

MEMBERSHIP UPDATE –

What the Major Parties Say About Media Industry Issues

Elections often end up in a discussion about “what’s in your wallet?”

If you work in the media, this federal election doubles down on pocketbook issues. It’s more like “what about my job?”

Unifor invited the Liberals, Conservatives, New Democrats, Greens and Bloc Quebecois to lay out their Media platforms. We were looking for responses on the five top issues as posted on www.mediaactionplan.ca

- Ongoing financial support for journalism, both written and broadcast news.
- Close the Loophole in the Income Tax Act exempting Canadian advertisers from corporate income tax when they seek online audiences through Google, Facebook and other U.S.-based new sites (instead of Canadian ones).
- Force foreign Internet TV companies such as Netflix, Amazon, Disney and DAZN to match the Canadian content spending obligations of our domestic TV broadcasters.
- Require the online divisions of Bell, Rogers, Shaw, Telus, and Videotron - which have rapidly become Internet TV distributors - to join cable distributors in making standard financial contributions to Canadian filmmaking and independent local TV.
- Protect the funding of the CBC/Radio Canada.

We got responses from the Greens, NDP and the Bloc. For the Liberals we relied upon their published platform. For the Conservatives, we relied on their public statements and Parliamentary votes.

As of October 1st, for a summary of the political parties’ positions on key media issues, flip this page over:



	News journalism	Close the tax loopholes for advertising in foreign media	Regulate foreign Internet TV companies like Canadian media companies	Require Canadian Internet TV companies to contribute to CanCon, same as Cable TV companies	Protect and Maintain CBC/Radio Canada	Other
Liberals	<ul style="list-style-type: none"> Passed Bill C-97 boosting federal aid to written news journalism by \$645M over five years. Direct the CBC to make digital services available to journalism start-ups and community papers. 	No.	<ul style="list-style-type: none"> In first year, will require Internet TV streamers to contribute to Canadian content and promote Cdn content in their catalogue. Will impose sales tax on Netflix and other foreign streaming companies. 	No.	<ul style="list-style-type: none"> No additional funding beyond the \$150M added in 2016. Would mandate CBC to strengthen local news. 	Will impose a 3% revenue tax on Google, Facebook and Amazon. No specific commitment to where that tax revenue would be spent.
CPC	Unknown but opposed federal aid in Bill C-97.	Unknown. In 2017 the CPC opposed this recommendation of the Liberal-majority Heritage Committee.	Unknown. In 2017 the CPC opposed this recommendation by the Liberal-majority Parliamentary Heritage Committee.	Unknown. In 2017 opposed this recommendation by Liberal-majority Parliamentary Heritage Committee.	Unknown. In 2017 Andrew Scheer proposed abolishing CBC News but has not repeated this pledge.	
NDP	<ul style="list-style-type: none"> Bill C-97 is a band-aid solution: more support, financed by tax revenues gained from closing the advertising tax loophole. Aid should include local TV news. 	In favour of closing the online advertising tax loophole.	Foreign TV companies like Netflix must contribute to Canadian content and local news just like domestic broadcasters and cable companies.	No specific commitment but NDP supports long term goal of maintaining the Canada Media Fund as cable company funding decreases.	Increase CBC/Radio Canada funding by approximately 50%.	
Green	No platform. During C-97 debate Elizabeth May expressed support for federal aid with some caveats (statement available).	In favour of closing the online advertising tax loophole.	In favour of requiring contributions to Canadian content and local news.	No.	Triple the \$1.1 billion federal funding to CBC/Radio Canada by \$315M each year and fix governance problem.	<ul style="list-style-type: none"> Increase funding to the arts. Proposing several measures for curbing market abuses by Google, Facebook and Apple.
Bloc Quebecois	<ul style="list-style-type: none"> Collect sales tax on foreign online media and use it to fund aid to written media. Study how to help video journalism. 	No.	Follow France and impose a 3% revenue tax on web giants Facebook, Google, Spotify, Netflix, Apple, Amazon, etc.	No.	No.	<ul style="list-style-type: none"> In favour of a separate CRTC for Quebec media. More financial support for the arts in Quebec.