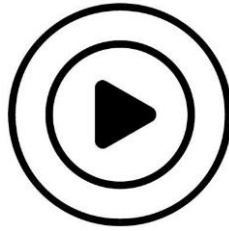


Press release



CONTINUITY – FAIRNESS – SUPPORT

The Coalition for Culture and Media welcomes the announcement that Quebec will tax Netflix and reports on its meeting with Minister Joly

MONTRÉAL, October 3, 2017 - The organizations making up the Coalition for Culture and Media are pleased with the firm stance taken by the Quebec government as demonstrated by the ministers of Finance and of Culture and Communications, Carlos Leitão and Luc Fortin, who have stated their intention to apply sales tax to the services offered by Netflix. The Coalition believes that Quebec's efforts to ensure all players are taxed equally will curb unfair competition and restore the trust of taxpayers, corporations and individuals.

The members of the Coalition also applaud the two ministers' statements in favour of a level regulatory playing field and the motion unanimously adopted by the National Assembly in support of culture and media.

The Coalition now hopes that Ottawa will follow Quebec's example and that, with a view to consistency, the two governments will make the necessary changes so that not only Netflix, but all national and international platforms (Spotify, Apple Music, etc.) will be subject to the same tax regulations. It is now up to the Canadian Minister of Finance, Bill Morneau, to do his part to end this double standard.

A constructive dialogue with the Minister of Canadian Heritage

This morning, the Coalition met with the Minister of Canadian Heritage, Mélanie Joly, for nearly two hours. The approximately thirty representatives present shared their thoughts and concerns about the Creative Canada strategy announced last week and the agreement made by Minister Joly with the U.S. company Netflix.

The open and frank atmosphere of the meeting allowed participants to explain the effects of these announcements on their industry. Coalition members highlighted in particular the fact that private agreements of the type signed with Netflix were not the solution to the current issues facing the culture and communications industry. The Coalition believes it is more important to set an aggressive timeline for implementing legislative and regulatory changes to protect our cultural sovereignty and identity. It was agreed that dialogue on the Minister's transition plan would continue over the coming months.

About the Coalition for Culture and Media

Approximately 40 organizations representing hundreds of thousands of Canadians have signed the declaration to date. More than 3,500 people and organizations joined the movement in Quebec and across Canada in a single week. The declaration is available online at Standingforculture.info, where individuals and organizations can add their voices to this collective call to action.

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Source: Coalition for Culture and Media

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<http://www.manifestepourlaculture.info/>

<http://www.standingforculture.info/>

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