off the air, it was delivering in excess of three million people, which is a very considerable audience. Now, if you look at the BBM ratings on the top 10 shows in Toronto—and I think it is a very significant aspect of this thing—the most popular show is the hockey game and that delivers—and I am going to say this from memory because I don't have those figures with us.

**The Chairman:** The Committee has the figures on that.

**Mr. Knight:** It is less than 15 per cent of the audience. I think I am fairly safe in saying that it is less than 15 per cent of the potential audience at any rate. That means that 85 per cent of the people are not watching it at any one time.

**Senator Smith:** Is this the hockey game you are referring to?

**Mr. Knight:** I am talking about hockey, yes. I am using the BBM figures and all of the other programs that are in that top 10 list from the BBM; none of them deliver more than 12 per cent of the potential audience, which means that almost 90 per cent of the audience is not watching them. Ninety per cent of the audience are not watching these most popular shows that are so important. So what about the rest of the audience? What about the rest of the people? What about the other three million people who are being deprived of programs like "Wojeck" and can't