

**For immediate release**

**Directors Guild of Canada sees all carrot and no stick for broadcasters again  
CRTC's New Policy provides no support for Canadian drama**

*Toronto, May 17, 2007* - The Directors Guild of Canada (DGC) is extremely disappointed with the CRTC's new policy for conventional television announced today. The policy fails to address, despite the Guild's urging, the need for the CRTC to require private English conventional TV stations to spend a portion of their revenues on original Canadian drama programs. The policy also fails to require these broadcasters to broadcast a minimum number of original Canadian dramatic programs throughout the broadcast year.

"Without these regulatory mechanisms, we will continue to see the freefall of spending on Canadian drama by English conventional TV," notes Monique Lafontaine, DGC General Counsel and Director of Regulatory Affairs. "Broadcasters will only support the Canadian production sector if they have to. We have seen this time and again. Given the economics of broadcasting in Canada, exhibition requirements are not enough. Expenditure requirements are needed for high quality Canadian dramatic programs to be properly showcased on television," she adds.

Since 2001, private English TV stations have reduced their spending on Canadian drama by 61%. In 2001, they spent a total of \$62 million on Canadian drama, and in 2006, their Canadian drama spend dropped to \$38 million. By contrast, last year broadcaster spending on Hollywood programs, mostly drama, rose from \$563 million to \$632 million, an increase of over 12%. "This is completely appalling," says Lafontaine.

The Directors Guild has pressed the CRTC to require private English conventional TV stations to increase their original drama spending to at least 7% of ad revenue. The new policy deregulates broadcaster advertising positioning them to realize even greater advertising revenues without having to assume any responsibility for supporting original Canadian drama programming through expenditures.

While this policy is disappointing, the Guild is pleased that the Commission hasn't closed the door entirely on the issue. Support for Canadian programming will be discussed during the licence renewal hearings of conventional broadcasters over the course of the next year. "But, that is still some time away. For a breadth of high quality, entertaining and innovative Canadian drama programming to be seen on television, we need proper support mechanisms now," adds Lafontaine.

**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.

**For more information contact:**

Lisa Mahal, Media Relations Specialist  
416-482-6640 x 251 or [lmahal@dgc.ca](mailto:lmahal@dgc.ca)