DIGITAL FIRST CANADA

Honourable Senators,

We are the Digital Creators of Canada. With grit, creativity and commitment, we've leveraged the opportunity of digital platforms to create sustainable and successful businesses.

For many of us, platforms have given us a voice and a space to create content that we couldn't find anywhere else. It's allowed us to create uniquely Canadian stories, and share them with the world, at the touch of a button. When our businesses grow, we put money back into the creative ecosystem, so that we can hire, build and cultivate the next generation of Canadian creators.

But right now, our livelihoods are at risk. Bill C-11 could deeply impact how our content is discovered, and how we earn revenue.

Platforms like Twitch, TikTok and YouTube connect viewers with our content based on user interest. But the bill as written would force platforms to prioritize CRTC "approved" Canadian content, meaning the CRTC could decide what content should be promoted in Canada and currently it would be almost impossible for Digital Creators to qualify despite being Canadian.

If the CRTC is artificially promoting some creators over others, viewers may be pushed to watch content they aren't interested in, resulting in more skips and thumbs down, which would impact how our content is exported to global audiences, lowering discovery, viewership, and revenue.

Earlier this year, over 40,000 creators and users raised our voices in the House and through letters to defend our digital businesses against these changes. We were ignored. We now turn to the Senate, and we ask you to review this legislation to ensure that thousands of digital creators across the country can continue to innovate, build communities online and grow.

Our asks are simple. First, remove discovery obligations so that we can continue to thrive, and so that new creators will have the same opportunity for global discovery and success. Second, scope section 4.2 down to protect creators and clearly carve out user-generated content.

We understand that this bill needs to be updated for the digital age. Our hope is that it doesn't destroy the success of so many digital businesses in the process.

Signed by:



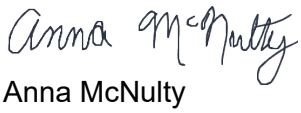
Amanda Lee
2.1 Million YouTube



Dan Hammill
Greenskull / ReadyUpLive
400k TikTok



Jamie Milne
Everything Delish
2.5 Million TikTok



Anna McNulty
3.2 Million YouTube
8 Million TikTok



Darcy Michael
3 Million TikTok



Jessika Harling
900k TikTok



Ashkan Karbas
WatchMojo
24.4 Million YouTube



Elijah Woods
Elijah Woods Music
1 MIllion TikTok



Julie Nolke
1 Million YouTube



Celina Horvath
Celina Spooky Boo
26 Million TikTok



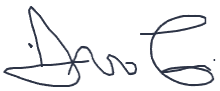
Gregor Reynolds
500k TikTok



Kelsey MacDermaid
Rebecca Wright
The Sorry Girls
2 Million YouTube



Chris Hau
Know Hau Media
570k YouTube



Ivo Coia
Thundermist Lures
100k YouTube



Laura Coia
SewVeryEasy
420k YouTube



Corey McMullan
McMullan Appliance
400k TikTok



J.J. McCullough
850k YouTube



Lewis Hilsenteger
Will Du
Unbox Therapy
18.2 Million YouTube



Jamie Hobson
Hacksmith
13 Million YouTube



Morgan Vera
6 Million TikTok



Robert Randall
Young Actors Project
2 Million YouTube



Linus Sebastian
Colton Potter
Linus Tech Tips
14.8 MIllion YouTube



Morghan Fortier
Super Simple Songs
36 Million YouTube



Sherry Mckay
500k TikTok



Maan Yousuf
800k YouTube



Nichelle Laus
1 Million TikTok



Ssonia Ong
Ong Squad
8.5 Million TikTok



Matthew Bandeira
Matt TV
3.2 MIllion TikTok



Peter McKinnon
5.8 Million YouTube



Vanessa Brousseau
Resilient Inuk
100k TikTok



Max Taylor
Max Emerson Taylor
1.2 MIllion TIktok



Robert Manchurek
Manchurek Triplets
11.7 Million TikTok
5.7 Million YouTube



William Li
3.5 Million TikTok