



Coalition
for the Diversity of
Cultural Expressions

Quotes from witnesses

Members of the Coalition for the Diversity of Cultural Expressions
Senate hearings on Bill C-11, the Online streaming Act

“APFC welcomed Bill C-11’s historic focus on the Canadian audiovisual ecosystem, particularly its formal consideration of the OLMCs and the objectives it set for the broadcasting system as a whole to reflect the specific needs and interests of those communities. We were even more pleased when it was passed on third reading because it is a bill that, when first introduced in November 2020, contained no provision to ensure that content would be created by and for the OLMCs or to guarantee access to that content [...] The modernization of the Broadcasting Act is long overdue and must be implemented to avoid greater negative impact on the sector. The bill must be rooted in reality.”

Carol Ann Pilon, Executive Director
Alliance des producteurs francophones du Canada (APFC)
September 15, 2022

“ANIM believes in a strong and integrated industry nationwide, and is pugnacious in its efforts to ensure that the francophone community has a seat at the national arts and culture table. We are familiar with the positions our strategic partners have expressed to the committee. Specifically, I am referring to the FCCF, the CDCE — to which ANIM belongs — the APFC and ADISQ, with which we work closely. We strongly support their recommendations. Rest assured that what they are calling for is what we are calling for. Like them, we find it disappointing that, during periods of legislative reform, we have to fight to keep what we have, rather than fight for advancement.”

Clotilde Heibing, Chief Executive Officer
Alliance nationale de l’industrie musicale (ANIM)
October 5, 2022

“ACTRA has been among the strongest supporters of government efforts to modernize the Broadcasting Act, ensuring online streaming services contribute fairly and equitably to the production of Canadian programs.”

**Eleanor Noble, National President
Alliance of Canadian Cinema Television and Radio Artists (ACTRA)
September 14, 2022**

“This situation is a concern for creators and producers, but also for the public, who are very attached to their culture. In that same survey, we learn that 73% of Quebecers believe that the government should adopt legislation so that services such as Apple Music, Spotify and YouTube also have to contribute to funding this content. In addition, 70% of those who stream music say they would like to see recommendations of French-language music from Quebec. The work you do will benefit the public as well as creators. Supporting the diversity of cultural expression also encourages freedom of expression, increases choice for consumers and helps strengthen our democracy.”

**Eve Paré, Executive Director
Association québécoise de l'industrie du disque, du spectacle et de la vidéo
(ADISQ)
September 21, 2022**

“We need continuity in the Canadian broadcasting system: Bill C-11 must be passed as soon as possible. A lack of regulations for online undertakings has a major impact on Canadian music, particularly francophone music [...] We support the proposed amendments requested by the Coalition for the Diversity of Cultural Expressions. The use of Canadian talent must be the same for Canadian and foreign undertakings in a single paragraph 3(1)(f); an appeal to the Governor-in-Council must also be possible for orders, and public hearings must be held when an order is issued.”

**Jérôme Payette, Executive Director
Association des professionnels de l'édition musicale (APEM)
September 21, 2022**

“Bill C-11 is an opportunity to protect our cultural sovereignty by strengthening the Canadian audiovisual production ecosystem.”

**Gabriel Pelletier, President
Association des réalisateurs et réalisatrices du Québec (ARRQ)
November 2, 2022**

“In addition, the use of social media to broadcast original and professional audiovisual content and thus reach audiences that have abandoned the legacy media is a phenomenon that will grow. It is therefore essential that the bill allow the CRTC to include in its area of jurisdiction both subscription streaming services such as Netflix, Amazon Prime Video and Club Illico and social media companies such as YouTube, Facebook and TikTok. It should not be forgotten that TikTok is now one of the platforms with the largest youth audience, which has grown 55% in the past year.”

**Hélène Messier, President and Chief Executive Officer
Association québécoise de la production médiatique (AQPM)
September 15, 2022**

“CIMA supports the principles behind Bill C-11. It has always been and continues to be very difficult to earn a decent living in the music sector in Canada. The federal government is looking for ways to enhance and ensure increased opportunities for success for a much greater diversity of Canadian artists and voices in this new global era. That is a good thing. I doubt there is a parliamentarian, no matter what one’s political stripe is, who would disagree with this intent.”

**Andrew Cash, President and Chief Executive Officer
Canadian Independent Music Association (CIMA)
September 21, 2022**

“An updated policy framework that includes the participation of foreign streaming services is critical to preserving our national sovereignty and establishing a more inclusive system that will better serve all Canadians. An updated framework must also uphold the foundational regulatory principle that those who benefit from our system should also contribute to it. Failure to do so would not only prevent Canada from fully seizing the opportunities of the digital age, but it could also become an existential threat.”

**Reynolds Mastin, President and Chief Executive Officer
Canadian Media Producers Association (CMPA)
September 15, 2022**

“Bill C-11 is primarily intended to integrate the web giants into the Canadian broadcasting system to ensure that they contribute to Canadian culture, and to meet the needs and interests of the multiethnic and multicultural communities the broadcasting system serves. It provides a major and necessary revision that has the potential to improve the volume and quality of programming available to Canadians. At the same time, it seeks to respect internet users’ freedom of expression.”

Robert Armstrong
Broadcasting consultant to francophone audiovisual creators associations
October 19, 2022

“DOC supports passing Bill C-11. This important legislation is urgently needed to ensure that our sector and Canadian creators, including documentary filmmakers, can continue to grow and thrive in a modern broadcasting system.”

Sarah Spring, Executive Director
Documentary Organization of Canada (DOC)
October 25, 2022

“The DGC supports the modernization of Canada’s broadcasting system, which we believe is in the interest of all Canadians and is fundamental to foster the development of the creative community. Moreover, Bill C-11 sets regulatory standards for the 21st century and is a conduit to assert Canada’s cultural sovereignty.”

Warren P. Sonoda, President,
Directors Guild of Canada (DGC)
September 14, 2022

"Knowing that nothing is really guaranteed for the francophone community in Canada, the Fédération culturelle canadienne-française submits that major public policies, including the Broadcasting Act, are the threads of our social fabric. As such, they must give effect to Canada's fundamental principles and constitutional guarantees of linguistic equality, respect for minorities, cultural diversity and the Official Languages Act. In this respect, Bill C-11 is an important step, and we strongly support it as it stands."

**Nancy Juneau, Chairman of the Board
Fédération culturelle canadienne-française (FCCF)
September 20, 2022**

"What reflected us 20 years ago, made us recognize ourselves and reconnect, is now diluted in a multitude of attractive options. Seductive, certainly, but their codes are created elsewhere in high-rolling backrooms, so to speak, to the detriment of a sense of culture and vision of a distinct society. In fact, it is what distinguishes us in all this wonderful content, and how we distinguish ourselves as a society and as a product."

**Annick Charette, President
Fédération nationale des communications et de la culture (FNCC)
September 14, 2022**

"Bill C-11 is of great importance for Canadian culture and for creators and artists. It is essential that multinational media and cultural content providers be subject to the same rules as our Canadian companies. In this sense, Bill C-11 is a great step forward, but some adjustments will have to be made to ensure that this fairness between GAFAs and our companies is fully respected. "

**Luc Fortin, President
Gilde des musiciens et musiciennes du Québec (GMMQ)
November 2, 2022**

"Bill C-11 is this long-awaited and much-needed update. We welcome its goal of bringing online broadcasting under the Act and, in particular, ensuring that online services help Canadians find Canadian songs and stories on platforms that operate in Canada. "

**Margaret McGuffin, CEO
Music Publishers Canada
November 15, 2022**

“To us, the future of telling Canadian stories by Canadians hangs in the balance. Canada’s struggle to control our broadcasting system and tell our stories against overwhelming American pressure has been nearly a century-long commitment – going back to the Aird Report in 1929, the establishment of the CBC in 1936, the National Film Board in 1939, Telefilm Canada in 1967, and both federal and provincial tax credit legislation since at least 1972.”

Michael Prupas
Quebec English-Language Production Council (QEPC)
September 28, 2022

“We have to take action now and adopt this law, because the more that time runs on, the bigger the problem with respect to big tech. Our culture is at stake here. The diversity is at stake. We have to ensure that we protect the only francophone communities here in North America.”

David Bussières, Singer and Producer
Regroupement des artisans de la musique (RAM)
October 25, 2022

“The SCGC fully supports the objectives of Bill C-11 and respectfully urges the Senate to ensure its swift passage into law. We composers are active members of SOCAN and CDCE, and our position today reflects their analyses and recommendations for Bill C-11 [...] Bill C-11 is a once-in-a-generation opportunity to underscore that Canadian culture and Canadian sovereignty mean more than foreign companies deciding what “Canadian enough” is when applying for tax credits.”

John Welsman, President
Screen Composers Guild of Canada (SCGC)
November 1st, 2022

“Bill C11 is an important step forward and we support it for the increased protection of Canadian culture it represents.”

Luc Thériault, Treasurer
Société des auteurs de radio, télévision et cinéma (SARTEC)
November 2, 2022

“For every dollar generated by Canadian television and radio broadcasters, approximately 34 cents are distributed to Canadian songwriters. However, of the revenue generated by online listening services, only 10 cents are distributed to Canadians [...] It stands to reason that these online platforms, with unfettered access to the Canadian public, should support our cultural community and the next generation of Canadian songwriters. This is vital to the survival of our culture and our cultural sovereignty.”

**Martin Lavallée, Senior Legal Counsel
Society of composers, authors and music publishers of Canada (SOCAN)
October 25, 2022**

“We need the public to recognize themselves in our cultural content, because what looks like us is also what brings us together, what shapes our national identity. This is exactly what Bill C-11 does; to make Canada a unique, vibrant and radiant culture.”

**Alexandre Alonso, Executive Director
Société professionnelle des auteurs et des compositeurs du Québec (SPACQ)
November 2, 2022**

Modernization of the act is desperately needed, and long overdue. And so, we welcome and support the objectives of Bill C-11. C-11 will not disadvantage digital creators, nor will it limit freedom of speech in any way. It is important to note that since 1971, CANCON regulation has not impinged on our freedoms as Canadians, but rather simply provided choices and critical investments into Canadian intellectual properties. Songwriters embrace new technologies and are adamant believers in the importance of free speech. But platforms that capitalize on Canadian talent (and Canadian advertising revenue) must support the environment in which they thrive. Streaming services can no longer be allowed to extract subscription fees, advertising revenue and data from Canadians, without contributing to Canadian culture. Our cultural and economic sovereignty demands as much.

**Arun Chaturvedi, President – by letter
Songwriters Association of Canada (SAC)
November 1st, 2022**

“Bill C-11 deals with broadcasting and is hugely important for artists. It is high time that Canada’s broadcasting rules apply to the web giants.”

**Sophie Prigent, présidente
Union des artistes (UDA)
October 18, 2022**

“The WGC supports Bill C-11. It fundamentally addresses the decline in Canadian domestic production by making it clear that online streaming services like Netflix, Disney+, and Amazon Prime Video are covered by the Broadcasting Act, and by giving the CRTC the tools to regulate them so they appropriately contribute to our domestic industry. That is at the heart of what C-11 is supposed to do and that is what it does.”

**Alex Levine, President,
Writers Guild of Canada (WGC)
November 1st, 2022**