

CMPA commends Minister Joly on launch of Creative Export Canada

OTTAWA, June 26, 2018—Today, the Canadian Media Producers Association issued the following statement on behalf of its President and CEO, Reynolds Mastin:

“The CMPA welcomes Minister Joly’s launch of Creative Export Canada. The ongoing digital shift and evolution of content distribution models have created new opportunities to showcase Canadian programming to a wide international audience. The global appetite for independently-produced Canadian content has never been higher, and the combination of on-the-ground support in key international markets and the newly announced \$7-million-per-year fund will help Canada’s independent producers capitalize on this demand. We look forward to learning more details about these initiatives and how they can best be served to help Canadian content thrive on the world stage.”

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ABOUT THE CMPA

The Canadian Media Producers Association is the national advocacy organization for independent producers, representing hundreds of companies engaged in the development, production and distribution of English-language content made for television, cinema and digital media channels. We work to promote the continued success of the Canadian production sector and to ensure a bright future for the diverse content made by our members for both domestic and international audiences. cmpa.ca

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