

only 217 music videos were produced in Canada at an average cost of \$25,000. In comparison, in the same year, the sound recording industry produced 4,665 new sound recordings and generated \$716.2 million in revenues.<sup>43</sup>

The Committee was told that music videos are quite violent and that the large majority of music videos played on Canadian television screens are American. A study quoted by Michael Medved in his book *Hollywood Vs. America* describes the number of violent acts per hour in American music videos:

*A November 1991 research study by the National Coalition on Television Violence examined 750 videos featured on cable and broadcast television, and found an astonishing average of twenty acts of violence per hour. On MTV, the most popular and influential of the major music networks, the situation proved even worse: the researchers for NCTV counted twenty-nine instances of violent imagery in an average hour of programming.*<sup>44</sup>

Another American study has found that 75% of American teenagers watch music videos on television at least twice a week. According to the researchers, 65% of these teenagers prefer watching music videos rather than listening to the same music on radio, and 90% said that they would like to watch MTV.<sup>45</sup>

The question of violence in music videos was raised with Brian Robertson, Executive Director of the Canadian Recording Industry Association. The problem, he said, is that in many cases the recording artists, not the recording companies, have total creative control over the production of a music video:

*So the record company has no input at all in terms of the content or the fact that they have to release it. So it is then left up to the broadcaster to make the judgment about whether it's broadcasted or not.*<sup>46</sup>

While it is a concern to the recording industry, he said that this situation is very rare given the large number of videos released in a year — approximately 2,600 (includes Canadian and American music videos). He believes that the situation has much improved over the last ten years due to the rising influence of recording companies over content:

*I can tell you there's a huge difference between now and what it was 10 years ago. . . you never, ever would have had a record company throwing an act off the label which they did with this "Ice Cube" situation because they disagreed not only with the music video but what was in the content of the recording. This potentially could have sold 5 million, 10 million copies. So, what I'm seeing there happening, I'm seeing a high degree of social responsibility.*<sup>47</sup>

## E. EFFECTS OF TELEVISION VIOLENCE

Jack Gray, President of the Writers Guild of Canada, noted that:

*Violence, moreover, is not a disease. It's not something you can cure. It seems to be a fundamental characteristic of human beings. It's a manifestation of the way we exist in the world. The world is a place of conflict, of struggle to survive and violence is an integral part, element in that. . .*