

Encouraging the growth, maturity and success of Canadian creators (writers, producers, directors, actors) from across Canada, through funding incentives and points, for digital as well as other platforms should continue to be supported. Some may feel that if it's 'good content' it will find its audience, and that can be true for those few breakout projects, but there is a lot of excellent content that hasn't found its audience because of the cost of getting it to the audience, whether through more screens for theatrical release or having the social media support to get the click throughs to build the awareness needed. There is a glut of content out there, some of it awesome, some not so much. Cutting through the noise is a costly endeavour- whether the project is good or bad. This is a challenge Canadian productions are always facing. We have a smaller population and so there is a smaller audience to pull from to find your viewers. To get our creators to the top of their game, and making good decisions that result in excellent top quality content, (and not just losing them to the US ) it needs to be our priority to give emerging and mid career creators opportunities, and support. It's easier to fund projects with those few who have succeeded before- it takes guts and other incentives (such as funding) to risk development and production funding on newcomers, newer platforms, or those who are still building their experience and reputation. Besides all this- it will always be cheaper to simply licence US network, or cable shows, and everybody in Canada knows them already because of their giant advertising budgets, so it's rather attractive for a network to piggy back onto that. Then our Canadian networks basically become licensors for US shows, and we have no industry of our own. How can that be good for Canadians? Where in the world do we see a successful country that has no cultural identity represented on its own film, Tv and digital screens? This identity does not need to be an outdated idea of what it means to be Canadian- in fact that's why we must continue to push to make this a priority- so as we change and grow as a country, as we become more progressive or successful, or have more business savvy or more innovation, there is narrative and non narrative content that shares who we are, now, with each other and with the world. Isn't that how we will see our own possibilities and dreams grow?