

A re-elected Liberal government will:

- Within the first 100 days, reintroduce legislation to reform the *Broadcasting Act* to ensure foreign web giants contribute to the creation and promotion of Canadian stories and music.
- Modernize the institutions (Telefilm, National Film Board, Canada Media Fund) and funding tools that support Canada's audio-visual sector, including video games, in order to make funding platform-agnostic and open to more traditionally underrepresented storytellers, while favouring Canadian productions over foreign ones and ensuring that Canadians are better equipped to own and benefit from the content that they produce.
- Support Canadian feature films by permanently increasing funding to Telefilm Canada by \$50 million.
- Support Canadian television productions by doubling the government contribution, over three years, to the Canada Media Fund.
- Increase the proportion of funding for French audiovisual content at Telefilm and the Canada Media Fund from 33% to 40% to support a better presence of French-language productions.
- Ensure better and stable funding for the music sector by increasing the annual contribution to the Canada Music Fund to \$50 million by 2024-2025.
- Provide the Indigenous Screen Office with \$13 million per year, permanently, so more Indigenous stories can be told and seen.

Bringing Canadian Culture to the World

Canada has some of the best artists and performers in the world, but there is very little support available for creative industries to share their creations abroad. By finding ways to bring the work of Canadian artists and creators to the world stage, we can harness the impact of their extraordinary talents and reputations to increase the impact of Canada's diplomacy.

A re-elected Liberal Government will:

- Help Canadian cultural industries succeed abroad by issuing a mandate to BDC and EDC to support the growth of creative industries in new markets.
- Launch a new cultural diplomacy strategy with an annual budget of \$20 million per year to leverage the work done by our artists and cultural industries to support Canada's diplomatic goals.
- Forge an international coalition to work on a new UNESCO Convention on the Diversity of Cultural Content Online.

- Celebrate Canada's unique francophone cultures through the promotion of the French language across our diplomatic missions and in our work to transform the Organisation internationale de la Francophonie.

Supporting Canada's Authors

Book sales hit a record in Canada during COVID-19, but Canadian authors struggle to get the recognition and market share that their talent deserves.

A re-elected Liberal Government will:

- Invest \$43 million per year to support Canadian authors and books publishers by increasing, by 50%, funding for through the Canada Book Fund, the Canada Council for the Arts, and the Public Lending Right Program.

Levelling the Playing Field with Digital Giants

In 2021, most Canadians get their news from digital platforms which drives key advertising revenues away from Canadian news organizations and towards platforms owned by social media companies and digital giants.

A re-elected Liberal Government will:

- Introduce legislation, within 100 days, that would require digital platforms that generate revenues from the publication of news content to share a portion of their revenues with Canadian news outlets. This legislation would be based on the Australian model and level the playing field between global platforms and Canadian news outlets. The bill will also allow news publishers to work together to prepare for collective negotiation.

Modernizing CBC/Radio-Canada

CBC/Radio-Canada is a fundamental Canadian institution. Decreasing advertising revenues for all broadcasters are putting Canada's public broadcaster under increasing pressure. In our rapidly evolving world, CBC/Radio-Canada's mandate needs an update.

A re-elected Liberal Government would:

- Update CBC/Radio-Canada's mandate to ensure that it is meeting the needs and expectation of today's Canadian audiences, with a unique programming that distinguishes it from private broadcasters.
- Reaffirm the role of the public broadcaster in protecting and promoting the French language and Francophone cultures in Quebec and across the country.