

Canada's independent media producers outline their vision for Canadian Content in a Digital World

TORONTO, November 25, 2016—Today the Canadian Media Producers Association (CMPA) released its blueprint for a thriving screen-based production sector in Canada with its submission to the Canadian Content in a Digital World consultations, overseen by the Honourable Mélanie Joly, Minister of Canadian Heritage. The submission highlights the central role that independent producers play in the success of the sector and outlines 12 recommendations to ensure phenomenal made-in-Canada content continues to entertain audiences at home and abroad for decades to come, regardless of how that content is accessed.

Among its recommendations, the CMPA advocates for:

- An updated policy framework that ensures all services and platforms which benefit from being part of the Canadian system also contribute to

the success of that system; this includes Over-The-Top (OTT) services and Internet Services Providers (ISPs)

- Relief from the heavy administrative burden faced by producers, through increased efficiencies and reduced duplication among Telefilm Canada, the Canadian Media Fund, and the Canadian Audio-Visual Certification Office
- An expanded definition of Canadian content that includes new elements (e.g. points awarded for the adaptation of a bestselling Canadian novel) as well as additional tax credit incentives to maximize the use of Canadian creative talent.

“Our submission is rooted in the vision that the outstanding film, television and digital productions we create here at home will continue to captivate audiences across the country and around the world, but will increasingly be viewed on a range of different platforms, channels and screens.” said Reynolds Mastin, President and CEO, CMPA. “We applaud the Minister’s leadership on this initiative and stand ready to help develop an updated set of policies and programs, based on our recommendations, that will allow our sector to thrive, so we can create jobs, promote our culture, and produce great, entertaining content.

The development of the CMPA’s submission and its recommendations was guided by four philosophical pillars that were based on:

- Screen-based content rather than platforms
- Creativity and risk-taking, instead of constraints
- Modernization and efficiency, as opposed to complexity



- An outward, global focus replacing a more internally-focused policy mindset

Other recommendations put forward in the CMPA's submission focus on improving discoverability and increasing export opportunities, promoting innovation within the production sector, and protecting intellectual property rights.

More information, including the full submission and a media backgrounder summarizing all 12 recommendations, is available at www.ProducersinaDigitalWorld.ca

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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

For more information:

Kyle O'Byrne
Manager, Media Relations & Communications
Canadian Media Producers Association (CMPA)
kyle.obyrne@cmpa.ca

