

It is recognized that the words "audio-visual works" refer to productions, irrespective of length, produced either on film, videotape or any other medium of image and sound reproduction, for exploitation in theatres, on television, videocassette, videodisc or by any other form of distribution.

### ARTICLE 3

Each Party shall encourage practical measures aimed at increasing the purchase and distribution of audio-visual works of each country and shall encourage the showing of these works in its territory in order to reach the greatest possible number of viewers.

### ARTICLE 4

Each Party shall encourage the participation of Canadian delegations and the screening of Canadian films in international film festivals in the USSR and of Soviet delegations and the screening of Soviet films in international film festivals in Canada.

### ARTICLE 5

Each Party shall encourage the organization of premieres and days of Canadian films in the USSR and of premieres and days of Soviet films in Canada.

### ARTICLE 6

Each Party shall encourage the exchange of specialists and trainees representing the audio-visual industries as well as the exchange of information in this field.

### ARTICLE 7

Each Party shall encourage co-operation between appropriate Canadian and Soviet film institutes and organizations. They may also encourage the establishment of Soviet-Canadian cinematographic joint venture companies.