

It is clear that media content is currently being consumed largely on digital platforms. Canada needs to change funding restrictions to allow content creators on digital platforms to have access to funding. Many content creators who exclusively distribute on digital platforms have more reach, in Canada and internationally, than any broadcaster, as it caters to how a majority of the world consumes content. For instance YouTube - many Canadian content creators have hundreds of thousands of subscribers globally, which allows content from a Canadian perspective to be show to hundreds of thousands of people around the world - preserving, solidifying, and developing Canadian heritage. A system needs to develop where digital content creators are supported, and where the creators can also give back to the Canadian media community to support other creators.