

**MEMORANDUM OF AGREEMENT (MOA)**  
**BETWEEN**  
**THE ALLIANCE OF CANADIAN CINEMA, TELEVISION AND RADIO ARTISTS (“ACTRA”)**  
**AND**  
**THE ASSOCIATION OF CANADIAN ADVERTISERS (THE “ACA”)**  
**(KNOWN COLLECTIVELY AS THE “PARTIES”)**

**Whereas** the Parties are party to the National Commercial Agreement including the Local & Regional Addendum (the “NCA”) for the period June 1, 2024 to May 31, 2025;

**Now therefore** the Parties agree that the terms and conditions of the NCA remain in effect and form the basis of this renewal Agreement unless otherwise modified below.

1. The term of the NCA shall be June 1, 2025 to May 31, 2026.
2. Effective June 1, 2025, there shall be a 3% increase to all minimum fees and rates.
3. The parties agree to a Letter of Understanding regarding Artificial Intelligence (AI) as follows.

**Artificial Intelligence (AI)**

The ACA recognizes the importance of Artificial Intelligence as an urgently evolving topic and commits to working together with ACTRA, through a committee of mutually agreed participants, during the term of this Agreement, to share information, discuss developments, and address matters related to the use of AI in commercials including the parties mutual desire for the protection of human employment and creative opportunities.

Both parties agree to meet within four (4) months following the ratification of this Agreement to initiate these discussions. The committee shall continue to meet quarterly throughout the term of the agreement to ensure ongoing dialogue and collaboration on AI-related matters.

4. This MOA is subject to ratification by the Parties. In the case of ACTRA, their principals are their members and this Agreement will be sent to eligible members for approval via ratification vote. Ratification by both Parties shall occur and be communicated to the other Party no later than May 31, 2025. In the event this Agreement is not ratified by June 1, 2025, the June 1, 2024 to May 31, 2025 NCA shall continue in full force and effect.
5. Nothing in this Agreement shall change the rights or obligations of the ACA’s members in respect of the NCA as they existed prior to the execution of this Agreement.
6. This MOA may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same agreement. The Parties agree that the execution and exchange of the counterparts of this Agreement electronically, including by electronic transmission, is enforceable as if the counterparts were executed in original ink copies.

**IN WITNESS THEREOF, THE PARTIES HAVE SIGNED ON THE DATES AND LOCATIONS BELOW.**

**Entered into this \_\_\_ day of \_\_\_\_\_ 2025 in Toronto.**

**For ACTRA:**

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***Marie Kelly***  
***National Executive Director and***  
***Chief Negotiator***

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***Eleanor Noble***  
***National President***

**For ACA:**

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***Andrea Hunt***  
***President and CEO***

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***Judy Davey***  
***Vice President, Media Policies and***  
***Marketing Capabilities***