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**Mr. Phillip Crawley**  
Publisher and CEO  
The Globe and Mail  
444 Front Street West,  
Toronto, ON M5V 2S9

Dear Mr. Crawley:

**Re: Fairness in directory listings for Independent Movie Theatres in The Globe & Mail**

Several years ago the motion picture exhibition business changed in Canada when the major chain theatres decided that they would no longer pay for showtime advertising in newspapers. This was a new development in Canada, but a long time practice in the United States where newspaper publishers discovered long ago that people bought newspapers, in some cases, to have access to cinema showtimes.

At the time, the opportunity was presented to us by all the Toronto and Hamilton based dailies to participate in what was to become free showtime listings for the benefit of their readers. Like the others, The Globe and Mail also offered this opportunity which we (Encore Cinemas) have appreciated greatly.

Over time we noticed that our listings would appear sporadically and our guests started complaining that we were not in The Globe and Mail listings. When we contacted your staff, we were given various excuses about lack of space, the larger theatre chains buying movie display ads so they get priority and at times we were blamed for not submitting our showtimes on a timely basis. At this time, we have been advised by Globe and Mail staffer Helen Brown that our listings only appear Fridays.

This letter is to respectfully request that you intervene and change this policy to better serve our mutual customers and to provide fairness in your support of a level playing field for independents and chain cinema corporations with deep pockets and great power. Here is our rationale and some suggestions.

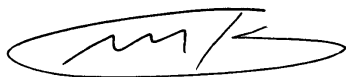
- It is our understanding that Cineplex, AMC, Alliance and Empire are provided with free listings for their theatres in addition to some independents who seem to get whatever space the chains do not use. This is simply not fair as, by doing this you are ultimately

providing a preference to the chain theatres over the independently owned cinemas that operate within your circulation area. In most cases, we independents are in direct competition with the chain theatres that have consistent and prioritized listings. We have never witnessed an incident where the independents, particularly our two theatres, remained while one of the chains or one of their theatres was bumped. While I am sure that The Globe & Mail is not intentionally choosing to act in an anti-competitive way, it certainly seems that is what is happening.

- Your customers are our guests! While we do not know the circulation/readership of your publication in our two trade areas of Oakville and Burlington, we suspect it is very high and by municipality I would guess two of the highest. Both of our theatres are well established and highly valued businesses in their communities and our guests frequently complain of the lack of listings in the Globe and Mail and usually blame us! We do point out it is not our fault and suggest they call the Globe to express their displeasure. While we have not tracked how often this happens, it is at least several times a week. We do point out that all three of the other Toronto dailies as well as the Hamilton daily and all of the local papers provide consistent listings.
- If the space issue is truly a concern, then redesign the page! The other daily papers have done exactly that by eliminating the grand corporate logos and slogans – they provide a clear and concise directory of listings by region. This is fair, easier to read and understand by your readers and provides an easy to build page for your layout staff. In fact, most dailies subscribe to Tribune Media's service where they provide the listings and even layout the pages. Most of all, it provides a level playing field for all theatres to be considered by your readers for their movie going needs.

This letter is being posted on our company website at [www.film.ca](http://www.film.ca) and we are asking our guests to read and consider sending you a note in support of our reasonable request. We would be happy to report back on any developments and publically acknowledge what we expect to be the mutually beneficial resolution of this matter.

Yours truly,  
Film.Ca Inc.



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