



BILL C-10 IS GOOD FOR CANADA.

Modernizing **Canada's Broadcasting Act** is long overdue. The legislation has not been updated since it was introduced 30 years ago, and it has not kept up with transformative changes in technology and consumer expectations over the past three decades.

By giving a free ride to foreign streaming services, the current law and related regulations favour global digital platforms over our own broadcasters, producers, musicians and creators, placing many of them at risk.

Canada's broadcasting, production and music communities are part of the cultural and economic fabric of the entire nation – in countless communities large and small. We support Canadian content made for and by Canadians. We deliver local, regional and national news and information, educational, and entertainment programming. We support community initiatives. We offer a platform for Canadian creators and businesses. And we sustain hundreds of thousands of jobs.

Bill C-10 is a critical first step towards rules that are fair and effective, and reflect the modern-day media landscape. Delaying this important legislation further will only strengthen foreign digital players at the expense of our distinct Canadian voices.

It's time to refocus on the urgent task at hand – building a sustainable, competitive, world-class broadcasting sector that continues to serve Canadians.

IT'S TIME TO GET ON WITH MODERNIZING BROADCASTING RULES IN CANADA.

