

KEEP CANADA ON OUR SCREENS

VOTE CANADIAN CULTURE OCTOBER 21

Levelling the playing field in the digital age

Question for Candidates:

Will you level the playing field so all players in Canada's film, television and digital media industry – domestic and foreign, traditional and digital – are held to the same standards in terms of taxation, production contributions and discoverability of Canadian content?

The Challenge:

As the digital explosion of content continues to disrupt Canada's film, television and digital media industry, our federal politicians have fallen behind in adapting to the digital economy.

Streaming services like Netflix and Amazon Prime Video (and soon both Apple TV and Disney+) continue to get a free ride in Canada, taking hundreds of millions of dollars out of our economy with no requirement to contribute in the form of sales tax, the creation of Canadian content and making Canadian programming accessible.

Internationally, Internet-based services are increasingly subject to rules and regulations. Multiple countries plan to or already tax Internet companies' revenues, impose sales taxes on digital players, and require video-on-demand services to contribute to national content development funds and devote a minimum amount of a region's content in their catalogue.

ACTRA's Recommendation:

Level the playing field between foreign and Canadian online streaming services by:

- Amending the Broadcasting Act so it applies to all programming content provided to Canadians;
- Equipping the Canadian Radio-television and Telecommunications Commission (CRTC) with the tools needed to regulate all services (Canadian and foreign, traditional and digital) providing programming content to Canadians; and
- Increasing Canadian content discoverability options by requiring streaming services to offer a minimum amount of Canadian content in their catalogues.

All players in the Canadian market should be treated fairly and equitably so we can continue to support an industry that generates almost \$9 billion in production, adds 179,000 full-time equivalent jobs to our economy, and contributes \$12.8 billion to our country's GDP.¹

¹ Profile 2018, Canadian Media Producers Association (CMPA), produced in collaboration with the Association québécoise de la production médiatique (AQPM), the Department of Canadian Heritage and Telefilm Canada.