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U.S. SPENDING BY CANADIAN BROADCASTERS SOARS TO RECORD HIGH
Habitual cross-border spending ignores Canadian economy & artists

Toronto – The CRTC just reported another record-breaking year for foreign program spending by Canadian broadcasters, and a 3.3% spending decrease on Canadian programs. Figures show that despite declining revenues, private broadcasters spent a record amount on U.S. and foreign shows in 2009 - 59% of all their programming expenses or \$846.3 million.

“Our Canadian broadcasters are in Hollywood this week, on their habitual cross-border shopping spree. We’re fed up with their previous performances which have pushed our Canadian programming further off the dial.” said Ferne Downey, ACTRA National President. “They’ve been packing their schedules tight with U.S. programming and ready-to-go promotion packages while enjoying the benefit of protection from foreign competition. Let’s hope they surprise us with lots of Canadian programs at their upfronts.”

The new CRTC policy gives Canadian broadcasters free rein on their exhibition of TV drama and doesn’t require that they air any of those programs, so the L.A. shopping sprees continue. ACTRA will continue to press for higher spending requirements and the imposition of exhibition requirements for Canadian programming during the 2011 licence renewal hearings.

“We are sick and tired of our private broadcasters whining about their financial situations while spending hundreds of millions of dollars on Hollywood productions. They are ignoring our Canadian economy and culture, while make millions off Canada’s public airwaves without giving anything back.” said Stephen Waddell, ACTRA’s National Executive Director.

ACTRA (Alliance of Canadian Cinema, Television and Radio Artists) is the national organization of professional performers working in the English-language recorded media in Canada. ACTRA represents the interests of 21,000 members across Canada – the foundation of Canada’s highly acclaimed professional performing community.

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Affiliated with the Canadian Labour Congress (CLC)
and the International Federation of Actors (FIA)

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