

New TV and film Global Creative Alliance aims to increase international collaboration

TORONTO, October 12, 2018 – The Canadian Media Producers Association and 14 other TV and film trade associations from around the world are coming together at MIPCOM in Cannes, France to form the Global Creative Alliance (GCA), a new partnership to encourage more effective international collaboration between producers and increase opportunities for co-productions.

Trade bodies from Australia, Belgium, Brazil, Canada, Croatia, France, India, Italy, New Zealand, Portugal, Singapore, South Korea, the USA and the UK will sign a Memorandum of Understanding (MOU) at a reception in Cannes on Sunday, October 14.

“Today, more than any other time in history, television has become a global industry where cross-border collaboration is a key ingredient to

a project's success," said Susanne Vaas, the CMPA's Vice-President of Corporate and International Affairs. "The launch of the Global Creative Alliance will act as an incubator for new international partnerships that will benefit producers in Canada and around the world."

As part of the MOU, all parties commit to using best efforts to share information such as market intelligence and reports that will benefit each other. They also endeavour to arrange delegations to visit each other to share best practices and enable producers to foster new creative relationships.

Each party will also act as an administrator for the [Production Platform](#), an online networking tool launched by Pact in 2017, which is available to TV companies worldwide. It allows registered users to pitch ideas to each other for international collaboration and communicate via the tool to develop those ideas.

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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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