House of Commons
Chambre des communes
Canada

House of Commons Standing Committee on Finance – Pre-budget Consultations 2013

This brief is submitted by:

(•) **an organization** **Organization name:** Canadian Media Production Association

or

( ) **an individual** **Name:** _____

Topic: Small and medium-sized enterprises

*Recommendation 1: Please provide a short summary of your recommendation.

We propose a new export development program for the film, television and interactive production sector. This program would help offset a portion of the costs for export-ready Canadian-owned and controlled companies to attend key international trade events in priority markets where investment financing can be raised and exports increased. We estimate that with an annual allocation of between $2M to $3M dedicated specifically to independent companies, the overall economic impact from the incremental production volume in Canada, and the new FTEs created, would be several times the investment.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$1 million-4.9 million

5 or more years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

The wireless spectrum auction to be held later this year is expected to result in new revenue of between $5B-$7B to the federal treasury. We propose that the financial resources needed for this proposed program come from this new revenue.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

The ultimate beneficiaries of this new program would be Canadians through increased economic activity and the new employment opportunities that would be created. The primary intended benefit would accrue to Canadian-owned and controlled, export-ready, independent film, television and interactive media companies.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

As noted above, Canadians would benefit through increased economic activity and the new employment opportunities that would be created as a result of this new program. This would directly enhance the standard of living for those who aspire to work, or are currently working, in the production sector.

Topic: Small and medium-sized enterprises

Recommendation 2: Please provide a short summary of your recommendation.

We propose a new national program specifically dedicated to promoting Canadian feature films, television programs and interactive media content both domestically and internationally. This program would effectively compliment our recommendation noted above. One element missing from Canada's policy toolkit in this sector has long been adequate marketing and promotion support. Stimulating demand for Canadian content is critical to the sector's future growth and long-term prosperity.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$10 million-$99.9 million

5 or more years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

The wireless spectrum auction to be held later this year is expected to result in new revenue of between $5B-$7B to the federal treasury. We propose that the financial resources needed for this proposed program come from this new revenue.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

The ultimate beneficiaries of this new program would be Canadians through increased economic activity and the new employment opportunities that would be created as a result of increased demand for content produced by the sector. The primary intended benefit would accrue to Canadian television broadcasters and distributors. The secondary intended benefit would accrue to independent Canadian-owned and controlled companies that produce Canadian film, television and interactive media content.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Canadians would benefit through increased economic activity and the new employment opportunities that would be created as a result of this new program. This would directly enhance the standard of living for those who aspire to work, or are currently working, in the production sector.

Topic: Small and medium-sized enterprises

Recommendation 3: Please provide a short summary of your recommendation.

We propose a new International Co-Production Program to help stimulate this segment of the independent production sector which has declined significantly over the last many years. The growth of this segment is critical to the future growth and long-term prosperity of the independent production sector. Dedicated new resources to this segment would have the concurrent benefit of lessening the financial pressure on existing direct support programs like the Canada Feature Film Fund and the Canada Media Fund.

Expected cost or savings: From the pull-down menus, please indicate the expected cost or savings of your recommendation to the federal government and the period of time to which the expected cost or savings is related.

$10 million-$99.9 million

5 or more years

Federal funding: Please provide a precise indication of how the federal government could fund your recommendation. For example, indicate what federal spending should be reallocated, what federal tax measure(s) should be introduced, eliminated or changed, etc.

The wireless spectrum auction to be held later this year is expected to result in new revenue of between $5B-$7B to the federal treasury. We propose that the financial resources needed for this proposed program come from this new revenue.

Intended beneficiaries: Please indicate the groups of individuals, the sector(s) and/or the regions that would benefit by implementation of your recommendation.

The ultimate beneficiaries of this new program would be Canadians through increased economic activity and the new employment opportunities that would be created. The primary intended benefit would accrue to Canadian-owned and controlled independent film, television and interactive media companies.

General impacts: Depending on the nature of your recommendation, please indicate how the standard of living of Canadians would be improved, jobs would be created, people would be trained, etc.

Canadians would benefit through increased economic activity and the new employment opportunities that would be created as a result of the increased activity resulting from this new program. This would directly enhance the standard of living for those who aspire to work, or are currently working, in the production sector. And lastly, by focusing efforts on key priority markets, such an initiative is fully consistent with the Government of Canada's objectives to open new markets, promote trade, and attract new foreign investment.

Please use this page if you wish to provide more explanation about your recommendation(s).

The Canadian Media Production Association has for several years highlighted the need for independent producers to work with the Government of Canada to develop an International Trade and Investment Strategy for our sector. In addition, against a backdrop of increased competition fuelled by new technology and a multitude of new distribution platforms, it is critical to our sector's future growth that we actively promote the content we create. Growth and new job creation in our sector hinges on our industry's ability to both penetrate foreign markets and stimulate demand. We believe that the new programs we recommend in this submission would go a long way to achieving these objectives.

*Please note that at least one recommendation must be provided