

PRODUCING EXCELLENCE

Supporting Canada's independent
production sector and the creation
of world-class content

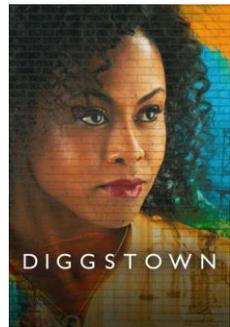
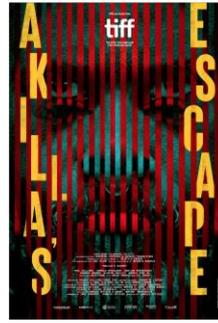


cmpa.ca



Nice to meet you!

I am a constituent in your riding and my company is a member of the Canadian Media Producers Association (CMPA) – Canada's leading member-based, advocacy association for over 500 independent production companies that produce English language content for television, feature film, and digital media platforms.



Have a favourite Canadian TV show or feature film? Chances are an independent producer produced it.

- Most Canadian shows on TV during prime time aren't produced by networks, but rather by indie producers.
- Those Canadian movies generating buzz on the film festival circuit? Again, it's more than likely you're hearing about – and watching – CMPA members' work!

What we do

Canadian independent producers are the **creative entrepreneurs** of the Canadian film and television industry and are the key touchpoint for all the creative, financial, and business that make a TV or film project a success.

We are the risk takers who produce your favourite films and TV shows.

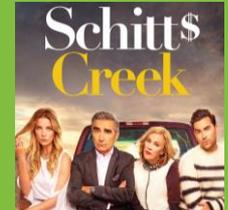
Many benefits flow through having strong independent production companies, including long-term, stable employment, training opportunities for emerging Canadian talent, and ensuring a diversity of content, voices, and viewpoints.

Independent producers produce the vast majority of Canadian...

Dramas



Comedies



Documentaries



Kids shows



Unscripted series



Our impact

Canada's production industry is made up of mostly **small and medium-sized enterprises (SMEs)** and similar to other major industrial sectors – it creates hundreds-of-thousands of jobs and it drives **significant economic growth**.

But it has one huge added bonus: it **promotes Canadian culture and values**, reflecting our regional and cultural diversity, both at home and abroad.

The production industry has been playing a vital role in the economic recovery as one of **the first cultural industries back-to-work during the pandemic**.



Content is produced in all regions across Canada, resulting in:



244,500
full time jobs



\$9.3 billion
in production volume



\$12.2 billion
to Canada's GDP

Federal Election 2021: Asks

1. Modernize the *Broadcasting Act* fairly and responsibly.

In response to a shifting global media environment, Canada needs to **update the *Broadcasting Act*** for the internet era, to ensure foreign web giants operating in Canada are required to play by the same rules as Canadian companies.

Global companies that profit from accessing Canadian audiences must contribute to the Canada system that benefits them.

Federal Election 2021: Asks

2. Ensure fair negotiation between Canadian independent producers and broadcasters & streaming services.

Ensuring that independent producers are able to **own, control and monetize a meaningful share of their intellectual property (IP)** in negotiations with powerful broadcasters and streaming services is the key to a stable and growing domestic production sector.

Federal Election 2021: Asks

3. Recognize the importance of the Canadian independent production sector.

Many benefits flow through having strong independent production companies, including **long-term, stable employment, diversity of content**, voices, and viewpoints, **training opportunities** for young Canadian talent, and providing opportunity to create the **next big international hit**.



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