

# WHY PASS THE ONLINE STREAMING ACT?

## Updated broadcasting legislation in Canada will:



### Strong and Independent

Support a Canadian production sector in control of our future, and not dependent on companies headquartered outside our borders



### No Free Rides

Require foreign streaming services that make billions from Canadian subscribers to invest in Canadian productions



### Level the Playing Field

Put Canadian companies on an equal footing with global web giants and streaming services



### Invest in Diversity

Drive new investment that supports production from Indigenous, Black and other equity-seeking creators from across Canada



### Support Choice

Give Canadian audiences a chance to discover Canadian shows, alongside the algorithm-promoted content pushed by foreign streamers



### Our Country, Our Culture

Give Canadians control of our stories, which reflect the people and places of Canada

## MYTHS AND FACTS

There is a lot of misinformation out there about the Online Streaming Act and the need to update Canada's broadcasting legislation. We've identified some of the biggest myths and provided facts to set the record straight.

### MYTH

**Not all federal political parties support modernizing Canada's broadcasting laws**

### FACT

The Conservatives, Liberals, NDP, and Greens have all stated in their 2021 federal election campaign platforms that the outdated *Broadcasting Act* needs to be updated for the benefit of Canadian companies, Canadian creators, and Canadian audiences.

## MYTH

**Updating Canada's broadcasting legislation means the government is trying to regulate the entire internet.**

## FACT

**Updated broadcasting legislation would only apply to broadcasting activities that have migrated online.**

A helpful analogy: In response to the shift to online banking, Canada updated federal banking laws and regulations to apply to relevant online financial service activities.

Updated broadcasting legislation will do the same for broadcasting activities that corporations now carry out over the internet.

When looked at through the lenses of everything that people can do over the internet today, the potential impact of the Online Streaming Act on the internet is microscopic.

## MYTH

**Some streaming services say updates to broadcasting legislation and regulations will force them to raise prices on Canadian subscribers.**

## FACT

**Year-after-year we see foreign streaming services increase subscription costs for Canadians, while federal broadcasting legislation becomes increasingly outdated.**

The Online Streaming Act will ensure these companies invest a portion of their Canadian revenues back into the Canadian system, which will contribute to a strong, sustainable domestic industry that produces phenomenal content for Canada and the world.

## MYTH

**Canadians don't want updated broadcasting legislation.**

## FACT

**Canadians support a fair system that puts Canadian companies on an equal footing with the global web giants and streaming services operating in this country.**

- 87% of Canadians believe that foreign-owned web companies such as Apple, Google, and Netflix should be required to play by the same rules as domestic broadcasters.
- 87% also believe government policy should support Canadian-owned and headquartered film and TV producers.\*

\* Between August 13-20, Pollara Strategic Insights surveyed a randomly-selected sample of 2,004 adult (18+) Canadians on their opinions on the Canadian film & television sector, the Broadcasting Act and Canadian independent production. As a guideline, a probability sample of this size carries a margin of error of  $\pm 2.2\%$ , 19 times out of 20. [insert polling source info]