

CMPA



Canadian Media
Producers Association

Public Opinion on the Online Streaming Act

September 2026



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Methodology

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Field Window	September 24 to 28, 2026
Sampling	Online survey of randomly-selected sample of 1,506 adult (18+) Canadian residents .
Reliability	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of N=1,506 carries a margin of error of $\pm 2.5\%$, 19 times out of 20.
Weighting	Data has been weighted using the most current age, gender, and region Census data to ensure the sample reflects the actual population of adult Canadians.
Sponsor	This research was conducted on behalf of the Canadian Media Producers Association (CMPA).

REGION		Weighted	Unweighted	Reliability
BC	British Columbia	196	173	$\pm 7.5\%$
AB	Alberta	181	164	$\pm 7.7\%$
SK/MB	Saskatchewan/Manitoba	98	112	$\pm 9.3\%$
ON	Ontario	580	612	$\pm 4.0\%$
QC	Quebec	346	335	$\pm 5.4\%$
ATL	Atlantic Canada	105	110	$\pm 9.3\%$
TOTAL CANADA		1,506	1,506	$\pm 2.5\%$

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COUNCIL

POLLARA STRATEGIC INSIGHTS IS A MEMBER OF THE **CANADIAN RESEARCH INSIGHTS COUNCIL (CRIC)**, AND THIS RESEARCH WAS CONDUCTED IN COMPLIANCE WITH CRIC STANDARDS.

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Key Findings

- **85% of Canadians support the Online Streaming Act.**
- Strong majorities back defending Canadian culture (80%), supporting Canadian creators (80%), and **standing firm on cultural policies** and digital sovereignty (74%).
- **Canadians strongly prefer requiring foreign streaming companies to invest 15% of their Canadian revenue (56%)** over the government providing funding (20%).



Online Streaming Act

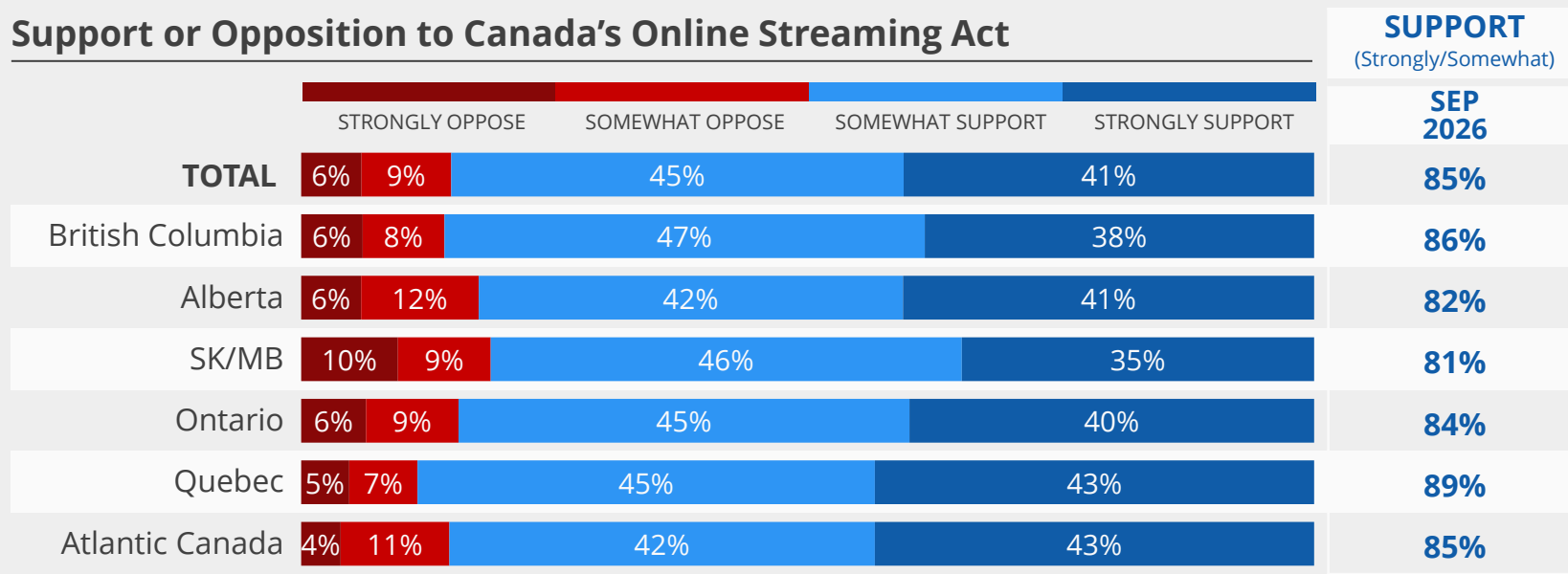
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Top-of-mind support for the OSA is very high and strong (85%)

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- Support levels are high and uniform across demographics.
- Subscribers to streaming services (87%) express higher support than those who don't subscribe (73%).

Support or Opposition to Canada's Online Streaming Act



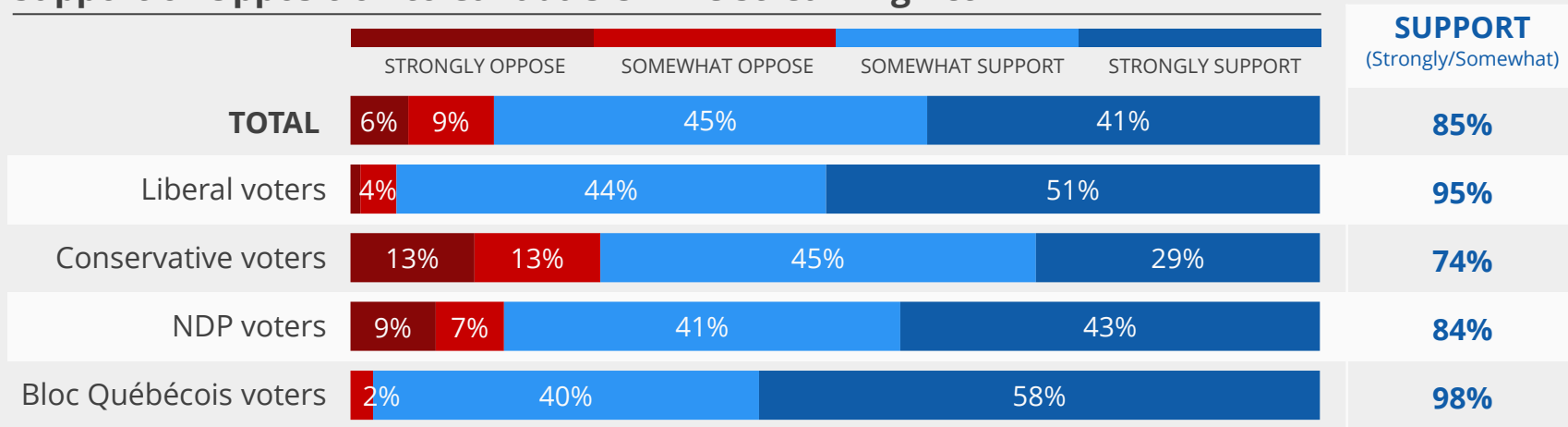
Canada's Online Streaming Act requires foreign streaming companies like Netflix, Amazon Prime, and Disney+ to invest a portion of their Canadian revenues into the production of Canadian shows and movies, the same way traditional broadcasters must support Canadian shows and movies. Do you support or oppose Canada's Online Streaming Act? Base: All Respondents (n=1,506)

Cross-partisan support for the Online Streaming Act

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- While support for the Online Streaming Act is higher among Liberal (95%) and Bloc (98%) voters, three-quarters (74%) of Conservative voters are also supportive.

Support or Opposition to Canada's Online Streaming Act



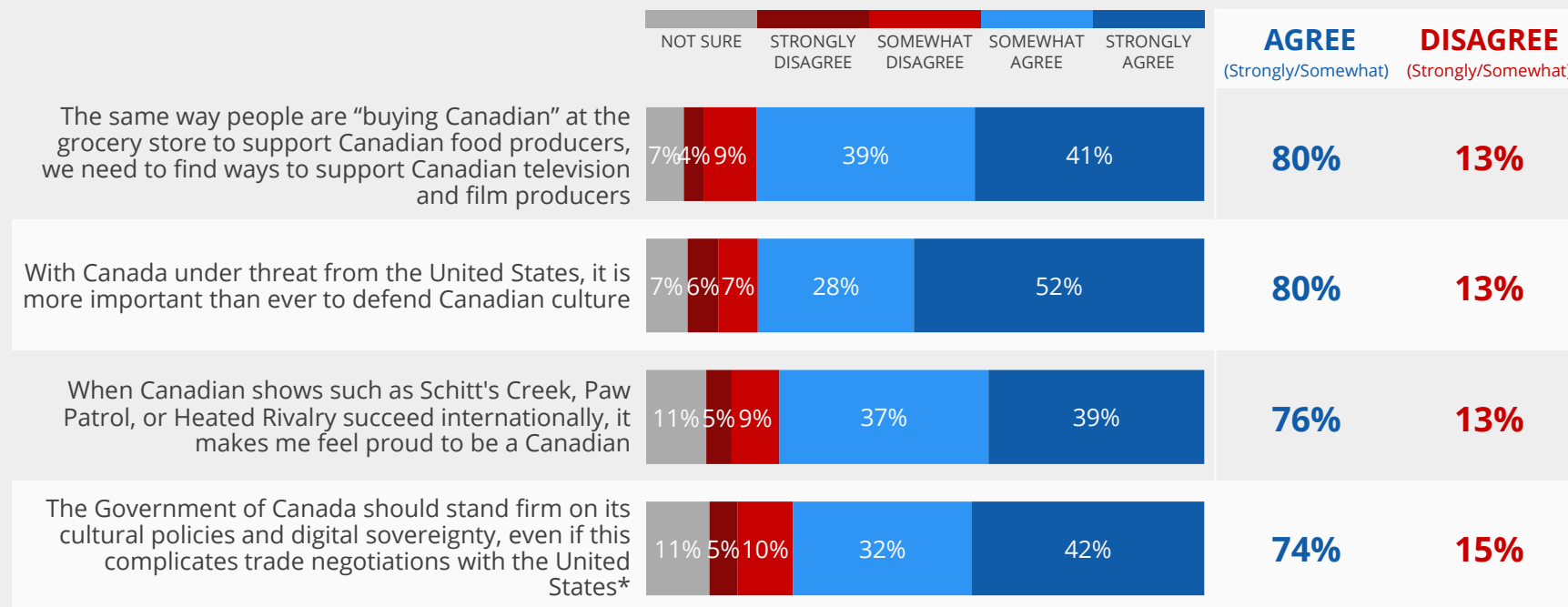
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Cultural Priorities in Trade Negotiations

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Strong majorities support defending Canadian culture, standing firm on cultural policies, digital sovereignty, and supporting Canadian creators



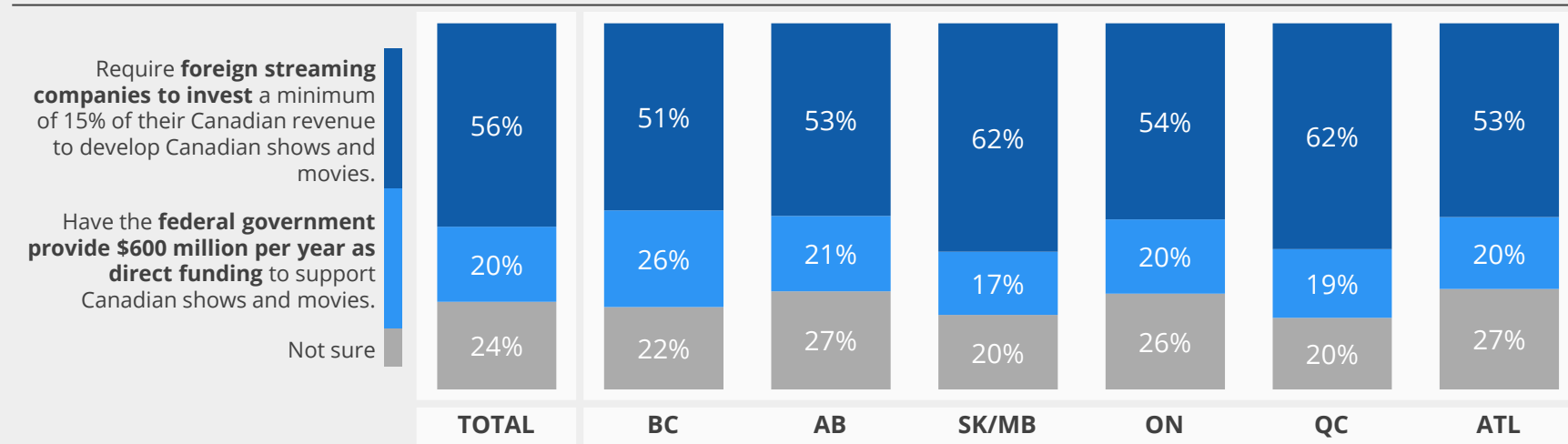
To what extent do you agree or disagree with each of the following statements?
Base: All Respondents (n=1,506). *Split Sample (n=753)

Canadians strongly prefer requiring streaming companies to invest 15% of their Canadian revenue to develop Canadian content (56%) rather than have the government provide funding (20%)

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- Among Liberal voters, three times more would rather the government require foreign streaming companies to invest rather than have the government provide funding (63% vs. 21%).
- Sentiment is similar among NDP (foreign streaming companies invest: 62% / government support 23%) and Bloc (70% / 22%), with Conservatives not quite as certain but still preferring foreign streaming companies to invest by over a 2:1 ratio (49% / 23%).

Preferred Approach to Funding Canadian Shows and Movies



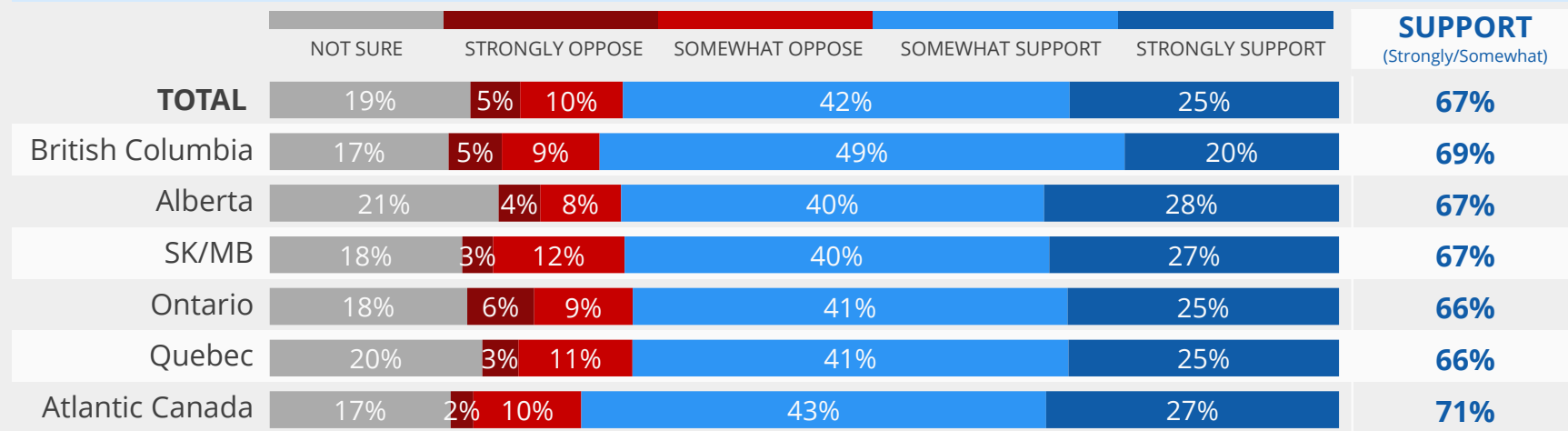
Q By way of the Online Streaming Act, the Canadian Radio-television and Telecommunications Commission (CRTC) required foreign streaming companies like Netflix, Amazon Prime, and Disney+ to invest 15% of their Canadian revenue to develop Canadian shows and movies for their Canadian subscribers. This year, the Government of Canada paused that requirement, and will instead contribute \$600 million per year to support Canadian programming. Which of the following approaches would you prefer? Base: All Respondents (n=1,506).

Two-thirds (67%) would support the Government of Canada requiring foreign companies to invest a portion of their Canadian revenue to develop Canadian shows even with the risk that it could lead to higher prices

- Support levels are nearly the same across all demographics, but run slightly higher among 18-34 year olds (71%), existing subscribers of streaming services (70%), and those with income over \$50K (71%).

Requiring Foreign Streaming Companies to Invest in Canadian Content, Even if Prices May Rise

Some people say the OSA will lead to higher prices, as streaming companies may increase their prices citing the required investments in Canadian shows/movies. Others argue that streaming companies have been raising their prices in Canada without any obligations under the OSA. Since these companies have raised their prices consistently, they have the revenue to meet the Act's requirements. Others also point out that these companies operate on an international scale and already invest in Canadian shows and movies, suggesting they have both the resources and existing infrastructure to do more.



Given this, would you support or oppose the Government of Canada requiring foreign streaming companies to invest a meaningful, predictable and enforceable portion of their Canadian revenue to develop Canadian shows and movies – even if there is the risk this may lead to them raising prices?
Base: All Respondents (n=1,506).

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