

Fall 2020 Pre-Budget Consultations

Submitted by:
Margaret McGuffin, Executive Director
Music Publishers Canada (Éditeurs de Musique au Canada)
mmcguffin@musicpublishing.ca

Create. Promote. Protect. | Créer. Promouvoir. Protéger

56 Wellesley Street West, Suite 320 ■ Toronto, Ontario ■ M5S 2S3
P: 416.926.7952 ■ www.musicpublisher.ca

Introduction

The Canadian and global music industry is currently experiencing unprecedented upheaval due to the COVID-19 global pandemic. From cancelled productions and performances to travel bans, as is the case with other sectors, businesses in the music sector are struggling with their operations and the livelihoods of creators and the businesses that invest in them are collapsing. In short, the Canadian and global music industries are being severely and devastatingly impacted. Royalty income, which forms the basis of revenue for the music publishing industry, is typically collected and distributed based on activity from past periods, meaning that any downturn from COVID-19 will not be reflected until near the end of 2020 or in 2021.

Create, promote, protect: About Music Publishers Canada

Music Publishers Canada is a membership-based organization, founded in 1949, that ensures the views of music publishers working in Canada are heard.

Music publishers are the business partners of songwriters, lyricists and composers. Our members represent and make investments into thousands of Canadian songwriters and songs that are heard daily on the radio, on streaming services, in video games and film and television productions around the world.

In 2019, the sector grew to \$277 million in revenues, and the vast majority of those revenues are generated in Ontario.

Growing and maintaining global competitiveness through a Creative Industries Economic Strategy Table

In Ontario, the culture sector contributes over \$25 billion to the provincial economy and supports almost 270,000 jobs. The sector includes small and medium-sized businesses that help grow exports, make Ontario globally competitive and ensure our economy is diversified. Helping the sector overcome challenges, especially as a result of the COVID-19 pandemic, and capitalizing on opportunities abroad will support job creation and economic growth.

We urge the Government of Ontario to work with its federal counterparts to establish an Economic Strategy Table on Creative Industries to take a collaborative approach to ensure sector growth and maintain global competitiveness.

Create. Promote. Protect. | Créer. Promouvoir. Protéger

56 Wellesley Street West, Suite 320 ■ Toronto, Ontario ■ M5S 2S3
P: 416.926.7952 ■ www.musicpublisher.ca

Increasing the profile and use of Canadian songs and composers

There are important linkages between the music publishing sector and the audio-visual production sector. Canadian songs and compositions are heard around the world in various television & film productions. This is an important revenue source for Ontario-based songwriters, composers, and music publishers. As we look to emerge from the pandemic, we believe that there is an opportunity to incentivize the use of Canadian songs and composers in audio-visual productions through tools like tax credits for film & television production.

We urge the government of Ontario to develop incentives targeted at increasing the profile and usage of Canadian songs and composers within audio-visual productions.

Continued support for the Ontario Music Investment Fund

The support provided by the Government of Ontario through the Ontario Music Investment Fund (OMIF) has the potential to be a valuable tool for Ontario's music publishers, their songwriting partners as well as the companies within the music industry ecosystem. As we look towards sector recovery, we urge the government to restore the budget of the Ontario Music Investment Fund to \$15 million per year.

The whole music industry in Ontario – and the global music industry at-large – is particularly fragile. With this relative fragility of the ecosystem in mind, we believe increased funding has the potential to ensure that small and medium music publishers are able to find new ways to support Canadian songs and songwriters both domestically and globally in a post-pandemic world.

We urge the Government of Ontario to increase funding to the Ontario Music Investment Fund to a total of \$15 million per year in order to better support the sector's ability to emerge from the COVID-19 pandemic.