

# Canadian producers champion Heritage Minister's Canadian content consultations

OTTAWA, September 13, 2016—The Canadian Media Producers Association (CMPA) today signalled its enthusiasm for the upcoming consultations on Canadian Content in a Digital World, announced by the Hon. Mélanie Joly, Minister of Canadian Heritage earlier this morning.

“This review represents an unprecedented opportunity to develop policies that will support content creators and set our industry up for success for years to come,” said Reynolds Mastin, President and CEO, CMPA. “We look forward to playing a constructive role in the government’s process, and strongly support efforts to link the vitality of our country’s cultural sector with economic growth that benefits all.”

Inspired by the D.I.Y. town hall toolkits provided by Heritage today, the CMPA will conduct its own series of member town halls to seek out the views of Canada’s diverse independent producer community about how best to ensure a vibrant future for our industry. These will include a series of in-person meetings across the country as well as virtual events that will allow broad participation by as many members as possible.

“As innovators, entrepreneurs and job creators that must adapt to the ever-changing landscape of Canadian screen-based production, our members are in the best position to offer us their unique insights into the challenges and opportunities with creating independently-produced content for Canadian audiences and the world,” said Mastin.

The CMPA has also launched three internal task forces that will undertake a comprehensive review of the entire system and provide innovative and forward-looking ideas that will form the basis of the association’s consultation submission.

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## **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](http://cmpa.ca)

For more information:



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