

A CASE FOR CHANGE: Incentivizing private investment in Canada's screen-based industry.

(In response to FOCUSING THE CONVERSATION CONSULTATION PAPER Part 1)

The Government of Canada is evolving its thinking from protecting Canadian culture and subsidizing Canadian content to:

Promoting and supporting Canadian culture focusing on growing the domestic market

Canadians are creating and producing better screen-based content than ever before. Canadian audiences enjoy Canadian content across all available platforms and international distributors and broadcasters are willing buyers. But a national promotable star system has yet to be born. New initiatives and requirements for increased domestic promotion of content will heighten public awareness, build a star system for writers, directors, actors and content creation companies, stimulate private investment and enhance marketability at home and abroad.

Capturing a greater share of global markets

A greater share of global markets will flow from sufficient investment in talent and content, allowing Canada's stories to compete, on equal *financial* as well as creative footing, with content being created anywhere in the world. This growth in market share can be achieved through enhanced private investment in content, augmenting government support.

Investing in Canadian talent and incentivizing risk-taking

Canada's traditional broadcast community is shrinking, and new domestic content platforms are slow to emerge. At the same time strong content creation is growing. Revising current content development initiatives, including removing the broadcast trigger for full script development under the CMF pre-development phase, will allow content companies to develop deeper international as well as domestic relationships, and will increase entrepreneurial risk-taking in content development.

Further incentivizing domestic *and foreign* productions to use Canadian talent including writers, directors, actors and creative department heads will help build a strong domestic star system, creating more promotable content at home and abroad.

Incentivizing private investment in talent and IP development, corporate expansion and diversification will lead to increased, and more marketable, content in all genres for all platforms.

Platform-agnostic

In a platform-agnostic world, a sustainable screen-based industry will be possible if all those who benefit from the system pay into the system.

Content creation companies currently help sustain the system by consistently investing in talent and content development as well as corporate sustainability and growth. Content companies can offer increased investment throughout the system by being able to attract third party private investment in addition to their own.

Embracing culture's unrealized potential as a driver of economic growth, both in the creative sector and more broadly

The cultural sector will realize its potential as an economic driver when it is able to attract substantial market driven investment augmenting and overtaking government support. The injection of significant private investment in our sector can be quickly realized through incentives *equal to those currently offered to investors in the non-renewable resource sector.*

Incentivizing investment in Canada's green, labor-intensive, knowledge-based screen industry will help ensure a bright legacy for our entire cultural economy through and beyond the digital age.