

cinema canada

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\$1.50

Production Reports
From Feature Shoots



Maido Silm and His Sets
Laszlo Kovacs Visited by David McNicoll
Reviews: Crossbar, Fish Hawk, Stone Cold Dead

CANADIAN FILM
ASSOCIATION CANADIENNE DE CINÉMA - TÉLÉVISION



TELEVISION ASSOCIATION
ASSOCIATION CANADIENNE DE CINÉMA - TÉLÉVISION

CFTA TAKES INITIATIVE ON PAY TELEVISION

CFTA has joined the other major film and television producer organizations in the formation of a Policy Committee to study pay television and to develop an industry-wide position which they will recommend to government.

The Committee will be comprised of representatives from five leading professional associations: The Alberta Motion Picture Industry Association ("AMPPIA"), l'Association des Producteurs de Films du Quebec ("APFQ"), The Canadian Animation Producers Association ("CAPA"), The Canadian Association of Motion Picture Producers ("CAMPP") and the Canadian Film and Television Association ("CFTA")

More than 400 members are represented by these associations, and collectively they will produce this year over \$100,000,000.00 in feature films and programmes for television, in both the English and French languages.

The Policy Committee has begun to examine all current proposals for a pay television system in Canada and will develop a model which takes into account primarily the needs of the consumer and the programme producer. The result will be the presentation of a brief to the Federal Minister of Communications, to The Canadian Radio-Television and Telecommunications Commission (CRTC) and to interested provincial authorities.

The formation of the joint committee is the result of the shared belief that, for Canadian consumers and producers, the selection of a model to programme pay television will be the most important decision made in the communications industry in the last quarter of the twentieth century.

Canada's film and television producers also believe that a successful model will provide a platform for launching our production industry in the international market place.

The work of the pay television Policy Committee will be independently financed by CFTA, AMPPIA, APFQ, CAPA and CAMPP. The Committee intends to publish its views early in the new year. CFTA members are encouraged to present their views in writing to the CFTA office.

CFTA members may obtain copies of the Policy Statement on Broadcasting made to the CFTA by Minister of Communications David MacDonald on October 4, 1979 in Ottawa, by contacting the CFTA office.