

KEEP CANADA ON OUR SCREENS

VOTE CANADIAN CULTURE MONDAY, SEPTEMBER 20, 2021

Stable investment in Canadian television and film production

Question for Candidates:

Will you commit to dedicated and enhanced long-term funding to Canada's key cultural agencies, such as Telefilm Canada, Canada Media Fund, CBC/Radio-Canada, the National Film Board and the Indigenous Screen Office?

The Challenge:

Canada is experiencing a fundamental digital shift as the business models that built and sustained our production industry over the past 50+ years are breaking down. Canadian broadcasters continue to be challenged by unregulated online competitors that are gradually capturing their audiences and their advertising dollars. As cable companies' revenues continue to decline, so too do their contributions to Canadian content production funds like the Canada Media Fund.

With respect to our public broadcaster, CBC/Radio-Canada must satisfy the needs and interests of the rich diversity of Canadians in many languages and across a vast geography. The CBC faces legitimate pressures to do more with an insufficient budget. Like private broadcasters, the CBC too competes for advertising dollars, requiring it to procure and schedule programming to maximize viewership.

Without predictable, long-term investment in Canadian content, we cannot effectively support the production of authentic stories or reflect our country's diverse social fabric to Canadian and international audiences.

ACTRA's Recommendations:

- Require all players in the Canadian market to contribute to the creation of Canadian content;
- Maintain or increase investment in the Canada Media Fund, Telefilm Canada, National Film Board, and Indigenous Screen Office; and
- Increase funding to CBC/Radio-Canada so it can make and acquire high-quality Canadian programming that is easily accessible to Canadians on the CBC's traditional and online platforms.