



Canadian Association of Broadcasters  
Association canadienne des radiodiffuseurs

December 18, 2008

Hon. Jim Flaherty, P.C., M.P.  
Minister of Finance  
L'Esplanade Laurier, 21<sup>st</sup> Floor, East Tower  
140 O'Connor Street  
Ottawa, ON K1A 0G5

Re: Budget Consultations - Renewal of Canadian Television Fund (CTF)

Dear Minister:

The Canadian Association of Broadcasters (CAB) welcomes the opportunity to provide comments on measures for the federal Budget to be tabled on January 27, 2009. Canada's private broadcasting sector is vulnerable to economic fluctuations and is consequently facing a number of challenges as a result of the global financial downturn.

Consistent with your proposal "Supporting traditional and emerging industrial sectors" the CAB strongly urges you to renew the Canadian Television Fund (CTF) as a specific initiative that would serve as an economic stimulus to create jobs and foster innovation, productivity, and Canadian program content.

A public/private partnership, the CTF is a key funding vehicle to create distinctly Canadian programming. In 2007/2008, the CTF contributed \$242 million to production which contributed to leverage \$869 million of actual production resulting in 2200 hours of Canadian content. Each dollar of financial support from the CTF attracted an additional \$2.60 from other public and private sources. During this same period, CTF-supported television production generated an estimated 22 000 direct and indirect Full Time Equivalent (FTEs) jobs. The growth in the Canadian television landscape has also meant that demand for various types of high quality home-grown content funded by the CTF has outstripped supply. Clearly, Canadian artists with boundless creativity and multiple platforms have developed great programming with limited resources. Your government's support for the CTF will serve as an important reinforcement of the value of content development.

A commitment to renew and provide stable, predictable, multi-year funding for the CTF that reflects the demand for Canadian programming will promote investment, growth, and jobs in broadcasting and related sectors while meeting policy and regulatory objectives. Your government's support for the CTF would continue a twelve year partnership between broadcasters, government, and production companies that yields strong results with respect to job creation. In these challenging

economic times, continued stable funding for the CTF would be a definite stimulus for the Canadian economy as the fund already has a proven track record in this regard.

Sincerely,

*Original Signed by:*

Glenn O'Farrell  
President and CEO

Cc: Hon. James Moore, P.C., M.P.