

- 1) That CBC be required to dedicate at least 50% of the money it intends to redirect into non-programming activities, or \$15 million by the end of fiscal year 2023, and an additional \$5 million per year for the remainder of the licence term, to a program dedicated to new and emerging talent exclusively; and
- 2) That the eligibility for this program be established as follows:
 - a) the applicant must be Canadian or a permanent resident of Canada;
 - b) the applicant must not have received more than a lifetime cumulative amount of funding from any source for programming content in excess of \$125,000.00;
 - c) the applicant must not have had a project accepted to a tier 2 or higher film festival and/or been broadcast by a television or streaming content broadcaster; and
 - d) the applicant must not have produced a film that has had theatrical release and/or theatrical distribution in any territory.

We think such a program with minimal barriers to access for truly new and emerging audio-visual content creators would serve to advance CBC's self-declared role in the Canadian creative content industry.

To ensure the ongoing vibrancy of Canada's film, television and digital production industry, we propose that a similar condition be imposed in subsequent licence terms.

Exposure

Furthermore, it is open to CBC to offer a space on its Gem platform where new and emerging filmmakers and content creators can connect with individuals or other organizations who themselves are looking to fund unique projects. This online space would be much like the Catalogue of Canadian Instrumental Music, the merits of which the Commission praised when it was being developed:



The Commission considers that the proposed catalogue will provide a central source for Canadian instrumental music and artists. The catalogue will also be a valuable research tool for radio licencees considering the introduction or addition of instrumental musical selections to their musical rotations.⁸

At present, most emerging artists self-publish on sites such as YouTube and Vimeo. On those sites, individuals or other organizations looking for new and exciting projects must navigate through millions of pieces of content that have been posted for any number of reasons, with no real way to know which creators may be seeking development opportunities. Similar to the catalogue, a "Gem Incubator Space" would serve as a central location where new and emerging filmmakers and those seeking out projects could connect. Having the incubator offered on a CBC platform would provide the much-needed exposure and legitimacy to these filmmakers that is presently lacking.

Furthermore, CBC would be in a position to promote the Incubator Site both on its traditional and digital platforms. Such a space would be perfectly in keeping with CBC's self-declared role as the "engine of Canada's creative sector". And it also would be a fair trade for CBC's proposed amendment to one of its conditions of licence.

We understand from CBC's Supplementary Brief that it is asking to reduce the amount of required programming on its traditional platforms, and to be permitted to lean on its digital platforms to satisfy

⁸ CRTC Decision No. 2005-254.

its regulatory requirements.⁹ We agree with CBC that how Canadians consume content is changing, and that digital platforms are certainly growing in prominence (one need not look further than to the success of Netflix and AppleTV in the most recent awards season!).

We also understand that the Commission typically does not like granting these kinds of changes unless the licensee offers something in return to benefit the system more broadly. As a result, we feel it is entirely appropriate that if the Commission is prepared to grant CBC's request to include its digital programming toward its regulatory obligations that the Commission also impose a condition of licence requiring CBC to offer up a part of that platform for the development of new and emerging Canadian content producers, rather than redirect that money into non-programming activities as it proposes.

As a result, in addition to the funding condition above, we propose the Commission impose the following conditions of licence on CBC:

- 1) That CBC be obligated to create a channel on its Gem platform for the purpose of providing space to new and emerging Canadian content providers; and
- 2) That the Commission declare its expectation that the channel be promoted on CBC's platforms (both traditional and non-traditional) in keeping with CBC's self-declared role in developing Canadian content.

Together, these proposed conditions of licence would greatly assist new and emerging Canadian content creators in both getting their projects off the ground, and connecting with individuals who may be able to bring their projects to the next level. This outcome can be achieved at very little cost to CBC, all the while in keeping with its mandate and role in developing Canadian culture as the engine for the country's creative sector.

We appreciate the opportunity to offer our comments, and look forward to the next steps in this process.

Yours truly,



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⁹ CBC Supplementary Brief para. 20.

Schedule 'A'

Funding barriers to truly new and emerging filmmakers and content-producers.

	Requires Funding in Place	Distribution/Broadcast Agreement Needed	Previous Project Credits Needed	Previous Work Advance Approval
CBC Creative Relief Fund <i>*no longer available, COVID-19 emergency relief</i>	No	No	1 any above line credit in any project No festival showcase or broadcast requirement	No
CBC Breaking Barriers Film Fund¹	Yes – 80 to 90% Available: 10% to 20%	No	1 above line feature length film credit shown at a recognized film festival	No
CBC Films²	No	No	1 director credit on a feature film showed at recognized festival or 3 director credits on a broadcasted episodic series or 1 director credit on a short film showed at a tier A international festival	No
Ontario Creates³	Yes – 70% Available: 30%	No	1 producer credit on a feature length film that had theatrical release or 1 television movie that was broadcast or 1 series that was broadcast	No
Telefilm Canada Talent to Watch⁴	No	No	1 above line short film credit featured at a tier A international film festival or 1 recommendation by a partner educational institution (each institution may only put forward one application)	Automatic funding approval to filmmaker who wins an award at a recognized festival
Telus Fund Production Fund⁵	Yes – 5% and “.. significant contribution from the Canadian production sector”	Yes	No	No
Canada Media Fund Independent Production Fund⁶ (CMF & IPF)	No	No	“Must have previous credits as either producer or writer on scripted episodic or short form content.”	No

1 <https://www.cbc.ca/mediacentre/press-release/cbc-launches-cbc-breaking-barriers-film-fund-in-support-of-underrepresented>

2 <https://www.cbc.ca/films/guidelines/> and <https://www.cbc.ca/films/faq/>

3 <http://www.ontariocreates.ca/Assets/Industry+Initiatives/English/Content+and+Marketing/Film+Fund/Film+Fund+Production+Guidelines.pdf>

4 <https://telefilm.ca/en/financing/talent-to-watch>

5 <https://telusfund.ca/apply-production/>

6 <https://www.cmf-fmc.ca/getattachment/ae9a9716-0c53-4404-ae95-44b0e75aca47/attachment.aspx>