

trying to keep the door open. What they have said is they would be willing to listen to any proposals. There has been little opportunity because this came after the original sweep of licence applications. Now they have yet to hit renewals. The CRTC want breathing time as much as we do.

Of course remember that the Association, while it is representing a majority of these views, within that majority there are various opinions which can be expressed and it could not be generally summarized. At license renewal time I am sure some interesting proposals would be made by many cable operators.

I suggest not only is cable in a position to supply non-competitive programming with today's broadcasters but it is also in a position to tap a non-competitive advertising source that do exist that don't advertise in newspapers, radio or television.

The Chairman: You have been talking about the CRTC cable regulations and so on. What is your opinion of the proposed regulations on Canadian content which the CRTC is talking about presently to the conventional broadcasters?

Mr. Boucher: Well, I think I share the view that many have expressed to the CRTC in the last couple of weeks: that quantity does not necessarily assure you quality. Quality is what is required in Canadian broadcasting.

It is a major problem. I think the CRTC are delving into it in great detail because this is a problem. How do you increase the quality and at the same time demand more quantity.

The Chairman: Do you think increased Canadian content on the part of conventional broadcasters is in the public interest?

Mr. Boucher: Well, again we are back to the viewer. If we can supply the Canadian public with more of what he wants to see, regardless of source—I am saying this can be Canadian as well as European or any other source—I think it behooves us and if we have the technical advantage to supply this need or contribute in this sense to the enrichment, I think we should. This applies to broadcasters as well as us.

I think what is happening today, there is such a change that is being experienced in the arts and broadcasting. Public appreciation is changing so rapidly I think we are all trying to catch up with it and this is good.

We recognize that Canadian programming, I think, can play a very important part in that. I think it is being amply demonstrated that there is a great amount of talent in Canada. It has to be developed. This cannot be done, as we said early in our presentation, and it doesn't appear to be the opinion either that it should be done, at the detriment of other forms of programming.

The Chairman: It says in your brief, and this is the quote we referred to earlier:

"The reality is that the primary motivation for the great majority of Canadians to subscribe to cable television is to obtain clear reception of U.S. channels."

I assume from that, the primary motivation of your organization has been to inundate Canada with American signals. Is that a fair statement? Perhaps "inundate" is wrong.

Mr. Boucher: "Inundate" is not fair.

The Chairman: I was going to say "swamp" and that would have been worse.

Mr. Boucher: We have stepped in to meet a public demand for this type of programming obviously, or else we couldn't exist.

Of course as the airways become more cluttered, there has to be a refinement in transportation between the transmitter and the receiving set. This is becoming increasingly important. I think this is where we fill the gap, so to speak. This is our business primarily, or was our business primarily.

The Chairman: As a Canadian does it concern you that there is this apparent demand for American television signals?

Mr. Boucher: I think it is winning by default, Senator. The fact that Canadian audiences or Canadian viewers are increasingly watching Canadian stations, for instance, is very encouraging.

By the CRTC's own statistics, for instance, there are only two centres where this type of increase has not been prevalent. In a market survey that the BBM did, only in two centres did this not take place and both are not served by cable.

The Chairman: They may be watching Canadian stations but they are watching American programming on those stations.

Mr. Boucher: When we keep looking at statistics there is a danger of not going far enough or going too far.