

NFB film distribution outside Canada also continues to increase. The Board's films are seen at most of the world's international film festivals with gratifying response from judges, film critics and audiences. Film distribution abroad is promoted by the Board's offices in New York, London, Paris, New Delhi and Tokyo, and by posts of the Departments of External Affairs and of Industry, Trade and Commerce. NFB films are shown in theatres of more than 100 countries. In 1973-74, NFB films were seen by an estimated 766 million people around the world, at a per capita cost to Canadians of about 78 cents. To increase the usefulness of films about Canada abroad, the Board makes foreign-language versions of some films in many languages, and language versions are also made under contract with television networks and school film distributors in other countries. The Board co-operates with the Canadian Government Travel Bureau to distribute films in support of the Canadian travel industry to appropriate audiences in the United States, Europe and other areas.

7.4.2 Canadian Film Development Corporation

The Canadian Film Development Corporation was established in March 1967 to promote the development of a feature film industry in Canada, and in so doing it co-operates with federal and provincial departments and agencies with similar interests. It invests in Canadian productions in return for a share of the profits, makes loans to producers and assists in the distribution of feature films. The Corporation also makes awards for outstanding accomplishments in production. It has recently extended its financial assistance to increase emphasis on promotion, marketing and distribution of productions.

Since its creation the Corporation has invested \$13.6 million in the production of 136 films with a combined budget of \$35.9 million. These films provided 596 assignments for Canadian directors, producers and production managers, 7,294 roles for actors and 1,939 jobs for technicians in the Canadian film industry. Moreover, laboratories have earned more than \$4.2 million and equipment rental companies more than \$2.4 million.

In 1973-74, the Corporation participated financially in the production of 19 feature films, of which nine were original French-language productions (including three co-produced under the France-Canada co-production treaty) and 10 were in English (five produced in Toronto, four in Montreal and one in Vancouver). Three of these films were produced under the terms of the Special Investment Program, designed to assist film-makers to direct their first feature film and ensure a strong future in the Canadian film industry. Their budgets were limited to \$115,000. They were selected from 21 French-language and 49 English-language proposals, and were produced in Quebec, Ontario and British Columbia.

In addition, the Corporation invested in 11 projects at the pre-production stage, in the English "dubbing" costs of eight French-language films produced in Quebec, and in nine promotion campaigns for theatrical release of films already produced with its assistance.

The combined budgets of the 19 feature films amounted to \$7.1 million. The Corporation invested \$2.6 million, or 37% of the total.

By September 1974, 118 feature films produced with the Corporation's assistance were being distributed — 34 more than at the end of the preceding fiscal year. As of March 31, 1974, the Corporation had recovered \$1.8 million of the money invested in feature films since its inception — \$786,028 in 1973-74, \$339,745 in 1972-73, and the balance in previous years. Only a small percentage of the returns came from English-language films in 1972-73, but this rose considerably in 1973-74 and the Corporation expects the improvement to continue in 1974-75.

The Secretary of State, through the Canadian Film Development Corporation, made an agreement in July 1973 with Famous Players and Odeon (the two most important theatre chains in Canada) and Canadian distributing companies. The agreement provides for commercial presentation of Canadian 35mm feature films produced or dubbed in English for a period of at least two weeks in Montreal, Toronto and Vancouver. It was anticipated that this guaranteed launch would assure most of the CFDC-assisted English-language pictures with a springboard into the Canadian market. Famous Players agreed to show two thirds of the films, and Odeon one third. As part of this agreement, the CFDC increased its investment in those films to help distributors and producers defray initial promotion and publicity costs.

The Corporation has also assisted some Canadian feature-length French-language productions which might be expected to have difficulty in finding an audience, through similar