



DIRECTORS GUILD OF CANADA
LA GUILDE CANADIENNE
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For immediate release

Directors Guild of Canada supports Rogers' Citytv bid but pushes for commitment to Canadian drama

Toronto, August 2, 2007 - The Directors Guild of Canada (DGC) filed comments today with the Canadian Radio-television and Telecommunications Commission (CRTC) with respect to Rogers Media's acquisition of Citytv. Although the Guild is satisfied with the \$35 million benefits package tabled by the broadcaster, there is concern with the lack of detail and commitment as to how and when the benefits will be spent, specifically, how much will be apportioned to Canadian drama, if any.

The DGC supports the acquisition and feels that Rogers is moving in the right direction by bringing Citytv up to the television industry norm of 8 hours of priority programming per week. However, the lack of CRTC deficiency questions to clarify matters for the public record raises a number of issues that hopefully will be made clear during the course of the public hearing beginning August 29. Nowhere in the application can the DGC determine what sort of "priority programming" the funds will be spent on. The DGC believes that the Commission should oblige Rogers to spend at least 64% of the on-screen benefits on Canadian drama, the type of programming that is most in need of broadcaster support.

Among the most important matters for clarification are the details of how \$32.5 million being contributed by Rogers to the Allan Waters Canadian Content Initiative is to be spent. "These transfer benefits are critical to creating Canadian programming," says Monique Lafontaine, DGC General Counsel and Director of Regulatory Affairs. "It's crucial for the CRTC to require applicants to outline the specifics of how monies will be spent and when, in addition to establishing a thorough understanding of Rogers' promise to create high quality Canadian programming. In the absence of this clarification the promised money could all go to fund the latest reality show or entertainment magazine program and not original, quality Canadian drama," adds Lafontaine.

The proposed timing of the expenditures is as important as its allocation. Not only for the public benefits expenditures that Rogers is proposing but also for the public benefits expenditures that Rogers is inheriting from CHUM with respect to CKVU, Craig Media etc. Since the Craig Media deal closed before the end of 2004, it is somewhat surprising to the DGC that more than \$20 million of the required \$21.9 million remains unspent more than two and a half years later. While one assumes that the intent of Rogers was to expend these funds according to the timelines put forward by CHUM in its Craig application, the Commission should ensure that the timing of the expenditures of all public benefits is clear and appropriate.

About the Directors Guild of Canada

The Directors Guild of Canada (DGC) is a national labour organization that represents over 3,800 key creative and logistical personnel in the film and television industry covering all areas of direction, design, production and editing. The DGC negotiates and administers collective agreements and lobbies extensively

on issues of concern for members including Canadian content conditions, CRTC regulations and ensuring that funding is maintained for Canadian film and television programming.

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