



the press release. “These measures have been long awaited by the industry, and they are essential. But the roles of public and private broadcasters and the need for complementarity are also issues of concern for Quebecers. The future of our television industry and the diversity of its programming depend on a balanced ecosystem in which each broadcaster has its role to play.”

“It is important that public and private broadcasters each make a distinct and complementary contribution in order to be able to continue innovating and appealing to Quebec audience,” says France Lauzière, president and CEO of TVA group and chief content officer of Quebecor Content. “It is therefore imperative to deal with this issue and to act without delay, for the benefit of the Quebec broadcasting system and Quebec television viewers.”

*Update:* We asked the CBC/SRC to respond and a spokesperson wrote in an email:” We have no comment on Quebecor’s poll or their commercial interests. We know how much Canadians value the services CBC/Radio-Canada provides to all Canadians in both French and English.”

The virtual hearing on the renewal of the CBC/SRC are scheduled to start on January 11, 2020.

[Please click here for the full poll](#)

<https://www.quebecor.com/documents/20143/54480/Study+on+the+Role+and+Complementary+Nature+of+Public+and+Private+TV+Cf+ce84-6044-1d5a-4bb7d7b4c957?t=1607365015542>), done by Leger.

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