

CRTC GLR Decision Not in the National Interest of Canada

Canada's independent production community is very concerned about the implications of the CRTC's recent Group Licence Renewal (GLR) decision



THE CRTC HAS LOWERED THE AMOUNT that Bell Media, Rogers Media, and Corus Entertainment are required to spend on Programs of National Interest (PNI) – programs that tell Canadian stories and promote our culture to audiences at home and around the world; This means **LESS CONSUMER CHOICE** and **LESS OPPORTUNITY FOR CANADIANS TO SHARE OUR STORIES WITH ONE ANOTHER.**

In addition to the cultural impact, this will **NEGATIVELY AFFECT CANADA'S INDEPENDENT PRODUCTION VOLUME**, lead to **JOB LOSSES**, and **REDUCE ECONOMIC OUTPUT** across the country.

The **true negative impact** of this CRTC decision becomes evident when examined over the **five-year period** during which the Broadcasters' licences will be in place



\$141 million ↓
PROJECTED BROADCASTER SPEND

During that time it is projected that broadcasters will spend **\$141 MILLION LESS** on independently produced Programs of National Interest.



\$910.9 million ↓
INDEPENDENT PRODUCTION VOLUME

The decline in spending will result in a **DROP OF \$910.9 MILLION** in independent production volume.



\$1.145 billion ↓
TOTAL GDP

And the cumulative impact of this will be a **\$1.145 BILLION REDUCTION** in total GDP by 2022.

YOU CAN'T HAVE ADDITION BY SUBTRACTION – it's not possible to produce more high-quality Canadian programming with fewer dollars. The CRTC claims it wants to support the creation of diverse, compelling and original Canadian content – but this decision does just the opposite.

Numbers referenced throughout this document were provided by Nordicity Group Ltd in June 2017, and calculated using figures from CRTC Communications Monitoring Report (2016), CMPA Profile 2016, CMF 2015-2016 Annual Report, and Boon Dog Professional Services Inc's Analysis of Canadian Programming Expenditure and Programs of National Interest Proposals filed by the English-Language Broadcast Groups as part of their Group Licence Renewal Applications (Broadcasting Notice of Consultation CRTC 2016-225)