

Since the "digital world" has no fixed point of origin or destination, the source and location of Canadian content becomes nebulous, stored in a "cloud".

Nevertheless, content making use of Canada's talent remains the same. The U.S. has Hollywood and a silicon valley. Canada can have a Canadian content entertainment valley.

We love Canadian content, always choose it, and happily pay for it, but mainly when comes to us through the U.S.A. and as something converted into American content. This means we are importing the work of Canadian entertainers and most of the revenue is going to the U.S.

It reminiscent of European colonial times when colonies provided raw materials and the colonial master sold it back to the colonials as finished products.

We need to make Canada a world entertainment centre and a centre for Canada's world famous entertainers.

We can give incentives to international entertainment companies to set up shop or relocate to Canada if they are already using largely Canadian talent.

This can have a, what else, snowball effect. Since Canada's Mary Pickford started United Artists in partnership with Charlie Chaplin, it's not unreasonable to expect that new Canadian entertainment companies could be stimulated by the Canadian content entertainment valley.

Many, many generations of Canadian entertainers are drawn to the U.S. by opportunities, money, and fame. We can provide them all here.

Living in California is another U.S. attraction, but life in Canada has so much more to offer. Canada is a much better, saner, and safer place to live. According to the Government of Canada, 89% of Canada has no permanent settlement.

This proposal is to build an entertainment infrastructure inside Canada. The U.S. built one out of the California and Nevada deserts. We need a similar cultural irrigation project to promote Canadian content from Canada instead of through the U.S.A.

Tax credits are too passive and create a lot of really bad, gory, violent movies which seem destined for U.S. audiences.

An exception is "Star Trek Beyond". It's partially made in Canada and gets B.C., Québec, and Canada tax credits. But aside from the "alien" scenery of Canada, the Canadian content is a glance at an old photo of Montréal's Bill Shatner and Vancouver's Jim Doohan?

Canadian content has to be more than token nods for tax credits. Canada and Canadians need to have a made in Canada entertainment infrastructure.

We're already paying huge sums to import the work of Canadian entertainers located in the U.S. Let's put our money into repatriating Canadian talent and encouraging future generations to stay here too. Then we can keep all the revenue from Canadian content too. Such a project also creates many, many jobs.