

June 9, 2026

Via Email

The Right Honourable Mark Carney
Prime Minister of Canada

The Honourable Marc Miller
Minister of Canadian Identity and Culture

RE: Standing Up for Journalism and Local News

Dear Prime Minister Carney and Minister Miller,

I am writing to express Unifor's deep concern regarding your government's recent decision to reverse measures associated with the *Online Streaming Act (OSA)*, particularly those relating to financial contribution requirements for U.S.-based streaming companies.

I respectfully urge your government to reconsider this decision.

Unifor's 9,000 members in the Media Sector work in more than 150 workplaces in nine provinces, in a wide array of occupations, including roles in broadcasting (television and radio), film and television production, newspapers, magazines, periodicals, print (including graphic design, pre-press and production) as well as online services.

In June 2025, the government rescinded the Digital Services Tax (DST), reportedly to advance broader trade negotiations with the United States. In practice, however, the move amounted to a concession to large U.S. technology companies without securing any tangible benefits for Canadians.

The decision to abandon key elements of the OSA risks serious consequences for Canada's media landscape, particularly the local news sector. It will accelerate the spread of so-called "news deserts" across the country, making it increasingly difficult for Canadians to access local journalism and programming that reflects their communities. At a time when misinformation and disinformation continue to proliferate, weakening local news capacity undermines informed public discourse and democratic engagement.

The Liberal government's decision to exempt major U.S. streaming platforms from contributing to Canada's media ecosystem will force traditional Canadian broadcasters to

seek reductions or elimination of their own contribution obligations in the name of regulatory fairness. In support of those arguments, broadcasters will undoubtedly point to their ongoing financial challenges, which will inevitably lead to yet another wave of layoffs, service reductions, and closures across the Canadian media sector.

While the government's announcement of \$600 million in support for Canada's audio and audiovisual industries is welcome, it does little to address these concerns. Although some reports suggest a portion of this funding may be directed toward local news, a one-time funding commitment cannot replace the structural, sustainable funding mechanism that the OSA was designed to create. The Act offered a long-term solution aligned with the principles of Canadian broadcasting policy and would have provided much-needed financial stability to a sector facing an ongoing crisis.

To be clear, Unifor believes public investment must continue to play a vital role in supporting Canada's media sector, particularly local journalism. However, the OSA was intended to establish new sources of funding from private-sector companies that profit from access to Canadian audiences. By abandoning these measures, the government is allowing these companies to continue operating in Canada without a meaningful obligation to reinvest in the Canadian media system.

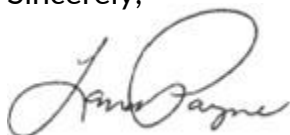
In effect, the government is relieving large U.S. technology and streaming companies of their responsibility to support Canada's media ecosystem while shifting the burden onto Canadian taxpayers. This approach is difficult to reconcile with the government's stated commitment to defending Canadian interests and strengthening domestic industries.

The other consequence of this decision is further delay in the implementation of the OSA and the flow of money to the Canadian broadcasting system. Domestic broadcasters are already struggling and Unifor fears that even these delays, notwithstanding the policy about-face, will have severe consequences.

Journalism and local news are essential pillars of a healthy democracy. Unifor remains committed to advocating for a sustainable, diverse, and inclusive media sector that serves Canadians in every region of the country.

Given the significance of these issues, I respectfully request an urgent meeting to discuss our concerns in greater detail and explore ways to ensure the long-term sustainability of Canada's media and local news sectors.

Sincerely,

A handwritten signature in black ink, appearing to read "Lana Payne". The signature is fluid and cursive, with the first name "Lana" being more prominent than the last name "Payne".

Lana Payne
National President

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