

Ontario new software office for film, vtr

TORONTO — Larry Grossman, Ontario's minister of Industry and Tourism, has announced the creation of an Office of Film Video and Software Development in his ministry's industrial division. In his opening speech to the Trade Forum of the Festival of Festivals, Grossman said the Office would have a mandate to establish an industrial focus in the above ar-

reas, and mentioned the importance of the emerging pay television networks.

Grossman said the office would create a new information technologies capability within the industry division and seek to provide support for the promotion and marketing of Ontario as a film production location. He added that the office will also extend to exist-

ing marketing and promoting services in the video and software industries.

The Office of Film, Video, and Software Development will participate in the design of the software programming for Ontario's new \$11 million Videotex support program, which recently purchased 2,000 Teli-don terminals. Grossman estimated that by the end of the decade, Videotex services in North America will be worth over \$75 billion, much of which will be in software programming.

"There is still a great deal of uncertainty about the idea of culture as business, although I suspect that in the future, this concept could become more commonplace as more and more of us will depend upon the information and entertainment industries for our livelihood," said Grossman. He claimed that the nation's single most important economic activity now revolved around the production, dissemination, and use of information.

Many of the filmmakers of the seventies, said Grossman, would be the 'software' developers of the eighties. He added that the TV and video industries were so totally related with the new high technologies that "their future cannot be assessed in isolation with these developments."

Grossman did not announce who would head the new office, but said Ontario Film Officer Brian Villeneuve would be working in conjunction with it.

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Cover: *The picture of innocence? Hardly. Marie (Monique Spaziani) stars in Francis Mankiewicz's controversial film Les beaux souvenirs. (See page 34.) Photo: Takashi Seida.*

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