



February 14, 2018

Mr. Claude Doucet  
Secretary General  
CRTC  
Ottawa, Ontario  
K1A 0N2

**Filed electronically**

Dear Mr. Doucet:

**Re: Broadcasting Notice of Consultation CRTC - Part One Licence Renewal Applications**  
*(filed separately for each licence renewal application)*

1. We thank the Commission for the opportunity to comment on the **Part One Licence Renewal Applications**. The Shaw Rocket Fund ("Rocket Fund") is the only dedicated fund that supports Canadian audio-visual programming as well as non-programming content specifically for children, youth and their families. We are participating in this proceeding to stress the need for original Canadian content for Canada's children.
2. Canadian children are a key stakeholder in the future of Canadian content. As early adopters of technology, kids are shaping how media will be consumed for years to come. At a time where a plethora of foreign content is available on-demand, we must ensure that our children have access to Canadian stories on all platforms. Indeed, Canadian kids must be given the opportunity to experience engaging, Canadian-made stories and media that reflect our Canadian values and diversity, and which respect who they are as citizens of our country.
3. Canadian children and youth represent 22 per cent of Canada's population.<sup>1</sup> Gen Z (born 1996 and later) number about two billion worldwide and one-quarter of the North American population; they are considered the first real global generation where ideas about language, culture, identity and community truly cross borders.<sup>2</sup> In today's global media landscape, it is of utmost importance that Canadian kids have the choice to see themselves, their families and their culture in the media content they consume.
4. The creation of original Canadian children's programming is under threat. While Canadian content production increased by 16.1% to \$3.3 billion in 2016/2017, Canadian children's and youth production decreased by 16.9% to \$521 million.<sup>3</sup> Furthermore, the CMF reported a drop of its contribution to children's programming, to 14% from its historical level of 19-20%<sup>4</sup>, and it is expected to decrease even further in 2017/2018 due to the current Canadian broadcasting climate. It is vital that this decline in the creation of children's content be curtailed.

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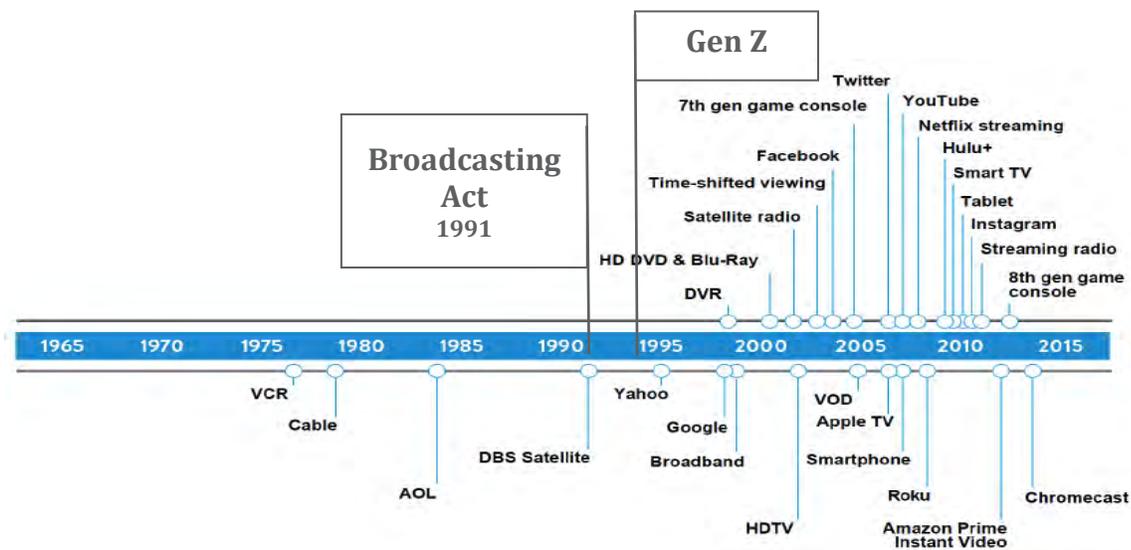
<sup>1</sup> Statistics Canada 2016 Census

<sup>2</sup> Celine Cooper: The Rise of Generation Z, Special to Montreal Gazette, Nov 1, 2015

<sup>3</sup> CMAA Profile 2017, Page 38

<sup>4</sup> CMAA Profile 2017, Page 50

5. We believe Canada’s regulators and governments have a collective responsibility to ensure that our kids continue to experience Canadian stories – *their* stories. The Commission has the ability to implement forward thinking and appropriate policy to ensure that the creation of original Canadian children’s content is not lost during this time of disruption. We urge the Commission to take action now and to consider the impact of any regulatory proceeding and decision on Canadian children’s and youth content - and make Canadian kids’ content a priority within our broadcasting system.
  
6. As part of Creative Canada, Minister Joly’s remarks noted, “Ask anyone to name a Canadian creation that has special meaning to them. They will talk about a book, a show or a song they loved as kids. ... This speaks to how important it is for our children to see and hear stories that reflect who we are as they are growing up. It’s as true now as it was in 1932, when the House of Commons adopted the first Radio Broadcasting Act.” The Rocket Fund agrees: children’s programming is critically important to who we are as a country.



Source: KPCB Internet Trends: Evolution of Content Discovery: 1975-2015, per Nielsen

7. Since 1999, the Rocket Fund has invested more than \$204 million into 803 audio-visuals and associated digital media programs in both official languages, as well as Indigenous and various minority languages, on all Canadian platforms airing youth programming. The Rocket Fund has maximized Broadcasting Regulatory Policy CRTC 2016-343 by supporting programming that drives discoverability at home and abroad. In this way, we are helping meet one of the key objectives identified by the Commission: *A Canadian television system that encourages the creation of compelling and diverse programming made by Canadians.*<sup>5</sup>

<sup>5</sup>Broadcasting Regulatory Policy CRTC 2015-86, Section 4



8. We thank the Commission for the opportunity to comment on behalf of Canadian kids as well as the media sector that knows and represents them. Canadian families aspire to have a broadcasting system that recognizes and takes into account the needs of our children and youth, the leaders of tomorrow.

Sincerely,

A handwritten signature in black ink, appearing to read "C. Shipton".

Christine Shipton  
Chair

A handwritten signature in black ink, appearing to read "Agnes Augustin".

Agnes Augustin  
President & CEO

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