

Service published 26 photo-features on such subjects as the National Gallery, Eskimo art, the work of government icebreakers and the control of nuclear radiation. Features on the last topic were used by publications in Britain, France, the United States, India, Chile and nine other countries. Thirty-five countries, including Britain, Finland, the Philippines, the Netherlands and South Africa, placed 307 orders for NFB photo-features in a single year.

### **Participation in Festivals**

The Film Board takes part in all the large international film festivals, where its productions often win first prizes — a fact that promotes the distribution of Canadian films abroad and increases the general prestige of Canada. Thus, quite recently, the Board won a "Silver Bear" (a sort of "Oscar") at the Berlin film festival for a poetical documentary entitled "Morning on the Lièvre". At Cannes, for three years in a row, Canada won the Eurovision Award, one of the most coveted prizes for television documentaries. The Film Board is noted for the diversity of its productions, and has won laurels for films in many categories, such as animation, children's subjects and documentaries on anthropology, industry, and sport. Scientific films are almost sure winners at the international festivals; a recent film on the development of fish embryos placed Canada at the top of this class. Several NFB productions of recent years have garnered as many as ten prizes each; such was the case with "Universe", a stunning "travelogue" concerned with outer space. In 1961, juries from the United States, Italy and Argentina added their awards to the list of NFB honours.

The influence abroad of Canadian information films cannot, of course, be gauged by purely statistical methods. The many laudatory testimonials received, however, constitute an "opinion poll" of a sort and provide some indication of the extent and strength of that influence. The foreign public for NFB films has become immense; more than 26 million a year see Canadian films on non-commercial circuits. Theatres rent more and more Canadian films; last year, there were about 19,000 such bookings. Every day, in both hemispheres, countless television viewers learn something new about Canada. Today, the language barrier is practically non-existent, for not only does the Board issue films in both English and French but, as already indicated, it also distributes dubbed versions in many other tongues. The popularity of these films, the warm welcome they receive wherever they are shown, may be explained by the variety of their subjects and the originality of their conception and execution. Documentary films have been affected, like other categories, by the evolution of contemporary film-making techniques, particularly those often called "avant-garde".

The role of Canadian films abroad is manifold. Not only do they attract tourists and prospective immigrants, but they are of great value to under-developed countries. Through them the public at home and abroad comes to realize the extent and character of Canada's influence on world affairs.