



Our music is under serious threat: let's act!

The shock wave recently created by the critical state of a major Quebec media group has triggered a broad reflection on the future of our information. It was about time. This is a pillar of our democracy that is being shaken. Internet service providers and web giants were quickly singled out. As they have become essential to reach the public, they thrive by exploiting content to which they do not contribute.

For us, authors, composers, performers, producers, publishers, artist managers and other music professionals, this is an unfortunately well-known refrain. As the federal election campaign is in full swing, as key laws for our sector are being revised and as the [Coalition for the Diversity of Cultural Expressions](#) has just launched a Canada-wide campaign calling on political parties to commit to culture, we want to repeat it loud and clear: without an original and local culture, without a diversity of *artistic voices*, there is no democracy.

Of course, the arrival of online music services such as Youtube, Spotify and Apple Music has created an abundance of choice and unparalleled ease of access to music. It has never been so present in our lives, and this evolution is great!

Paradoxically, it has also become increasingly difficult for creators and those around them to make a living from it. For most of us, conditions have deteriorated significantly in recent years. Album sales have fallen drastically, without online revenue offsetting losses - far from it! It is estimated that one million online listening sessions generate about \$5,000, a paltry sum already, but one that must still be shared by authors, composers, performers and music professionals. This does not correspond to the value generated by our music.

Culture is not a good like any other. This is even more true here than anywhere else. We are few in number, culturally distinct, on a continent and in a world where other cultures impose their hegemony. All this led us, several decades ago, to adopt laws and measures to foster the development of a strong local culture.

The digital revolution has brought new players to the forefront: local telecommunications carriers and online music services, most of them foreign. Since their arrival, our legislative framework has not changed. While these companies have become major players in our industry, they continue to prosper without having to worry about our laws - and this goes far beyond tax unfairness. Our precious ecosystem is at risk: not because people or decision-makers wanted it, but because of inertia.

To ensure a promising future for our music, all those who benefit from it must contribute to its funding and development. Our laws (on copyright, broadcasting and telecommunications) must apply equally to digital platforms: it is a matter of survival for the music industry.

We share a common front with our other colleagues in culture and the media, who are in a similar situation. Like the media, culture feeds democracy and identity.

We invite you to write to candidates and party leaders and ask them to take action:
<https://saveourculture.ca/> #SaveOurCulture

This text is signed by more than 200 authors, composers, performers, producers, publishers, managers and other professionals in the music sector.

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Laurence Lafond-Beaulne, Songwriter, Composer, Performer, Musician & **Camille Poliquin**, Artist, (*Milk & Bone*)

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Flying Horses, Musician

Jordan Officer, Musician

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