

The varieties of video experience

If, as McLuhan taught, the content of a new technology is always the old technology that has just been superseded, then surely video's moment has arrived. The reorientation of Canadian filmmaking towards broadcasting means that, more than ever before, video has become the privileged medium of the '80s in Canada. In this first part of a special report, Cinema Canada writers look at four areas where video is increasingly making its presence felt. Bruce Malloch follows the hit play *Maggie & Pierre* in its adaptation from theatre stage to videotape and is delighted at the results. David Clarke reports on the corporate world's growing use of video for internal and external communications. Julian Aynsley interviews Ted Rouse who smoothly made the transition from film to video – and never looked back. And Ted Fox examines video's importance to the contemporary artistic community. Next month critic John Harkness will probe rock videos.

