



## **Writers Guild Welcomes CRTC Decision on Shaw/Canwest Benefits**

For Immediate Release – Toronto – October 22, 2010 – The Writers Guild of Canada (WGC) welcomed today's CRTC decision on Shaw Communications' acquisition of the CanWest broadcasting assets. The approval of the deal provides the CanWest TV properties with the financial stability of a healthy Canadian company, and triggers a benefits package that will mean a significant influx of money directed to high-quality Canadian programming.

Shaw had initially tried to deny its obligation to provide the standard 10% benefits package based on the valuation of purchase. A report commissioned by the WGC in partnership with ACTRA, the CMPA and DGC countered Shaw's valuation of the acquisition and their interpretation of the CRTC's benefits policy, and forced Shaw to step up the proposed package.

The CRTC upheld its policies, insisting that the Shaw benefits package be spent in a schedule set out over the next 7 years, rather than the 10 years Shaw had proposed. As a result, Shaw will provide \$180.1M in tangible benefits to the broadcasting system, incremental to the \$95M still owing from the 2007 CanWest/Alliance Atlantis deal. This includes \$79.1M directed to independently produced high-quality dramas and documentaries, as well as \$18M for associated new media content.

WGC Executive Director Maureen Parker said "the CRTC focused on the big picture, insisting that Shaw live up to its obligation as one of the largest consolidated media companies in the country. The money directed toward production will enable us to create new high-quality Canadian entertainment."

WGC President Jill Golick said, "we're particularly pleased with the CRTC's directive that Shaw invest in rich and substantial new media content. The WGC advocated for this at the hearing, insisting support extend the audience experience."

Starting with the 2010-2011 broadcast year, this package will be rolled out over a 7-year period according to a schedule proposed by Shaw and accepted by the CRTC. The WGC will be at the broadcasting group licence renewal hearings in Spring 2011 to make certain that Shaw's spending is incremental to the baseline established through the implementation of the new TV Policy.

For more information, please contact David Kinahan, Writers Guild of Canada, at [d.kinahan@wgc.ca](mailto:d.kinahan@wgc.ca).

The Writers Guild of Canada (WGC) represents more than 2,000 professional English-language screenwriters across Canada. These are the creators who write the distinctly Canadian entertainment we enjoy on our televisions, movie screens and digital platforms.