



Government
of Canada

Gouvernement
du Canada



Canadian Content
in a Digital World

Le contenu canadien
dans un monde numérique

SUMMARY OF CONSULTATION PAPER

SEPTEMBER 2016

INTRODUCTION

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.

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 IISuperwomanII) 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 and 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](#).





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