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Department of Canadian Heritage Commissions Nordicity to research viewing of domestic television programs around the world

OTTAWA — January 29, 2003 — The Department of Canadian Heritage recently commissioned Nordicity Group Ltd. (NGL) to research viewing of domestic television programs around the world. NGL will examine the viewing of domestic television programs in 18 countries (Australia, Belgium, Brazil, Finland, France, Germany, Hungary, Ireland, Italy, Mexico, The Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, United Kingdom, and United States). NGL will assess the viewing rates in light of domestic content regulations and broadcaster ownership rules in each country.

The Department of Canadian Heritage selected NGL from among several proposals submitted as part of competitive bidding process for this contract.

Nordicity Group Ltd. (www.nordicity.com) is the pre-eminent, independent, Canadian consulting firm specializing in policy analysis, business strategy, and process improvement for clients in the communications and cultural sectors. Nordicity Group Ltd. helps organizations transform their business through sound strategic decisions, shrewd investments, and effective change processes.

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