

Provide more support for the digital content creators.

Currently, the only support given to Canadian Content from a digital standpoint requires a television time slot, non-profit private corporations donating their personnel and resources, and a small handful of for-profit corporations that require content creators to already have a measurable amount of success to earn access to support staff and resources.

We need a more accessible platform that can help develop new content creators (through resources and tutelage), share their content in a more readily available platform (so establishing creators can help boost newcomers), and actively promote and share content developed by Canadian Content Creators (rather than wait for an exceptional piece of Canadian Content that ignores all the rules to become globally acknowledged and try to make the outlier look like the only statistical point of data).

There are a handful of organizations and festivals/events across the country trying to help promote, educate, and share Canadian Content Creators' content, but they are limited to what they are able to do on their own. They are also consistently overshadowed by a deluge of higher profile, non-Canadian Content festivals, events, and news coverage forcing them to either provide a service they cannot promote or promote a service they cannot deliver.

To ensure Canadian Content flourishes in a Digital World, Canada needs to stop telling for-profit organizations what they can and cannot do (not deregulation, the idea of a government office telling producers what does or doesn't constitute Canadian Content), and relying on them to do the rest. Then Canada needs to help foster and develop programs that help Canadian Content Creators tell the stories they want to tell resulting in a vibrant, more profitable, cultural sector.