



A CREATIVE CANADA

Key Facts

- **Culture is an economic pillar in Canada contributing \$93B annually to the Canadian economy.**
- **CBC/Radio-Canada has a significant cultural and economic impact on Canada.**
 - We support more than 10,000 jobs in the Canadian economy in Television alone. That's on top of the 7,200 Canadians we employ.
 - We invest almost \$700M each year in creating Canadian content. We are the only media company in Canada that airs close to 90% Canadian content in prime time, when most Canadians are watching.
 - We are more digital than ever before, reaching 16M users each month and approaching our goal of 18M by 2020. We rival some of the best-known digital companies in the world such as Google, Facebook and Microsoft.



- **The BBC played a vital role in the success of Creative Britain.**

- Creative Britain has doubled creative sector jobs and service exports, and almost tripled its gross value added to the British economy since 1997.
- Funding for the BBC has tripled over the last twenty-five years.

- **Today we receive \$34 per person annually compared to \$114 per person for the BBC.**

- For perspective, Germany receives \$143, Sweden \$126 and France \$73.
- We are the third lowest funded public broadcaster among 18 comparable countries.

- **With a funding increase of \$12 per Canadian annually, we would anchor a stronger cultural ecosystem.**

- **An ad-free model would:**

- generate an estimated net total GDP gain of \$488M and create up to 7,200 new jobs.
- mean an estimated two-thirds of CBC/Radio-Canada's current advertising revenue would migrate to other Canadian media, for a net gain of \$158M.

[Nordicity Study, 2016]

- allow the public broadcaster to focus less on commercial impact and more on cultural impact; it supports risk taking in content and format creation, and more resources to find and nurture new talent.

