



Ms. Danielle May-Cuconato
Secretary General
Canadian Radio-Television and Telecommunications Commission
Ottawa, Ontario
K1A 0N2

July 18, 2017

Dear Ms. May-Cuconato,

Interactive Ontario wishes to express its disappointment with Broadcasting Decision 2017-253, regarding *Requests for relief in regard to the Commission's policy framework for Certified Independent Production Funds*. It is not an understatement to say that this decision will have a measurable negative impact on volume of interactive digital media production activity in Ontario and across Canada.

This is especially difficult to understand at a time when collaboration between broadcasters and digital media producers is more important than ever. As noted in our meeting with the CRTC and our written submission (through our membership in the Canadian Interactive Alliance, of which I am Chair), non-programming digital content plays an important role in the discoverability of Canadian television, acts as a sales tool for television producers and distributors in international markets and provides additional revenue streams to Canadian television producers and broadcasters. It is content that TV viewers of all ages now expect in this multi-platform world.

Any reduction in the ability to finance interactive digital media associated with television production will therefore have a measurable negative impact on the ability for television productions to find, engage and maintain audiences in Canada and around the world. It will prevent independent producers from fully exploiting their television productions and could significantly reduce the growth of the Canadian independent production sector. As a result, we fail to see how the CRTC can decide that increasing the imposed cap of 10% on funding for digital media production does not further the objectives of the Broadcasting Act, which include supporting an independent production sector.

The Bell Fund's financial support of digital media content has allowed Canada to lead in broadcast innovation worldwide. This decision will see Canada fall behind in a quickly evolving media landscape. It runs counter to both the CRTC's and the federal government's vision for Canada's media sector to be forward thinking and innovative.

Sincerely,

Christa Dickenson, President & CEO

Cc: The Honourable Mélanie Joly, Minister of Canadian Heritage

CC: Julie Dabrusin, Member of Parliament for Toronto-Danforth