



# Canadian Content in a Digital World

## Submit feedback

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Parliamentarians, cultural sector stakeholders, students or any other group who wish to submit their collective feedback may do so online or by mail by following these guidelines. To facilitate the conversation, we recommend that you follow a series of exercises which will assist you in organizing your thoughts around the discussion.

Remember that this is not the only way to contribute to the discussion. If you are looking to submit input as an individual, you can go directly to the [submission portal](#), you can [share your stories about Canadian culture and creativity](#) and / or you can [share your ideas by video, journal, blog or paper](#).

Please note that your document size should not exceed 2 MB.

## Suggested Submission Outline

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<b>Event Date:</b>	October 5, 2016
<b>Location:</b>	University of Ottawa
<b>Organizer:</b>	Barry Rooke from NCRA.ca
<b>Number of Participants:</b>	20

Share your event details on our website.

## Suggested materials:

- [Consultation paper](#)
- Flip chart, chalk board, white board or just a plain piece of paper
- “Post it” style sticky notes
- Pens, markers or any other writing instruments

## Suggested format:

For each of the following sections, a suggested format on how to engage in the subject matter and come to a consensus for input has been developed.

1. Assign a moderator.
2. Have the moderator ask the participants to brainstorm about each question and write their answers on a sticky-note.
3. Have each participant place the sticky-note on the board or paper.
4. Have the members gather around the board or paper and come to an agreement on three responses or statements, in no specific order.

## INTRODUCTION

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Our government believes in the value of the arts and culture to Canada's society and economy. That's why, in Budget 2016, we invested \$1.9 billion in the arts and culture. We are asking Canadians to work with us to build a new model that reflects a broad consensus - a social contract - of how we support the creation, discovery and export of Canadian content in the digital world. And that's where we need your help.



# Canadian Content in a Digital World

## TIMES HAVE CHANGED

When was the last time you went to a video store to rent a movie? Do you buy a newspaper or wait to catch the daily news on the radio or tv, or get your news and information online or through social media? Have you ever created or watched a tutorial online? Do you ever hit your monthly mobile data limit because you've streamed one too many songs?

Canadian cultural industries are undergoing important transformations – instead of going to the video store, Canadians now have access to online movie libraries that can be watched at the click of a button. Books can be borrowed from the library without ever leaving the house. As more and more Canadians are downloading their favorite literary classics, others are using the power of the internet to watch live theatre and dance performance the world over. We discover new bands through social media and share playlists with our friends. Every day, creators are inspiring themselves and learning new skills and techniques by viewing videos or exchanging their works with online art communities from around the world. Visual and digital artists can harness the power and potential of virtual reality, which is becoming more and more accessible, to share immersive and genre-bending artistic experiences with audiences like never before. We no longer need to plan our day around catching a radio show at 2:00 p.m. on Sunday afternoon anymore, the podcast can be downloaded and listened to any time we like. Canadians have fully embraced these new ways of creating or consuming Canadian content.

So, this is why our Government needs your ideas on how Canada can seize this ongoing digital shift. It's time to rethink how we support and promote Canadian content — and we need your help! We need to create a system that better aligns with how we consume content and that helps Canadian content creators succeed in a digital, globalized world.

## STRENGTHENING CANADIAN CONTENT IN A DIGITAL WORLD

Canadians can be very proud of our country's creative culture. Think of exceptional musicians like Arcade Fire, inspiring authors like Margaret Atwood and Dany Laferrière, award-winning filmmakers like Xavier Dolan, widely popular digital influencers like Lilly Singh (a.k.a *ISuperwomanII*) and outstanding TV series like *Orphan Black* and *Unité 9*. All are expressing their art in a world changed by today's online focus.

It is time to adapt our approaches to how we support culture, and move Canada forward as a hub for

creativity and innovation. We know that diversity and creativity are at the heart of innovation, and are key to having a strong society, a vibrant democracy, and to promoting Canadian cultural content to the world.

In our new approach, we need to:

- 1) Focus on respecting citizen choice and supporting creators in making great, compelling content.
- 2) Reflect and support Canada's incredible diversity in the content that we produce and support the production of news information and local content that is credible and reliable.
- 3) Drive social and economic innovation by forging strong links between creativity economic growth which will benefit the middle class, and social cohesion.



## WORK WITH US

We want to hear from you — building a dynamic system that better supports creation, discovery and export of Canadian content in the digital world is not an easy job! Keeping the three key points above in mind, share your thoughts and ideas.

Here are three questions to get the conversation started:

- 1) What does a cultural system that supports creators and respects citizen choice look like to you?
- 2) How can we meet the challenge of promoting Canada's creativity in the digital world, and how can we use content to promote a strong democracy?
- 3) How do we support Canada's artists, content creators and cultural entrepreneurs in order to create a cultural ecosystem in which they thrive and that will benefit the growth of our middle class at home, and help them reach beyond our borders?

Want to learn more before joining the conversation? Read our full [discussion paper](#) here.

Now, you have the floor. Think outside the box! Share your ideas and your vision of Canadian culture in a digital world. Join the conversation. [See how you can.](#)



# Canadian Content in a Digital World

## Submission Guide

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### Warm-up

(approximately 30 minutes)

**\*NOTES: This discussion was presented by Barry Rooke, the Executive Director of the National Campus and Community Radio Association as a practical learning experience at the University of Ottawa. The Event had a 3<sup>rd</sup> year English Media Class go through the questions below over a one and a hour timeslot using the recommended discussion. Below summarizes the experience with the students who were evenly split male/female and on average were between 20 and 24 years old. The event was recorded, and audio is available here:**

<https://drive.google.com/file/d/0BwDPd9fabTPHeGpESUdudWJINE0/view?usp=sharing>

What do you love best about Canadian culture & creativity?

Answer: General discussion was quiet for this portion as students had not warmed up to the plan of action, however some comments about Canadian culture is below

*What I love best about Canadian culture and creativity is: (19 Min Mark on Audio)*

- a) Diversity & Inclusivity – That offer and have a diverse system in place to allow for multiple voices to be heard
- b) Passion – That Canadians are very passionate about its culture, especially though music and sport
- c) Bilingualism – Distinct Canadian voice and in both languages makes us stand out from the USA.

### 1) Focus on respecting citizen choice and supporting creators in making great, compelling content.

(approximately 30-45 minutes)

What does a cultural system that supports creators and respects citizen choice look like to you?

Answer: Includes a social arena which is accessible and diverse that allows for all citizens to have an equal voice which is funded by government

*A cultural system that supports creators and respects citizen choice will:*

- a) Specific bilingual networks that support local option (i.e. YouTube in a city, region etc.)
- b) Must have freedom of expression and separate from government with transparency that emphasizes Canadian content through regulation and well organized
- c) Includes multiple stakeholders in decision making

### 2) Reflect Canada's incredible diversity in the content that we produce and support the production of news information and local content that is credible and reliable.

(approximately 30-45 minutes)



# Canadian Content in a Digital World

How can we meet the challenge of promoting Canada's creativity in the digital world, and how can we use Canadian content to promote a strong democracy?

Answer: In general, more Canadian content needs to be pushed through social channels that separate us from the rest of the world.

*We can promote Canadian creativity in a digital world and use digital content to promote a strong democracy by:*

- a) Through strong diversity, appealing to younger citizen through new social platforms that focus on Canadian happenings, while being aware of media agenda and enhanced education
- b) Unified promotion of important issues, from multiple sources not only focusing on capitalist ideals
- c) CanCon only platforms or integrated portions, for example Facebook to focus more on Canadian content shared, then world, YouTube only

### **3) Drive social and economic innovation by forging strong links between creativity economic growth, and social resilience. (approximately 30-45 minutes)**

How do we support Canada's artists, content creators and cultural entrepreneurs in order to create a cultural ecosystem in which they thrive and that will benefit the growth of our middle class at home, and help them reach beyond our borders?

Answer: A combination of Private and public funding to support ideas, content and visibility both at home and abroad

*We can support Canadian creators and entrepreneurs and help them reach beyond our border by:*

- a) more funding into Canadian programs that support broadcast, community and the music industry (i.e. FACTOR), which may include incentives to do work in Canada.
- b) Innovative ideas from other countries (i.e. BBC) and affordable access to Canadian content.
- c) Education in schools around these topics and how to utilize social media.

Thank you for taking the time to participate in this consultation activity and contributing to help identify the tools and policy levers that will guide the work of the Department of Canadian Heritage to foster a leading, resilient and innovative cultural sector.

Please do not forget to submit your results via the online portal at <http://www.CanadianContentConsultations.ca>