



DIRECTORS GUILD OF CANADA
LA GUILDE CANADIENNE
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For immediate release

Directors Guild of Canada decries 25% decline in Canadian drama spending by private English TV stations

Toronto, March 29, 2007 - The Directors Guild of Canada today criticized the private English TV stations for dropping their Canadian drama spending by 25%, even though their ad revenues have increased.

Financial statistics for the sector were released yesterday by the CRTC. "The numbers show that Canadian drama spending by private TV stations outside Quebec dropped from \$48 million to only \$36 million last year," said Pamela Brand, the Directors Guild National Executive Director and CEO. "This is a 25% drop, resulting in the lowest Canadian drama spending by those TV stations in the last seven years."

By contrast, the ad revenue of the same stations increased from \$1,598 million to \$1,609 million. "Instead of providing more support for Canadian drama, they increased their spending for Hollywood programs, mostly drama, from \$563 million to \$632 million, an increase of over 12%," she added. "This is completely unacceptable."

Together with other guilds and unions, the Directors Guild has urged the CRTC to require private English TV stations to increase their drama spending to at least 7% of ad revenue. "The Commission itself has established a target of 6% spending on Canadian drama, and Canadian drama is becoming increasingly popular," Brand added. "Yet here we have the stations dropping their spending on Canadian drama to only 2.2% of revenue. This is unconscionable. It is time the CRTC held these stations to account."

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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