

Producing a Strong Future for Canada

**Key Messages for Canadian
Independent Producers During the
2025 Federal Election**



What We Do

Canada's independent producers are the **creative entrepreneurs of the Canadian film, television, and digital media industry**. They serve as the driving force for all creative, financial, and business decisions for any successful project.

Independent producers get projects developed, produced, sold and seen. They **produce the vast majority of Canadian shows and films**, including dramas, comedies, documentaries, unscripted series and kids' programming.

Independent producers **grow our economy** and are foundational to promoting and **safeguarding our Canadian identity**.



Our Economic Impact



The Canadian media production industry created close to **180,000 jobs** last year, employing skilled tradespeople, cast and crew, across all regions of Canada.



Canada's production sector generated \$9.6B in production activity and **\$11B in GDP** – a critical part of Canada's broader economic health.



Canada's independent producers attract private and international capital. In 2023-2024, foreign **investments in Canadian content were worth nearly \$1 billion.**

WHY: Defending Our Sovereignty

Canada is facing an existential threat to our economy, sovereignty and identity as a proud nation.

In the face of unjustified American tariffs and rising trade tensions, as well as industry instability caused by unregulated Big Tech, protecting Canadian stories, national pride, and national unity has never been more important to **preserve our cultural identity, sovereignty and economic growth.**

Now more than ever, we need elected officials to stand up for the **creative entrepreneurs who tell our stories, represent our values, and foster Canadian pride.**



Meeting Your Candidates

Write to your candidates to **schedule a meeting with them** in your riding over the next several weeks.

At your meeting, start by introducing the business you represent:

- Where you are located
- How many people you employ
- The productions you've developed

Then, refer to the talking points provided in this deck to help guide your conversation. This includes key messages about our asks to candidates and the next government.

Federal Election 2025:

Ask 1

Help Keep Canadian Stories Canadian

Ensuring Canadian independent producers can own, control, and monetize their intellectual property (IP) is critical to sustaining a stable domestic production sector.

Strong independent production companies drive Canada's economy and create stable jobs and training opportunities for Canadian talent.

Require fair practices in negotiations between American Big Tech, broadcasters, and producers will **level the playing field and protect Canadian ownership and creativity.**

Support mechanisms, such as tax credits and production funds, **should require terms and conditions that help ensure producers retain their IP.**

Federal Election 2025:

Ask **2**

Streamline the Tax System to Support Canadian Independent Producers

Film and television production tax credits in Canada are currently paid months after production, which **causes cash flow challenges for producers and forces them to rely on costly interim financing.**

Frontloading tax credits would ensure that more funds are dedicated to on-screen production, such as talent, cast, crew and local service providers, rather than costly financing expenses.

This would **strengthen the industry's financial sustainability** and enable it to better compete globally.

Federal Election 2025:

Ask 3

Preserve the *Online Streaming Act* and Canada's Cultural Exemption in Trade Negotiations

All who benefit from the Canadian broadcasting system should contribute to it. Foreign web giants earn billions in subscription fees and advertising revenues from Canadian consumers, yet, unlike Canadian broadcasters, they do not directly contribute to the development and production of Canadian content.

The ***Online Streaming Act*** has made tangible strides to address this imbalance and must be upheld to **protect Canada's broadcasting system and cultural sovereignty.**

Canadian cultural exemptions, which are critical to **safeguarding the programs and funding mechanisms** that enable Canada's independent producers to tell Canadian stories, must be upheld in future trade negotiations.

Federal Election 2025:

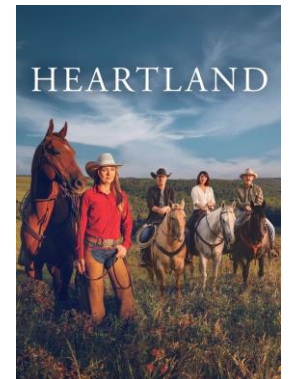
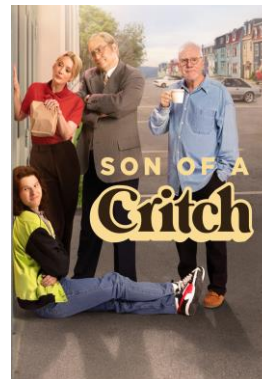
Ask 4

**Maintain Support for
Independently
Produced Canadian
Content Commissioned
through CBC/Radio-
Canada**

As the **largest commissioner of independently produced English-language Canadian content**, CBC/Radio Canada plays a vital role in Canada's audiovisual sector.

Last year, CBC/Radio-Canada alone spent roughly **\$210 million on Canadian English-language content**, including many of the dramas, comedies, documentaries, reality, lifestyle, and kids' shows Canadians enjoy.

These investments enable Canada's independent producers to employ Canadians in every region of the country and create **authentic, entertaining programs that strengthen our cultural identity**.



THANK YOU

Nick Schiavo

Director, Government and Stakeholder Relations

613-404-7914 | Nick.Schiavo@cmpa.ca



The Canadian Media Producers Association (CMPA) represents 650+ independent production companies, mostly small and medium-sized enterprises (SMEs), that produce English-language content for television, feature film, and digital media platforms.