



## **CRTC Miss Chance to Stand Up for Canadian Content in New Media**

### **For Immediate Release**

**June 4, 2009 – Toronto** – The Writers Guild of Canada was disappointed by the CRTC’s decision to continue to exempt new media broadcasting services from regulation.

“New media content has become an integral part of the Canadian broadcasting system,” say Maureen Parker, Executive Director, Writers Guild of Canada, “and we looked to the CRTC to ensure that Canadians have the ability to choose Canadian content online. The CRTC doesn’t believe regulation is necessary to ensure that choice – the CRTC is wrong. In our long experience working with Canadian broadcasters, we know that without regulation Canadian content falls by the wayside.”

At the hearings in February, the WGC made a clear case for the need for more funding for original online Canadian content, citing the oversubscription of the existing new media content funds.

“If we can’t make it, Canadians can’t watch it,” says Rebecca Schechter, President, WGC. “This is the future of our industry, and the CRTC has done nothing with this decision to ensure Canadian creators will share in that future.”

The WGC also demonstrated at the hearings that traditional Canadian broadcasting content is very difficult to find online. The WGC called on the CRTC to stand up for Canadian programming and establish minimum levels of original and traditional Canadian content online.

The CRTC stated that there isn’t a viable business model for online broadcasting – but there is no way to know. This is why the WGC called for more data from the sector, and is pleased to see that the CRTC will introduce a reporting requirement for new media services. Accurate and accessible data is the only way all parties will be able to build informed positions.

Canadian broadcasters have consistently revealed their resistance to making Canadian content in all forms, whether it is local programming, high-quality dramas or documentaries, and online content. The CRTC will revisit the exemption within five years – five years is a long time to make Canadians wait to see their entertainment on their broadcasting system.

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