

Mr. Bélanger: Those are the two major companies.

The Chairman: Which one of those services is most recognized by the advertising agencies, or are they both?

Mr. Bélanger: Well, there again there has been an evolution. Some years back Nielsen was the one that was recognized but today BBM is receiving the acceptance of the majority of advertisers.

We feel we must have both because of our clients who subscribes to Nielsen. Consequently in order to be able to analyze the situation, we subscribe to Nielsen and use Nielsen for them because this is the criteria they use for buying.

The Chairman: Are you satisfied as to the authenticity of the ratings? Do you think they are a reasonably accurate reflection of your audience.

Mr. Bélanger: I believe so.

The Chairman: You use them to sell advertising, I know, because I have done that myself. Mr. Giguère, to what extent do you use the ratings for programming a station.

Mr. Giguère: Very much.

The Chairman: Would you explain to us how that happens.

Mr. Giguère: Well, another reason why we have two systems is that they differ considerably in their methods. When Nielsen came in, they had a different method than BBM had. This may be another reason why we have been subscribing to both services but we use this in the analysis of the audience.

For instance, if you are creating a programme you want to see the impact of this programme on a very specific sector of your audience. If it was teenagers, for example, the result of the ratings will indicate to you if you are reaching your teenagers, because they make a very thorough analysis.

The Chairman: Both companies?

Mr. Giguère: Both companies now; whereas they differed considerably when they started. Nielsen was giving the number of homes when they started. BBM was giving the circulation. That was two different approaches to the rating system but now they are considerably the same.

Mr. Giguère: You know, the two systems have adjusted as they went along.

The Chairman: What is the circulation of your station?

Mr. Giguère: Well, the last statistics we had was \$40,000,000 in viewer hours every week.

The Chairman: How many individual people watched your station in a week, according to the surveys?

Mr. Giguère: How many?

Mr. Bélanger: Per week.

The Chairman: Or any statistics you want to give us.

Mr. Giguère: Well, let us say, just to give you an idea, between 6:30 and 11 o'clock we can say that we have 260,000 homes on an average per week, which, translated in terms of persons, can be anywhere between 800,000 to a 1,000,000 on average.

The Chairman: I have only one other question on the ratings. Is there any other information you would like to get from the ratings survey that you do not now receive? In other words, is there additional information that they could provide which would be useful to you.

Mr. Giguère: Frankly, no.

The Chairman: You have everything you need.

Mr. Giguère: Of course, we have got our own research department, mind you.

The Chairman: What do they do?

Mr. Giguère: They take these ratings and they project them and also from time to time we make our own surveys. We have people coming in and out of our station every day, hundreds of people, so if we want a feeling or a definite idea as to how we are performing or what people are really thinking we put forward very simple questions.

You go around and you ask 300 people to answer these questions and then you put them together and you have an idea. It gives you a very fair idea of how you are faring.

The Chairman: Mr. Bélanger, the Executive Director of the Canadian Daily Newspaper Publishers Association, Clyde McDonald is a former broadcast research man. Was he at one time president of BBM?