

Mr. Davidson: They used the news feeds and the material that came out, but the Canada Games were brought home to Canadians as a living part of our life and society in Canada because of the Canadian Broadcasting Corporation. The Canada Games would not have been communicated to the people of Canada...

The Chairman: Were they available to CTV? You didn't have an exclusive contract?

Mr. Hallman: No, we had them because we were covering the whole country and they had no particular interest, except for news.

The Chairman: Could they have covered them if they had wanted? Could you both have covered them? Was it that kind of a...

Mr. Hallman: Well, if they had wanted to—there were no rights involved.

The Chairman: That's the point I was making.

Senator McElman: You said they had no interest, Mr. Hallman, because of the geography or location or what?

Mr. Hallman: In terms of advertiser interest in the Canada Games, it's rather slight, as it is for most amateur sports in this country, and we felt we had an obligation because it was the first big summer games. We had already dealt with the winter games two years previously when they were in Quebec, but these are not programmes which are revenue-generating and that we would in any way recover costs.

Senator Beaubien: Mr. Hallman, did you get anything out of it? Did you get any revenue at all?

Mr. Hallman: No, I don't think we earned very much. I think, maybe, we had a bit of selective business but not much really.

The Chairman: Senators and ladies and gentlemen, I am going to suggest that this might be an opportunity to take a break.

May I say for the benefit of Senators that I have been informed that there will be royal assent at 5.45, which means that the Committee will adjourn at 5.45.

Also, you may be interested to know—I hope nobody will rush home, but an election has been called in Quebec for the 29th of April.

We will adjourn now for ten minutes.

(Short recess)

The Chairman: May I perhaps make clear again that it is now twenty after four, and we must adjourn at 5.45 for royal assent; so, I think perhaps people who are framing questions should be aware of that particular limitation.

Mr. Fortier?

Mr. Fortier: Mr. Davidson, we have dealt with the problem of Canadian content, and you have explained that you did not anticipate that there would be much of a problem with the English network, and you also underlined that it has not ever been a problem with the French network. I wonder if we could hear from one of your colleagues on what their problems may be, if that is not one of them?

The Chairman: Of the French network?

Mr. Fortier: Of the French network, yes.

Mr. Davidson: Well, I don't know that Mr. David is aware of what the problems are in the French network but I am prepared to give him a chance to speculate.

The Chairman: Perhaps Mr. Hallman would care to answer that question.

[Translation]

Mr. David: In Canadian content, we are certainly in a privileged situation because of the language barrier. Right from the start, especially at that time, before the business of dubbing American programs was developed, also before French-speaking television developed, we had to pretty well produce our own schedule. In 1956 and 1957, 80 per cent of the programs were produced in Montreal. At the present time, in the compulsory network periods, in the peak hours, we have 80 per cent Canadian content. Consequently, there's no problem. There was also a kind of convergence of the mandate, on the one hand, asking us for Canadian programs and on the other, those programs being the most popular. Among the seven most popular programs in Montreal, at the present time, of the CBC, there's only one that is a dubbed American program, and that is "Ma Sorcière bien-aimée", "Bewitched". All the others are mainly television dramas, like "Rue des Pignons", or "Les Belles Histoires". There are others: "Le Paradis Terrestre", the "Variétés", "Zoom" and "Les Couche-tards" programs. Consequently, there is no problem there.