

to have the kind of weight. We may decide in this community, we will go with car cards or bill-boards or direct mail or we may decide to go with print" ... whatever the other medium is.

Mr. Fortier: CBC is in the same fix?

Mr. Chercover: Of course they are.

Senator Everett: Are they really?

Mr. Chercover: Not to the degree we are because they can always fragment their programmes and add more minutes.

Mr. Fortier: The view that was expressed by the CAB to the CRTC on their proposals—your network is a member of the CAB still to this day?

Mr. Chercover: It is only a network member and it is not a full member in the status of a station because it is a station association. We are a supplementary member.

Mr. Fortier: Do you subscribe to the presentation made by the CAB last week?

Mr. Chercover: By and large not in specific terms. For instance, I made a presentation, which is available to you, which covers the points of economic concern.

Mr. Fortier: Mr. Chairman, since we have so little time I wonder if Mr. Chercover could file the presentation he made to the CRTC?

Mr. Chercover: If I could keep this one, I have only a single one. I could have copies made.

The Chairman: That is fine.

Mr. Chercover: I said in the brief, in relation to the question that you ask, that we in fact were not able, strangely enough, "to convince talent, producers or distributors to allow us to take options on properties which would then be dropped if the results of the deliberations should dictate. I couldn't get a single performer or producer, in Canada or elsewhere, to say "Yes, you can have this property if the regulations allow and if they don't—send me flowers."

It is interesting too, we couldn't get advertisers to come in on the basis of "We think this programme will probably be in the schedule subject to the determination of the Commission."

Mr. Fortier: But by and large the criticism of the CAB, as I understood it, was directed at the very objectives of the CRTC.

Mr. Chercover: First of all, the CAB brief started out by identifying with the objectives of the Act and arguing with the methods. Now I did exactly the same thing, in all fairness.

Mr. Fortier: But you suggested alternatives?

Mr. Chercover: Yes, I did. I also did not suggest that there was any lack of talent; but talent needs to be mounted with resources, needs to be supported with resources, and resources cost money. Time is one of the key resources and time is not in our favour. If we launch a large new volume, a greater volume of programming, which has no time for development except between now and the fall, with the resources at our disposal, the probability is we will accelerate the retreat to American channels.

Mr. Fortier: Is it merely the time-table that worries you?

Mr. Chercover: It is economics.

Mr. Fortier: Over along period of time, won't the economics become more acceptable in your projections?

Mr. Chercover: No. I pointed out very clearly, and I am happy to go into this, there are certain absolutes. One of the absolutes, that we have to deal with in Canada, is 21 million people. Let us start from that. Let us say we have a micro-wave system which is the longest in the world. We have seven time zones and we deal with time zone delays and delay-centres which cost money, and double rejections which cost money. We have 65 per cent of our viewers who have access to a multiplicity of signals from the border, so it is further fragmented. Of that total of 21 million, 6 million odd are essentially French-speaking, and while many of them are bilingual they clearly prefer, clearly and demonstratively prefer to watch in their native tongue.

You know there are lots of options. If I may be briefly facetious I would say: if Canada had made the choice originally, to go with a different standard and line system from the United States, we would have had an effective electronic curtain. We didn't do that. Were we to decide, to-day, that it was politically within the art of the possible to withdraw our current standard and impose new standards, and impose, for instance, the standards of Great Britain and use a 625 line