

# The Value of Canada's Private Broadcasters



Canada's private broadcasters are vital to the cultural and economic fabric of our country. They are storytellers, providing a platform for and producing uniquely Canadian content. They are news leaders, offering diverse news choices that keep you informed. They are also community builders, bringing people together to support local charities and initiatives.

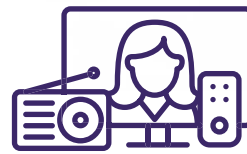


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**60,000+**

Jobs created and supported by private broadcasters



**\$681M**

Spent on news and community information programming



**\$2.5B**

Spent on Canadian content, including original programming (e.g., news and entertainment) and copyright payments



**\$13.4B**

Contribution to Canadian gross domestic product (GDP), not including sales of goods and services stimulated by advertising

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## Providing diverse, trusted news choices

Canadians want to be informed and seek news programming that is reliable and trustworthy. For decades, our private broadcasters have delivered local, regional, and national news and information that matters to Canadians, keeping audiences in the loop about everything from federal politics to what is happening in their communities. They also offer valuable reporting on global issues and events, as well as commentary that applies a Canadian lens to news of the day.

Together, private radio and TV broadcasters are the largest source of news programming in Canada. That means that when most Canadians turn on their radios



or TVs to learn what is going on around them, they are tuning into a private broadcasting station. In today's digital world, these stations also publish reputable online news through their websites, which they share across their social media channels. Their presence on all these platforms ensures that factual, meticulous reporting continues to reach Canadians who are increasingly confronted with misinformation online.

As an integral piece of the Canadian media puzzle, private broadcasters continue to maintain vital, independent newsrooms in communities across the country, delivering stories that matter.



### \$545M

Spent by private TV broadcasters (conventional and discretionary) on news and community information programming



### \$136M

Spent by private radio broadcasters on news and community information programming

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## Fostering Canadian content



Private broadcasters not only support, but also produce Canadian content made for and by Canadians. This includes news and community information, as well as original programming ranging from local radio shows to TV dramas and competition shows. They continue to inform, entertain, and reflect our communities back to us.

## Supporting our economy and communities



Canada's private broadcasters are on the ground in their communities, supporting local initiatives, sponsoring charity events, and serving as essential connectors that raise awareness and drive engagement with important causes. They offer a platform for Canadian creators and businesses, generating and sustaining tens of thousands of jobs.