

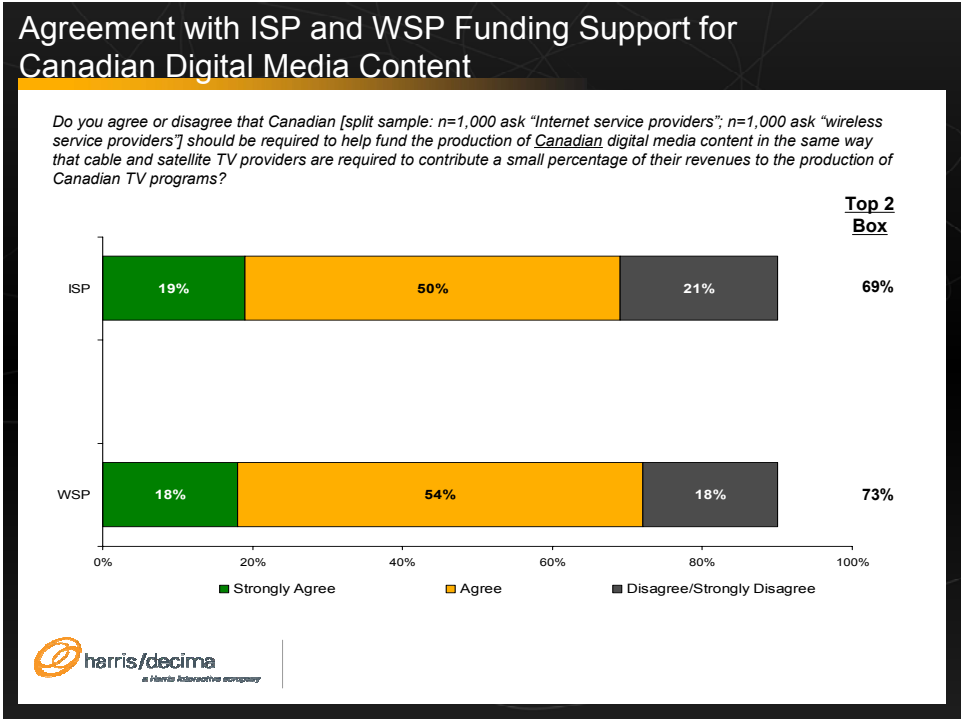
Canadian Attitudes Towards Support for Canadian New Media Content Creation

Survey conducted for CFTPA, ACTRA, DGC, and WGC

Key Findings

- A majority of Canadians (69%) believe that Internet service providers should be required to help fund the production of Canadian digital media content in the same way that cable and satellite TV providers are required to contribute a small percentage of their revenues to the production of Canadian television programs.
- Similarly, almost three-quarters of Canadians (73%) agree that wireless service providers should be required to help fund the production of Canadian digital media content like cable and satellite TV providers are required to help fund the production of Canadian TV programs.
- Canadians agree by a sizable majority (84%) that the federal government should work to ensure that Canadians have Canadian content choices available to them on all media platforms.

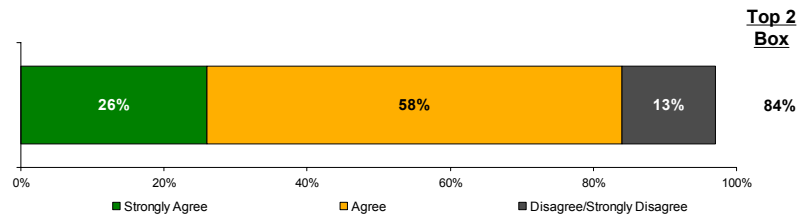
Data collection was conducted between January 10 and January 21, 2008 via Harris/Decima's weekly teleVox omnibus survey. 2,038 people were surveyed across Canada over this period. A sample of the same size has a margin of error of 2.2%, 19 times out of 20.



Note: The sum of the WSP "strongly agree" (18%) and "agree" (54%) results above is shown as 73% because of rounding.

Agreement with Government Support for Canadian Content on All Media Platforms

Do you agree or disagree that the federal government should work to ensure that Canadians have Canadian content choices available to them on all media platforms?



 **harris/decima**
a Harris Interactive company

Survey Questions

The Internet and cell phones are increasingly being used to access information and entertainment in our society. Using the Internet and their cell phones, Canadians can now access a variety of digital media content such as video.

Do you agree or disagree that Canadian [split sample: n=1,000 ask “Internet service providers”; n=1,000 ask “wireless service providers”] should be required to help fund the production of Canadian digital media content in the same way that cable and satellite TV providers are required to contribute a small percentage of their revenues to the production of Canadian TV programs? Would you say you...?

Strongly agree	1	
Agree	2	
Neither agree nor disagree	3	[DO NOT READ]
Disagree	4	
Strongly disagree	5	
Don't know / Not sure	9	[DO NOT READ]

Do you agree or disagree that the federal government should work to ensure that Canadians have Canadian content choices available to them on all media platforms?

Strongly agree	1	
Agree	2	
Neither agree nor disagree	3	[DO NOT READ]
Disagree	4	
Strongly disagree	5	
Don't know / Not sure	9	[DO NOT READ]