

The Canadian Dance Assembly's Digital Culture Consultation Submission November 2016

The Canadian Dance Assembly (CDA) is the national arts service organization for the dance sector. The CDA represents 600 organizations and dance artists across the country; with partner provincial organizations, it has a global reach of more than 3000 members. The CDA wants to thank the federal government for its support of the arts in the 2016 Budget. These recommendations take into consideration the evolving dance sector in 2017.

Canadian Dance and Digital Culture

Canadian dance has a long history of experimenting with and collaborating with digital media dating back to Norman McLaren's ground-breaking film *Pas de Deux*. The dancing body is an ideal tool for digital media, therefore dancers who work in this medium are in demand.

The dance sector has embraced the power of digital in many capacities. The dance sector has been creating original works in digital formats, promoting work digitally, as well as translating existing works to digital. Notably, BRAVOFact has played a pivotal role as a funder of smaller scale calling card films. Canadian leaders in the production of digital dance include RUBBERBANDance Group, AnyMotion Production, Jacob Niedzwiecki, and Compagnie Marie Chouinard.

The majority of the Canadian dance sector is not paid for the work they do online. As a result, there is a significant need for a creation fund to support the work of dance artists and companies creating content online.

Revenue Mechanism: Spectrum Auction

As the financing models for Canadian content are shifting from traditional broadcast; we need to find new ways to obtain support from the private sector in the digital value chain. Of all the options on the table for new contributions to content development, the Canadian Dance Assembly believes a levy on spectrum auction to be the best option. The notion of airwaves as a natural resource to be reserved for public use has been among the foundations of Canadian broadcasting policy. It therefore only bears to reason that wireless spectrum for broadband transmission, made available to mobile service providers through auction, be subject to some form of levy to support Canadian creation and content development.

The Canadian Dance Assembly stands with its colleagues from the Canadian Arts Coalition in recommending a modest levy on the spectrum auction as the best revenue tool for a digital creation fund.

