



April 28, 2021

Mr. Claude Doucet

Secretary General

Canadian Radio-television and Telecommunications Commission (CRTC) Ottawa, Ontario K1A 0N2

Re: Commercial radio policy framework review: ensuring Canadian creators not at risk of losing their livelihoods

Music•Musique NB (MNB) is the provincial music industry association that elevates, promotes and represents New Brunswick's music community through development, promotion and celebration. MNB provides a support network for musicians, managers, and businesses that are involved in the creation of music within the province of New Brunswick. Officially bilingual and with over 400 hundred members, our primary responsibility is to serve their interests and foster the New Brunswick music industry.

The New Brunswick music industry is comprised of artist entrepreneurs and music companies. Since its creation in 1998, MNB has evolved greatly, providing business opportunities, professional development and training as well as export development for its members. The New Brunswick economy has benefited greatly from the contributions that our industry has made in the past decades and will continue to be an important economic driver.

Music•Musique NB is proud to have participated in the Commercial radio policy framework review through a joint submission along with our key industry stakeholders at Advance, Canadian Council of Music Industry Associations (including Alberta Music, Cultural Industries Ontario North, Manitoba Music, Music BC, Music Nova Scotia, Music NWT, Music PEI, Music Yukon, Music/Musique NB, MusicNL, MusicOntario, SaskMusic), Canadian Independent Music Association (CIMA), Indigenous Music Alliance, Music Managers Forum Canada, and the Songwriters Association of Canada. We also applaud submissions made by colleagues from across the music industry reflecting their unique perspectives, including submissions from Music Canada and ADISQ.

Commercial radio is clearly important to all stakeholders in Canada's music industry, including songwriters, publishers, artists, labels, and the teams around them. We wish to reiterate that it is critical that the commercial radio policy be updated in a number of ways.

First, as suggested in our joint proposal (CIMA et al.), a modernized version of MAPL to better reflect modern songwriting is necessary to better meet the goals of the Broadcasting Act. We believe that the proposal put forth in our initial joint submission with our music industry colleagues is a stronger solution.

Second, we vehemently disagree with CAB's assertion that fewer regulatory obligations for radio will result in better outcomes. Maintaining the 35% Canadian content exhibition requirement is critical and any reduction in

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Music•Musique NB (MNB) est l'association provinciale de l'industrie musicale qui veille au rayonnement de sa communauté grâce à des efforts de développement, de promotion et de célébration de son talent et de ses acquis. MNB offre un appui au travail des musiciens, gérants et autres intervenants de l'industrie qui voient à la création d'œuvres musicales au Nouveau-Brunswick. Comme organisme à but non lucratif ayant des liens aux niveaux régional, provincial et national avec les agences et ministères gouvernementaux, MNB représente, soutient et met en avant notre industrie et nos artistes. Le mandat premier de MNB est de servir les intérêts de ses membres et de développer l'industrie musicale du Nouveau-Brunswick.



exhibition requirements would have a significant (and direct) negative impact on the royalties received by songwriters and music publishers and on the discoverability of Canadian songs and artists by the public.

Third, we believe that listeners deserve to hear a diversity of voices on Canadian radio, and that Canada talent should be able to be discoverable through radio play. We support the programming of emerging artists, regional artists, and artists from equity seeking groups.

Finally, there should be no reduction in Canadian content development obligations from commercial broadcasters. While we believe that there are changes that should be made to discretionary allocations (as noted in our joint submission), CCD funding has and can continue to make a significant contribution to the development of Canadian artists. We do not believe that reductions in CCD contributions from broadcasters are warranted at this time and that the current formula for calculating CCD allows for sufficient flexibility to account for financial fluctuations.

As the Commission considers the submissions received throughout this process, we urge the Commission to consider the key role that radio plays for Canada's music industry, including its creator community and MPC members.

Sincerely,

Jean Surette  
(he | him | il | lui)  
executive director • directeur général  
music•musique nb

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