

KEEP CANADA ON OUR SCREENS

VOTE CANADIAN CULTURE MONDAY, SEPTEMBER 20, 2021

A modernized Broadcasting Act

Question for Candidates:

Will you champion the modernization of the Broadcasting Act to include online broadcasters so Canadian stories can be told by Canadian storytellers for years to come?

The Challenge:

The future of Canada's screen-based industry is at a pivotal moment. Canada's existing *Broadcasting Act* remains outdated and does not reflect the digital age. While foreign service production activity is welcome, it cannot be at the expense of Canadian content. Opportunities to tell Canadian stories are decreasing, which puts our culture and industry at risk if we do not create an environment in which our storytellers can succeed.

Web giants, such as Netflix and Amazon Prime Video, have become major broadcasters in Canada that benefit from our broadcasting system but are not required to contribute to it. Unlike traditional Canadian broadcasters, foreign web giants have no obligation to contribute financially to the Canada Media Fund or create Canadian content made by Canadian producers, writers, directors and performers.

A healthy domestic production sector provides us with the opportunity to tell our own stories and share the Canadian perspective and allows Canadian talent, who are the foundation of our world-class production industry, to thrive.

ACTRA's Recommendations:

- Amend the *Broadcasting Act* immediately so it applies to all programming content providers broadcasting in Canada;
- Require all services offering on-demand programming content to Canadian consumers to maintain a Canadian content minimum in their program selections;
- Require streaming services to tweak their algorithms to ensure Canadian content is discoverable by Canadians when they are searching for content; and
- Provide the Canadian Radio-television and Telecommunications Commission (CRTC) with the tools needed to regulate all Canadian and foreign services providing programming content to Canadians.