

Canadian Media Producers Association welcomes Heritage Review advisory panel

OTTAWA, June 28, 2016—The Canadian Media Producers Association (CMPA) today issued the following statement on behalf of President and CEO, Reynolds Mastin:

“We welcome today’s announcement of an appointed advisory group that will provide ongoing feedback and support for Minister Joly as she moves forward with a comprehensive policy review, aimed at bringing Canada’s cultural policies into the digital age.

We are very encouraged by the breadth and depth of experience of the individuals named to the panel, and are particularly pleased to see the inclusion of voices from Canada’s independent production sector. There is tremendous value in drawing upon experts who have produced audiovisual content for both

traditional and emerging platforms, and have done so while operating within the existing policy and regulatory framework.

As the Minister moves forward with the review, we are hopeful that any future policy toolkit will leverage the creative entrepreneurship and diversity of voices of Canada’s indie producers, so they can embrace innovative approaches to develop and deliver world-class content for audiences at home and abroad.”

ABOUT THE CMPA

The Canadian Media Producers Association (CMPA) is the country’s leading member-based advocacy organization for independent producers, representing hundreds of companies engaged in the development and distribution of English-language content made for television, cinema and digital media channels. The CMPA works to promote the continued success of the Canadian production sector and ensure a future for diverse content made by Canadians for both domestic and international audiences. cmpa.ca

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