

Canadian Radio-television and Telecommunications Commission

Notice

Ottawa, 24 March 1987

Public Notice CRTC 1987-83

Music Video Programs

The purpose of this public notice is to advise licensees and others as to how the Commission intends to assess Canadian content in programs consisting principally of music videos, and to clarify licensees' responsibility in this regard.

In the Appendix to Public Notice CRTC 1984-94 dated 15 April 1984, the Commission set out its definition of a Canadian program. Included in that notice were definitions for a "Canadian Music Video" and for "Music Video Programs".

Definition of a Canadian Music

Music videos, the short film or videotape productions or concert excerpts (clips) not produced primarily for the particular program in which they are presented, which normally contain one musical selection with visual material, will be recognized as Canadian where at least two of the audio requirements a) through d) which follow, and three of the requirements a) through f) are met:

- a) Instrumentation or lyrics are principally performed by a Canadian;
- b) music is composed by a *Canadian*;
- c) lyrics are written by a Canadian;
- d) performance is in Canada;
- e) video director or production company is Canadian; and
- f) video production facilities are located in Canada;

The public notice also specified that, for videos produced on or after 1 January 1986, at least one of the two video factors e) or f) above must be met.

Music Video Programs

For programs consisting predominantly of music videos and in some cases including a host and other programming elements; Canadian program recognition will be awarded if all elements other than the music videos are Canadian, and a minimum of 30% of the music videos are Canadian.

This last provision would not apply to music specialty services. At a recent license renewal hearing, when questioned about the Canadian content of certain music video programs, a licensee acknowledged that some programs which were being logged as Canadian did not contain a sufficient number of Canadian music videos to meet the Commission's definition.

The Commission is concerned that other licensees, through misunderstanding, improper control or for other reasons, may be claiming Canadian content credit for programs of this type that are not in fact satisfy the

definition set out above. The Commission advises television licensees that it intends to monitor music video programs to ensure that those programs claimed as Canadian do indeed qualify. Moreover, it is the licensee's responsibility to obtain from the supplier of the music videos details with respect to the various elements to determine which qualify the production as Canadian. The Commission also draws to licensees' attention that in order to qualify a Canadian music video must be played in its entirety. It will not be credited if played in part as an opening, a bridge or a closing, or as a backdrop for program credits. All television licensees should review their practices in this regard.

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