What is Can-Con?

The CRTC, originally established in 1968, is charged with enforcing the Broadcasting Act of Canada. The Broadcast Act declares:

* Each element of the Canadian broadcasting system shall contribute in an appropriate manner to the creation and presentation of Canadian programming;
* Each broadcasting undertaking shall make maximum use, and in no case less than predominant use, of Canadian creative and other resources in the creation and presentation of programming

According to the CRTC, commercial radio stations also have to ensure that at least 35% of the Popular Music broadcast between 6:00 a.m. and 6:00 p.m. Monday to Friday is Canadian content.

In terms of television, during weekday prime time - 6 p.m. to 11 p.m. - the requirement is that 50% of programming must be Canadian.

At the present time, there is a great deal of speculation on streaming/downloading services such as Netflix, YouTube, and iTunes. Some in Canada want these services to adhere to Can-Con regulations, some want them to pay a “Can-Con Tax” to foster Canadian culture development, while a third group want them, as twenty-first century institutions, should be exempt from twentieth century laws.

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