

**Mr. Bélanger:** He headed BBM for a number of years.

**The Chairman:** Since he has been...

**Mr. Bélanger:** He had his own...

**The Chairman:** He had his own company, McDonald Research, as I recall. Since Mr. McDonald has moved over to CDNPA, which is now a matter of several years, have the daily newspapers become more competitive in terms of selling with statistics than they were at one time?

**Mr. Bélanger:** I believe, sir, they definitely have used a very different approach to what they were using in the past. There is no doubt the influence of Mr. McDonald in that area, in the area of statistics, is making a difference.

**The Chairman:** I have only one other question to ask you in this area. National advertisers, in making the big decision about using either print or television in a campaign in Quebec, for example, the decision he has to make is; does he use print; does he use television; does he use both; does he use something else?

Does he make the decision, in your opinion, primarily on the basis of statistics, audience reach or does he make the decision primarily on the kind of a product? I think I know how you will answer.

**Mr. Bélanger:** Definitely on the kind of product, not strictly statistics. There are a number of factors depending what strategy he intends to take for example the money available in the market.

[Translation]

**Mr. Fortier:** Mr. Giguère, as you say in your brief, giving figures to support your claim, Canadian content has never been a problem on Channel 10, and you make the suggestion that undoubtedly you made also to the CRTC, that of deferring introduction of the 60 per cent requirement for 12 or 24 months. You also mention that the effects of what you have done in this area have been felt in all branches of the arts, particularly in the record industry. I know that you are an experienced veteran in this field, in which you have been active for years, and I would ask you the following question. A station like yours has managed to develop French-Canadian talent, which was perhaps more readily available than English-Canadian talent, which tends to be diverted into the American market south of the border. Do you

agree that the operator of an English-language radio or television station faces a more acute problem than you do in meeting the content requirements proposed by the CRTC for television and AM radio?

**Mr. Giguère:** That is a complex question. I believe the problem is the same for everyone at the outset. As I said, setting up a production centre and getting it into operation demands a sustained effort. It is quite clear that in 1970, the English-language television broadcaster trying to meet the new requirement is somewhat hard pressed, because when he began his operations, he may not have noted this atmosphere, he may have taken a different approach. But as for minimizing the difficulties we face, and comparing our difficulties with those our English-language colleagues will face—no, I do not think they are insurmountable, and I have said so publicly.

**Mr. Fortier:** How is it that your English-language colleagues did not "create this atmosphere?" I am using your own words now—but took a "different approach." Were they forced to do so, or did they do it deliberately, in your opinion?

**Mr. Giguère:** What you are asking me to do is to pass judgment on the motives of my English-language colleagues.

**Mr. Fortier:** But you are in constant touch with them, you exchange statistics and ideas?

**Mr. Giguère:** I think there are two different influences at play. You know, it is easier to programme using a ready-made product.

**Mr. Fortier:** Yes, I agree.

**Mr. Giguère:** So right away, you have an easy way out. It is easier to program, obviously. It is more profitable, too. The risk is less. These are reasons—I make no accusations, I particularly do not wish to make accusations against my English-language colleagues. They have made some pretty splendid efforts over the years; after all, they have done some very good things, and there can be no question of criticizing them; in any case, that is not my job.

**Mr. Fortier:** You understand why we are interested in hearing from you.

**Mr. Giguère:** I am giving you an opinion. Anyway, I said in my brief that it is easier to buy a ready-made programme, and it is more difficult to work in this country using live