

CRTC Let's Talk TV

A Conversation with Canadians

Stakeholder Mapping

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Citizen-
Consumers

Analysis by Luka & Middleton, 2015-2016

* These lists are indicative rather than comprehensive.

Group 1: Government (Legislative Oversight and Regulation)

Federal Government

Prime Minister

Ministers

MPs

Key Ministers for TV/Media Industry

Canadian Heritage

Innovation, Science and Economic Development

Department of Canadian Heritage

Department of Canadian Heritage
- civil service

Has oversight on: Broadcast Act, Telecommunications Act, Canada Council Act, other culture and heritage acts (or sections of acts)

Canadian Radio-television and Telecommunications Commission (CRTC)
- reports to Department of Canadian Heritage
- Chairperson, and
- Up to ten commissioners plus seven senior management staff

CRTC staff

Group 2: Government (Funding Bodies)

Federal Funding Bodies/Funds

Telefilm Canada
- film properties and promotion

Canada Media Fund (administered by Telefilm)
- television and interactive properties

Canada Council for the Arts
- visual and performing arts (individuals and organizations)

Canadian film or video production tax credit

Canadian film or video production services tax credit

National Film Board of Canada *anomaly*
- A national, federally-funded media production and distribution company (niche audiences, innovative animation & interactive programs, documentary programs)

Atlantic Canada Opportunities Agency *anomaly*
- Federal funding with regional focus
- Supports trade missions, business development and marketing

Provincial Funding Agencies

Creative Industries Funds (10)

Creative Industries

Alberta Media Fund

Creative BC

Manitoba Trade and Investment Corporation

New Brunswick Culture Policy/Creative Economy

Newfoundland Innovation Funds (creative industries)

Nova Scotia Business Inc.
- programs moved from NS Film & Creative Industries 2015

Ontario Creative Industries

PEI Innovation Fund (creative industries)

Quebec Creative Industries

Creative Saskatchewan

Provincial Tax Credit Programs (5)

Provincial Tax Credit Programs (5 provinces)

Manitoba Film and Video Tax Credit

New Brunswick Labour Incentive Film Tax Credit

Nova Scotia Film & Video Industry Tax Credit (2015 is the final year) & Nova Scotia Digital Media Tax Credit

Ontario Computer Animation and Special Effects (OCASE) tax credit; Ontario Interactive Digital Media tax credit; Ontario Film & Television tax credit; Ontario Production Services tax credit

Quebec Film & TV Production tax credit; Quebec Dubbing tax credit; Quebec Production Services tax credit
- all administered by SODEC

Provincial Financial Incentives That Aren't Tax Credits

Non-tax-credit Funding Agencies

Alberta Media Fund

Film Incentive BC

Nova Scotia Business Inc: media incentive program
- new program under construction for 2016

PEI Film and Television Office

Yukon Film Incentive Program

Group 3: Production Companies, Unions & Professional Associations

Production Companies / Producers

500 +

National Umbrella Associations

Academy of Canadian Cinema and Television

Canadian Interactive Alliance

Canadian Media Producers Association (CMPA)
- 390 member organizations

Canadian Women in Communications

Documentary Organization of Canada (DOC)

Independent Media Arts Alliance (IMAA)
- 92 member organizations

Women in Film & Television
- Vancouver, Toronto, Atlantic

Provincial Umbrella Associations

Association Québécoise de la Production Médiatique

On Screen Manitoba

Producers Association of Newfoundland and Labrador

Saskatchewan Interactive Media Association

Screen Nova Scotia

Unions & Professional Associations

ACTRA/Equity/UBCP (actors)

Alliance Québécoise des techniciens de l'image et du son

American Federation of Musicians (AFofM)

Canadian Private Copying Collective (CPCC)
- administers Resound, connects to SOCAN, SODEC

Canadian Society of Cinematographers (CSC)

Directors Guild of Canada (DGC)

Front des réalisateurs indépendants du Canada (FRIC)

International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts of the United States, Its Territories and Canada (IATSE)

Society of Composers, Authors, & Music Publishers Association (SOCAN)

Writers' Guild of Canada

Group 4: Distribution Companies & Systems

Broadcasting Distribution Undertakings (BDUs),

i.e. cable, satellite and internet protocol TV services

Bell Media

- owns CT over-the-air (OTA) conventional service, 30 local stations, 35 specialty BDUs, 4 pay-TV, 106 radio stations, Crave TV, Go Video Streaming (CTV Go, TMN Go, etc.)
- owned by BCE Inc.

Rogers

- cable television, telecommunications and internet services

Shaw Cable

- owns Global TV OTA conventional, 13 local stations, 19 specialty BDUs, and SHOMI
- IPTV service with Rogers
- owned by Shaw Communications

TELUS

- internet and telecommunications services

TVA (broadcasting) & Vidéotron (cable TV service)

- owned by Québecor

Canadian Cable Systems Alliance

Access Cable

- cable, internet and telecommunications services

Cogeco

- cable, internet and telecommunications services

Eastlink

- cable, internet and telecommunications services

Conventional Over-the-Air Networks

Canadian Broadcasting Corporation / Radio-Canada

- 16 owned & operated TV channels and 7 private affiliates; 5 specialty channels; 8 radio services; 10 digital services. 75% funded by Federal government allocation via Canadian Heritage, 25% funded by advertising

CTV media production and (mostly) acquisition

Global TV media production and (mostly) acquisition

Internet Service Providers (ISPs)

Bell

Cogeco

Distributel

Eastlink

MBTel

Rogers

Sasktel

Telsavvy

Telus

Videotron

Over-the-Top Services (mostly distributors)

Amazon Instant Video

Crackle

Crunchyroll

Drama Fever

Dramatize

Google Video

HBO OTT

Hulu

Mobibase

MyTV

NetD

Netflix

NowTV

PutLocker

Presto

Qello

RPITV

Sling TV

Viewster

Wherever TV

Wine Network

Yupp TV

Group 5: Third-party Interests

Business Analysts and Public Interest Groups

Accessible Media Inc.

Canadian Association of Community TV Users and Stations (CACTUS)

Canadian Internet Policy & Public Interest Clinic (CIPPIC)

Consumer Council of Canada

English Language Arts Network (ELAN)

Federation Culturelle Canadienne-Francaise

Friends of Canadian Broadcasting

Media Smarts

Open Media

Public Interest Advocacy Centre (PIAC)

Universities / Colleges in Canada

Researchers and Students

121+ post-secondary programs (media, film, animation, broadcasting, TV production, communications, etc.)

Public Administration & Public Policy programs (~85)

Interactive Media programs (20+)

Business Schools including IT, communications management, startups, etc. (71)

Group 6: Citizen-Consumers

Demographics

Urban or capital cities/rural / region

Gender

Education

Working/Retired/low income

“Producers”/UGC-makers /interactive consumers

OTA/Cable/Satellite/OTT users

Etc.

General Emotions

- Angry (many)
- Unhappy (many)
- Disappointed (some)
- Content/Happy (some)

Maximize Choice and Flexibility

- Unbundle, vs. don't unbundle, because it means more US content
- Cost
- CRTC needs to regulate/fix cost, bundles, ads
- Too much advertising
- Improve service provider services/don't allow monopolies
- Consumer-citizen uses Internet/Netflix
- Improve accessibility for people with special needs

Quality Programming (we need)

- More Canadian programming generally
- More French Cdn. programming
- More money to CBC
- To stop CBC cuts
- More CBC programming
- Better quality programming generally

Foster Local and Canadian Programming

- Feature/more community or regional programming
- Support local businesses, including advertising
- Too much ideologically-based government interference
- Too much US content

Wants More Programming That...

- Promotes Canadian identity
- Demonstrates that CRTC acts to ensure Canadian identity reflected
- Integrates ethnic-language programming into mainstream channels better
- Reflects changing population better
- Helps Canadian programming and news distinguish itself from American