



About CAFDE

The Canadian Association of Film Distributors and Exporters / Association canadienne des distributeurs et exportateurs de films (CAFDE/ACDEF) is a non-profit trade organization that represents the Canadian film distribution industry and its members on matters of national interest.

CAFDE activities include government consultation, outreach and engagement with an aim to bring attention to the current erosion of the film distribution policy in Canada and the cultural, social, and economic repercussions of this changing landscape. Our Association represents a variety of businesses, from small independent film distributors to large global media organizations. Current members include: d Films, Elevation Pictures, Entertainment One/Les Films Séville, LaRue Entertainment, Kinosmith, Pacific Northwest Pictures, CropGlass and Search Engine Films.

CAFDE RECOMMENDATIONS FOR THE COMMITTEE TO CONSIDER

To strengthen the proposed amendments to the Canadian Broadcast Act and protect the crucial role of Canadian film distributors and producers, CAFDE recommends the following:

1. Require OTTs and all licensees to invest 30% of their gross to support Canadian Content

To support the production of film and television content that promotes diverse and unique Canadian stories in both official languages as well as Indigenous languages, CAFDE recommends all licensed services in Canada be mandated to contribute 30% of Canadian gross revenues towards funding the production of Canadian Content from independent Canadian producers.

2. Require all licensees to prominently feature Canadian Content

Discoverability for Canadian content on OTT and PTV platforms is especially challenging. CAFDE recommends that Canadian content account for 30% of the content prominently featured on the platforms, eg.. in prime time, in carousels, and via recommendation engines. Use the existing CRTC definitions to categorize and report these discoverability requirements.

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3. Incentivize all licensees to buy and/or commission feature films and documentaries in the script stage

To ensure that Canadian cultural producers and content creators are supported in their efforts to get projects into production, CAFDE proposes an incentive for all licensed services to acquire Canadian Content *prior to* production. Specifically, if a licensee commits to a project at the script stage, (i) money spent would be counted at one and a half times the license value, reducing the overall investment required of the service in point #1, and (ii) pre-bought content that is featured prominently would be counted at one and a half times the weight, reducing the overall requirement for Discoverability in point #2.