

could not afford to do, but if such funds were available—besides, the Government has an auditor for film production, and twice a week he visits producers to check on their expenditures, and so on. I do not see why television producers—since television is a very important mass medium, the most important in this country at this time, in my opinion—should not have millions at their disposal for some programs. These sums could be available to them, under Government control, and if a broadcaster such as ourselves, with production facilities, asked for funds, they could say: "Here's what we'll do."

Mr. Fortier: You cannot do it all alone.

Mr. Giguère: We cannot do it alone. If it were done merely with the advertising revenues we have, we could not afford it. But here it is, if you want it, our proposal in black and white, and this is what it can achieve; if you think it valid, then, place the funds at our disposal.

Mr. Fortier: You would not be afraid of having the CBC take it from you, then?

Mr. Giguère: The CBC already has its \$160 million a year.

Mr. Fortier: At that point, could not the CBC say, as you do: "Members of the House, you cannot have it both ways—either you have a single state-owned system, or you have two system?"

Mr. Giguère: That is correct. But I am talking about a few special projects, not regularly scheduled programmes. I mean unusual, ambitious ventures.

Mr. Fortier: Ambitious ones that might interest minority groups rather than your whole audience?

Mr. Giguère: Quite. I say again, a production centre has creative and production people with imagination and highly individual approaches to their work—we have some people with us who have some tremendous ideas. They cannot be implemented because of the very great risks involved. First of all, some of the things we do are not profitable. There are many programs in our schedule that bring in nothing. But the fact remains that we could take on and complete other things in other fields without hurting the CBC's subsidies.

Mr. Fortier: Télé-Métropole is not a public company, is it?

Mr. Giguère: It is incorporated under the Companies Act. It is a public company; control of the shares was held by Mr. DeSève, who died, and control has now passed on to his executors, of whom I am one.

Mr. Fortier: Who are the other shareholders, apart from the DeSève estate?

Mr. Giguère: There are almost 175 shareholders, including those with minority interests.

Mr. Fortier: You have never resorted to public financing, have you?

Mr. Giguère: No, never.

Mr. Fortier: This is just to establish the basis of my question. You say that Mr. DeSève, the majority shareholder, died; I am sure that as his executor, you have had occasion to regret the rates of death duties that have had to be paid?

Mr. Giguère: That is a good question!

Mr. Fortier: Since the Committee's hearing began, suggestions have been made to us by various broadcasters and newspaper publishers. Do you personally recommend that in the media, it would be a good thing for death duties to be deferred, say, until the shares pass out of the hands of the family that are the original owners? Are you with me so far?

Mr. Giguère: Yes, I follow you. What you are suggesting is that upon the death of the majority shareholder, as in our case, the death duties we have paid—we have only paid part of them, and negotiations are still going on about the rest—should be left available for operating the business; I would say that it would do no harm, in our case at least.

Mr. Fortier: There have been many cases, as you know, in which the owner of a business has died, and the heirs have had to sell it in order to pay the death duties. As I said, some witnesses have told us that it will create a distinction between those Quebec companies that are in the news and information business, and industries active in other fields.

Mr. Giguère: I certainly do not object to leaving death duties within the business to be used to improve it. Perhaps that is the approach I suggest to you in the paragraph we mentioned; it is a possibility.

Mr. Fortier: Do you and your fellow executors intend to seek public financing for Télé-Métropole in the near future?