MEDIA
Sector Profile

Sector Facts and Figures, 2016

Industry Sales*	$13.2 billion
Change since 2007	*+$0.1 billion*
Total GDP	$21.5 billion
Share of Canadian GDP	*1.3%*
Exports	$1.16 billion
Imports	$1.54 billion
Foreign Trade Balance	$-380 million
Change since 2007	*-190%*
Total Employment	220,000
Change since 2007	*-14%*
Average Hourly Wage (Excluding overtime)**	$23.60
Inflation-adjusted change since 2007	*-20%*
Productivity Growth 2007-2016	2%
Average Work Hours/Week (Excluding overtime)	36
Average Overtime Hours/Year	42
Greenhouse Gas Emissions (Kilotons, 2014)	1,467
Share of Canada's total industrial emissions	*0.25%*
Union Coverage Rate (Approximate)	20%
Unifor Members in the Industry	12,600
Share of Total Unifor Membership	4%
Number of Unifor Bargaining Units	201
Average Bargaining Unit Size	60

Source: Cansim; Trade Data Online; Innovation, Science and Economic Development Canada; Unifor Research Department. *2014 data includes the operating revenue for radio & television broadcasting and newspaper publishers. ** 2015 data.

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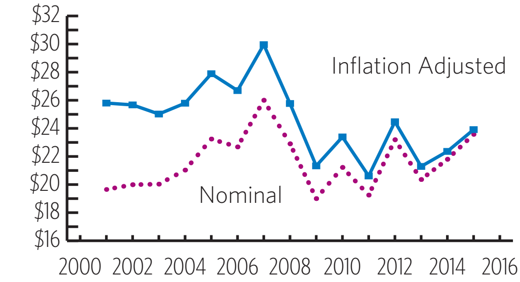
Current Conditions

The Canadian media industry faces significant challenges. The traditional revenue model that sustained newspapers and local television broadcasters for decades has broken down. With the shift to digital media, advertising dollars have dried up. Daily newspapers, for example, have seen a 40 per cent drop in revenues since 2005. Not only has this shift re-routed advertising dollars to online giants like Facebook and Google, but it has also made access to foreign-based news and entertainment a lot easier, driving viewership away from Canadian sources. Paid subscription rates (whether in cable TV or newspapers) are declining, further eroding revenue that supports Canadian-content, including journalism. On the print side, advancements in technology have spurred business consolidation, resulting in job losses and closures.

Employment, 2001-2016

And while Unifor's media sector added $21 billion to Canadian GDP in 2016, that figure was 22 per cent lower than in 2007 after

Average Hourly Wage, 2001-2016



adjusting for inflation. Having run modest trade surpluses in the years prior to 2007, Unifor's media sector has consistently run trade deficits since 2008, which further undermines the sector. Employment has also fallen since the Great Recession of 2007-08, having declined by some 40,000 positions. The combination of shrinking industry revenue and fewer employment opportunities has taken a toll on hourly wages, which fell from $30 in 2007 to $24 in 2015 (after adjusting for inflation)—and this despite the fact that there has been modest gains in labour productivity over that period.

Adapting to this new reality has been challenging for media workers. Unlike in the film industry, where a low dollar has helped boost production and job growth, the wages, pensions and benefits of most media workers have been under attack. Most workplaces face major staff reductions and downsizing (in television, more than 260 editorial and in-house operations jobs have been cut in Unifor workplaces since 2014). Despite a much needed funding boost to the CBC, the future of public broadcasting is often caught in political crosswinds. With hiring levels down in both public and private spheres, firms are relying more heavily on part-time as well as freelance and independent workers, effectively propelling a more precarious jobs market.

Unifor in the Canadian Media Industry

Select Unifor Employers	Approx. # Members
Bell Media	2,100
NABET 700-M	1,125
Corus	830
Winnipeg Free Press	700
Postmedia	600
Rogers Communications	550

Approximately one in twenty-five Unifor members work in the media sector. Unifor's 12,600 media members are distributed across two hundred bargaining units in nine Canadian provinces, though nearly 60 per cent work in Ontario. This sector of the Canadian economy has above-average levels of union representation, with roughly one in four workers covered by a collective agreement (the private sector average is one in six).

Unifor members work in a wide array of occupations, including roles in broadcasting (television and radio), film, newspapers, magazines, periodicals, print (including graphic design, pre-press and production) as well as online services.

One out of every six Unifor media members is employed by Bell Media, which is the largest Unifor employer in this sector. Together with the members at NABET (Local 700-M), Corus (Shaw Communications), the Winnipeg Free Press, Postmedia and Rogers Communications, the six largest employers in Unifor's media sector account for nearly half of this sector's membership.

Moving Forward: Developing the Media Industry

It is difficult to imagine any resurgence in the Canadian media industry without some form of government or regulatory intervention. Left to its own devices, the industry will naturally trend toward greater corporate concentration and American domination–an unfavourable outcome that limits the diversity of voices and opinions Canadians are exposed to. In television, the CRTC (Canada's broadcast regulator) can use its licensing powers to require big, vertically-integrated companies like Bell, Rogers, Shaw/Corus and Videotron to produce and air more quality, original, in-house and locally reflective programming. The CRTC can also make a decision to license online broadcast services (think Netflix or CraveTV) that will eventually become the dominant broadcasting platform. Such licenses could ensure a portion of Canadian revenues are funnelled back into content creation.

Legislative changes can allow local TV broadcasters to draw support from media production funds like the Canada Media Fund. Government can close tax loopholes to ensure foreign-service providers remit their fair share of sales taxes. This is coupled with modern tax policies that boost digital advertising revenues for Canadian firms, particularly newspapers, as well as innovative measures to ensure funds help boost the number of professional "feet on the street" journalists. None of this precludes supporting alternative ownership models for media, both in content creation and in distribution.

In print, government tools are limited. However, Ottawa could reintroduce "printed in Canada" rules within its Canadian Periodical Fund. This would require that any firm accessing public dollars to cover print costs would have those materials produced in domestic shops.

The end goal is a more diverse and locally sustainable media industry that is reflective of Canada's multiculturalism, its Indigenous heritage and is driven by quality content and professional journalism.

Major Sector Development Issues

- CRTC should use its licensing powers to require large Canadian media companies to produce more local and culturally-relevant content.
- Government should close tax loopholes and ensure foreign-service providers pay their fair share of taxes.
- Government should introduce "printed in Canada" rules to incentivize more domestic printing production.