

Create, Promote, Protect:

Growth and Global Competitiveness for Canadian Music Publishers

About:

Music Publishers Canada works to **CREATE, PROMOTE AND PROTECT** the value of Canadian songs.

MORE THAN 40 MEMBERS, representing Canadian offices of multinational companies as well as independent **CANADIAN-OWNED** small and medium-size enterprises.

Music publishers are the “**FIRST BUSINESS PARTNERS**” of songwriters, lyricists and composers.

Publishers manage songs, breathe new life into existing songs, invest in the creation of new songs that work in different markets and, they’re a **CRITICAL PART OF THE MUSIC INDUSTRY’S SUCCESS**.

Publishers represent and invest in thousands of Canadian songs and songwriters who are heard daily on the **RADIO**, on **STREAMING SERVICES**, in **VIDEO GAMES** and in **FILM, TELEVISION** and other **SCREEN-BASED** productions around the world.

“The sustainability of the Canadian music sector is being imperiled by a longstanding and damaging weakness in our copyright law.” **Eric Miller, fellow at the Canadian Global Affairs Institute and president of Rideau Potomac Strategy Group**

“The inability of policy to evolve with technology has prevented artists from receiving fair market value for their work.” **House of Commons Canadian Heritage report, *Shifting Paradigms***

RECOMMENDATION:

Create a MODERN copyright regime that will maximize the creation and discovery of new Canadian songs and will create jobs in the creative industries sector.

FOR MORE INFORMATION, PLEASE VISIT WWW.MUSICPUBLISHER.CA

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Because of the size of Canada's music market, there is not enough volume — of writers, catalogues, deals, or copyright royalties — for the music publishing sector to thrive domestically. International trade and exports have allowed the sector to grow exponentially in the face of digital transformation and global competitiveness. Our industry plays an important role in improving Canada's export potential and economic recovery strategy. Our members have been able to use Trade Commissioner Service as part of their post COVID strategy to build relationships and exporting Canadian songs around the world.

WHOLE OF GOVERNMENT LENS NEEDED ON CREATIVE INDUSTRIES

The creative industries in Canada accounts for \$53.1 billion in GDP — almost three per cent of overall GDP. More than 666,500 Canadians are directly employed in the creative industries, with countless spinoff jobs that contribute to the economy. They not only support Canadian culture and identity at home and abroad, but also invest in creators and communities from coast to coast to coast. These are businesses that help grow exports, make Canada globally competitive and ensure our economy is diversified. An Economic Strategy Table on Creative Industries offers a much-needed 'whole of government lens' on the creative industries and will significantly contribute to Canada's post-pandemic economic recovery.

RECOMMENDATION:

Support trade programs that take into account activities that allow Canadian companies in the creative sector to grow and export.

RECOMMENDATION:

Establish an Economic Strategy Table on Creative Industries to ensure sector growth and global competitiveness.

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