

Rethinking Canadian Culture and Arts Policies



Paul Hoffert
Mapping Canada's Cultural Policies
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A Framework for Change



Trends

Policies

Moving Forward

Trend 1 – Return to Local Culture

Pre-Industrial Culture Was Local

- **Villages, Towns, & Small Cities**
- **Trade Was Mostly Local**
- **News Traveled Slowly**
- **Conquests Were Infrequent**
 - **Acculturation**
- **Cultural Diffusion Was Slow**

Industrial Age Was Global

Modern Corporation (1844)

Capital For Railroads & Ships

- **And Other Enterprises**

Limited Liability

Anyone Can Invest

Anyone Can Make Big Money

Leads to Globalization

Globalization



Economies Of Scale

Corporations and Markets Expand

Product Harmonization

- **Sell Same Products And Services Everywhere**

Local Cultures Are Disrupted

Cultural Diffusion is High

Regional Companies -> National

National Companies -> Trans-National

Trans-Nationals



Also Called Multi-Nationals

**Transcend Nations and
Governments**

Responsible To Shareholders

- **Not Citizens**

**52 of 100 Largest Economies are
Corporations**

- **48 are Countries**

Culture Harmonization



Sex And Violence in Movies

**Images of Sex And Violence
Transcend Cultures,
Languages**

**Big International Box Office For
Movies With Little Dialogue (Sly
Stallone, Jim Carrey)**

**Woody Allen, Movies Don't Sell
Well Abroad Because Of Local
(New York) Cultural Content**

McLuhan's Global Village?

Trading, Communications,
Travel Are Global
Cultural Diffusion Is Rampant
Global Culture Is Harmonized
Global Community Replaces
Local Community

Global Village Is a Myth

Who Cares About Billions of People?

- We Recognize 1,000 Others
- We Keep Track of Only 150
- We Trust Only 20

Infrastructure is Global

- Banking and Communications

BUT,

Content and Culture are Local

Decline of Globalization - Ex 1

McDonald's Hamburgers

- **Chorizo Burgers in Mexico**
- **Fish Burgers in Nova Scotia**
- **Asterix, the Belgian comic book character, has replaced Ronald McDonald in Europe**

Decline of Globalization -

Ex. 2

Marvel Introduced Spider-Man India (2004)

Local Indian Customs, Culture

- **Spider-Man Mythology More Relevant Locally**

Pavitr Prabhakar Of Mumbai

- **Not Peter Parker of Queens**

Pavitr Leaps Rickshaws & Scooters

- **In Indian Streets**
- **Swings From Taj Mahal**

Spiderman (India)



Neighbourhood Problem



**Canada is a Multi-Cultural (Local)
Society Living Next Door To A
Melting Pot (Global) American
Culture**

**Canada's Cultural Policies Fit Much
Better With 21st Century Realities
But Canada Is Relatively Weak
Because Of Its Smaller Size And
Economy**

Challenge to Nationhood



Definitions of Country

1. Territorial Integrity

2. Cultural Integrity?

Result Is Cultural Content Gap



We Need to Support

- Canadian Stories
- Canadian Faces
- Canadian Voices
- French Canadian Language
- Aboriginal Cultures
- Immigrant Cultures

Local -> Global Actor



Trend 2 - Bagel Effect



Dis-intermediation – hole in middle

- middle managers
- mid-sized companies

De-Centralization



**CDN Fiscal Imbalance \$ to
Provinces**

Quebec Separatists

Break-Up of Soviet Union

EU -> Return to Nation State

- **Herald Tribune March 1, 2006**

Rise of Internet - No Center

- **Perfect Bagel**

French & Dutch Euro NO Vote

Infrastructure Harmonization OK

- **Euro**

Political Harmonization NOT OK

Cultural Harmonization NOT OK

Contents Harmonization NOT OK

- **LOCALIZATION INCREASING**
- **GLOBALIZATION DECREASING**

Dis-Intermediation



Less Power in Middle

- Mid-Size Organizations (Indies)
- Mid-Career Artists

Downsizing

- Fewer Middle Managers

Fewer Middle Companies

- Wholesale
- Distributors

De-Regulation



Mergers

Acquisitions

Larger Organizations Grow

Small Organizations Grow

- **Barriers to Entry are Reduced**

Mid-Sized Organizations Vanish

Bagel Effect Components



Indies



Nurture Local Creators

Produce Local Content

**Give Artists Experience to Grow Into
International Stars, Mirroring
Canadian Faces and Stories in Their
Works and Sharing These With Global
Audiences.**

Canadian Indies



Heart of Cultural Industries

Difficult to Survive

Need Increasing Government Support

Broadcasters Are Moving From

Canadian Producers to Inexpensive

Popular US Product

Near Annihilation of English Canadian

TV Drama

Cultural Bagels



Big Arts Organizations -> Bigger, Global

- **AGO, Stratford, Alliance Films**

Creators Reaching Audiences Directly

- **Less Reliance on Indie Book, Record, Film, and TV Companies**

Cultural Industries Are Caught in Squeeze

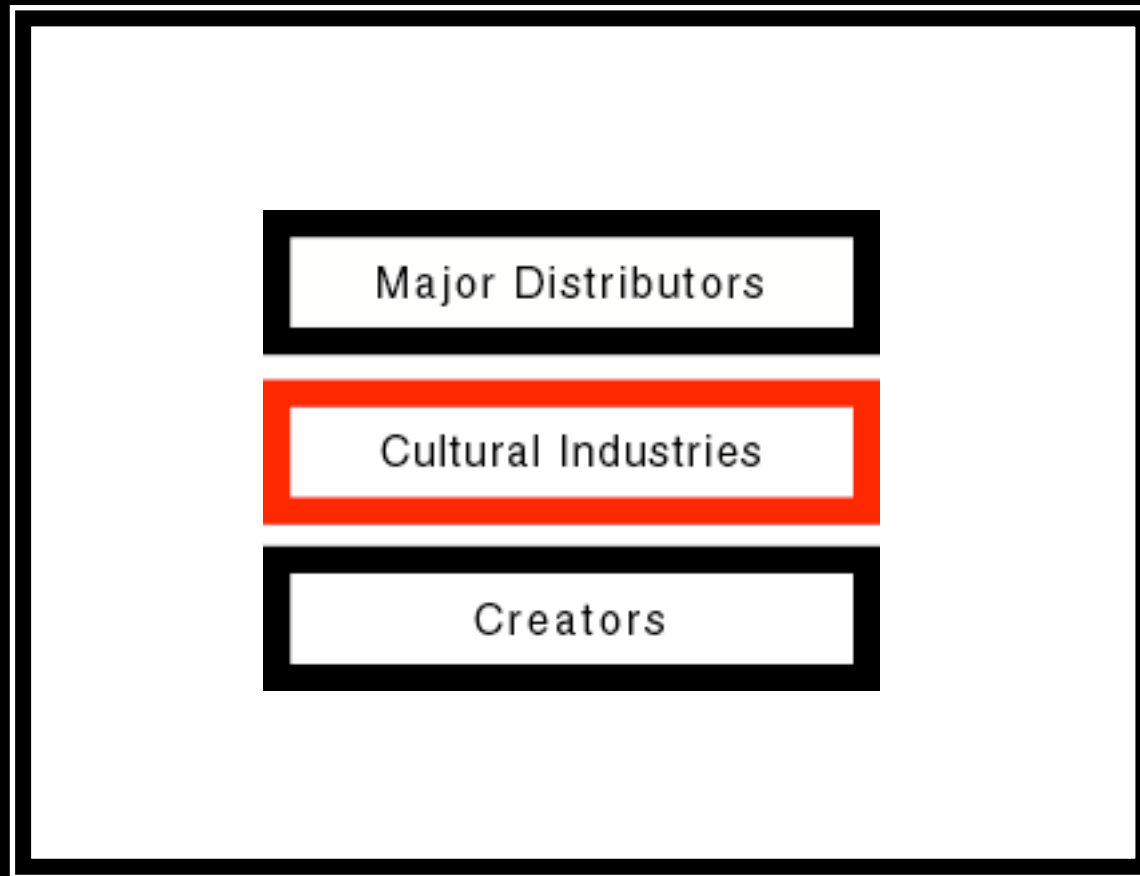
Content Gaps



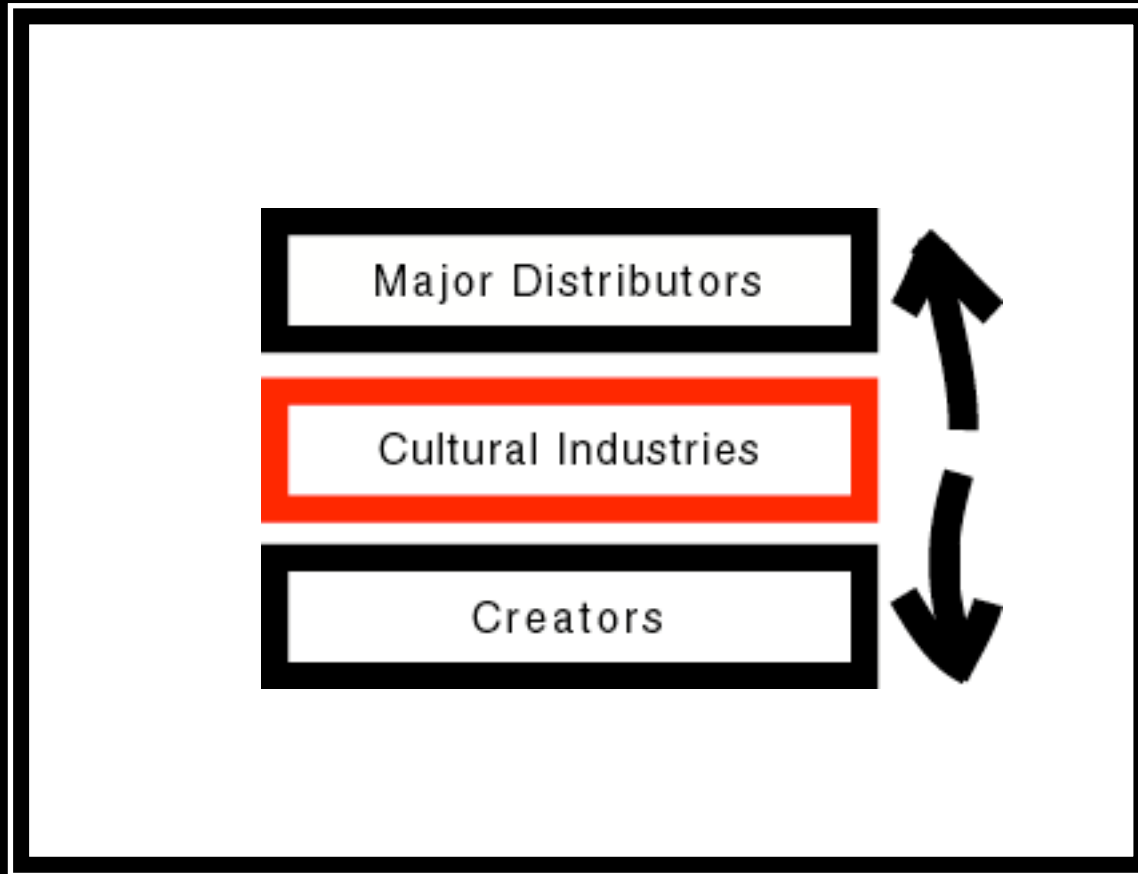
As Indie Production Companies Fade

- Canadian Stories?
- Canadian Faces?
- Canadian Voices?
- French Canadian Language?
- Aboriginal Cultures?
- Other Immigrant Cultures?

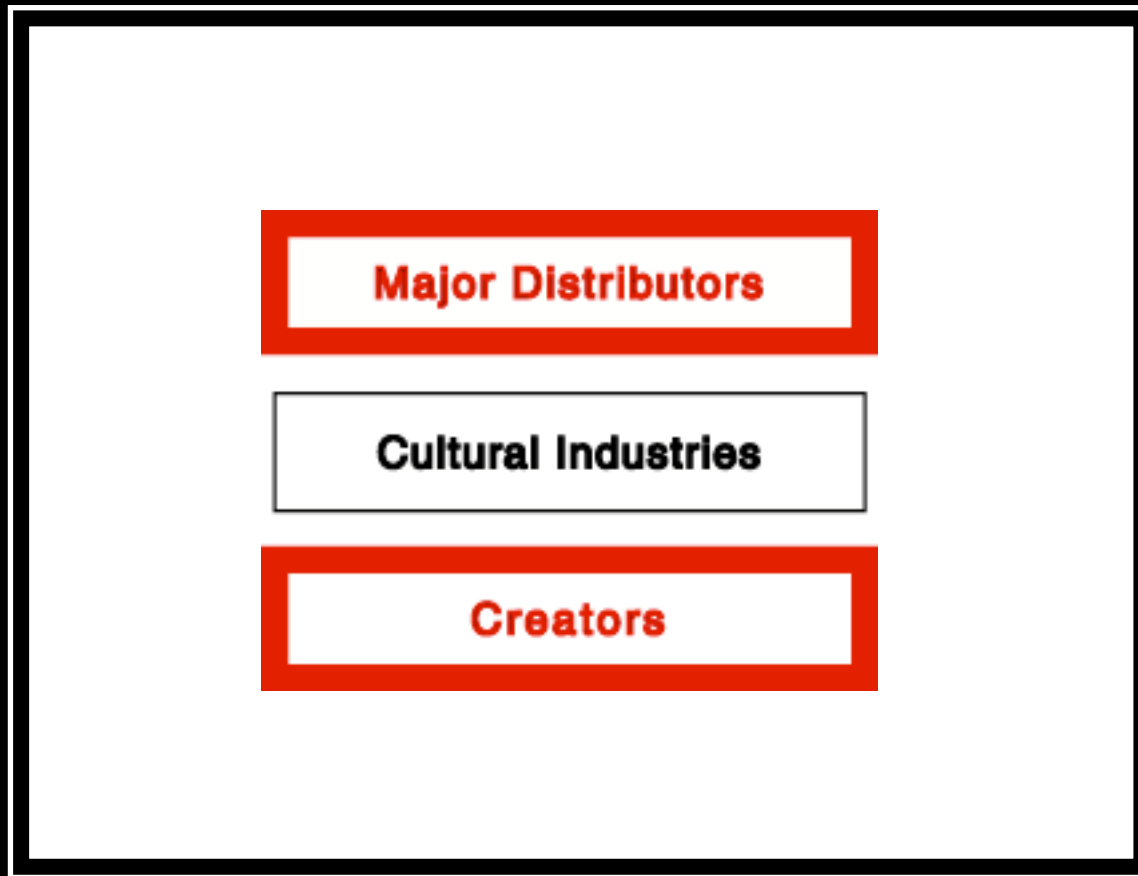
Legacy Content Distribution



Cultural Bagel Effect



New Content Structure



Canadian Support System

Doesn't fit 21st century

Aimed at Indie Producers

- **Books, Film, TV, Music**

Doesn't Acknowledge Content

**Culture Becomes Content When It's
Available Online**

**Language of Culture and Commerce
Are Un-Naturally Separated**

Public Support for Culture

Creator/Artist Community

- Drives Innovation
- Early Adopters of Technology

Lascaux Caves

- 14,000 Years Ago
- Artists Supported by Their Community



Cultural Policy - Legislation

Copyright

- Lose-Lose for Government?
- WIPO
- Incremental?

Status of the Artist

- Needs All Provinces
- Very Helpful

Cultural Policies - Regulation

CRTC – Satellite Radio Decision

- **Dismantle Cancon?**
- **Dismantle CRTC?**

Internet (Public)

- **1997 Intervenors Said Don't (Can't) Regulate**
- **Can Easily Be Regulated**
- **ISPs Could Finance CanCon Like Broadcasters**

Could Create Canada.ca

- **CanCon Network Layer**
- **Between Intranets and Internet**

Cultural Policies - Taxation

Creator Tax Exemptions / Credits

Like Ireland?

Stimulate Production At Innovation Level

Ontario Arts Council Survey 1995

- **Overwhelming Support From Taxpayers in Small Towns Who Said “We Don’t Want to Live in a Place that doesn’t Have a [Theatre; Art Gallery; Orchestra; ...].”**
- **“It’s Like Having a Hockey Rink”**

Cultural Policies - Programs

Stimulate Creation:

**Tomorrow Starts Today
(CAP)**

Make Permanent

CHIN - Cultural Memories

CBC



CBC/SRC Option 1

- Increase Funding
- Make Commercial-Free
- 100% CanCon

CBC/SRC Option 2

- Decrease Funding
- Kill TV (Don't Compete With Private)
- Keep Radio

National Film Board

Mandate Change

Refocus on Emerging Media

- **Big Screen is Now Home Theatre**
- **Small Screen is Now Cell Phone**

Find New Norman McLaren's

- **Push Boundaries**
- **Put Canada at International Forefront**

Change Name - National Media Board

Telefilm



Crucial For Television Industry

Leverage is Very High

- **When \$60 Million Reduced, Industry Collapsed**

Stimulate Private Funds

- **Shaw, Cogico, Bell ...**
- **More Efficient**
- **Adapt to Change Quicker Than Telefilm**
- **Less Bureaucratic**

Arts Councils



Increase Support

Excellent Value

- **Peer Juries are Inexpensive and Authoritative**

Yes 2x Canada Council

Government Ministries



Reorganize Ministries

Merge (Parts of) Heritage, Industry

Culture & Communications (Again)

Copyright Can Become Whole

Impact of Digital Media

Internet

Blogs

DVD

Rise of Amateurism

- Threat, But Also Boon
- Find Way to Incorporate

File-Sharing, Remixes, Mashups

Long Tail of Consumption

Everything You Can't Buy at the Local Mall, Where Shelf Space Limits Customer Choice

Amazon and eBay Rely on Long Tail

Industrial Age, Was 90%-10%

Info Age is Perhaps 50%-50%

VERY GOOD FOR CANCON

New Currency

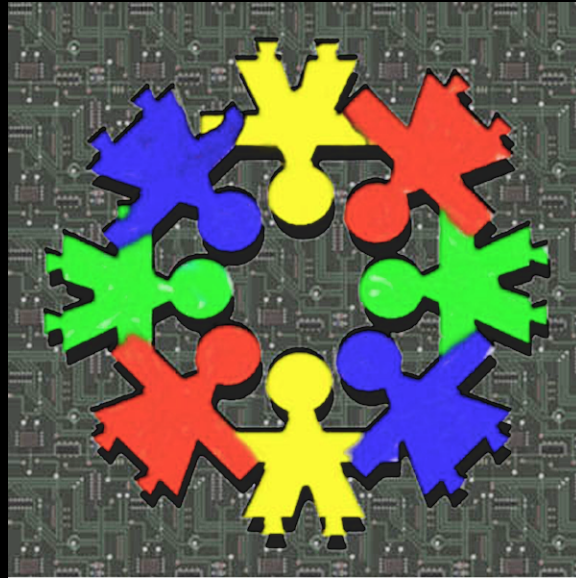


**Old Currency Based on Goods,
Services, Natural Resources**

**New Currency Based on
Experiences**

- **Watching a Movie**
- **Olympics on Your cellphone**
- **Listening to Your iPod**
- **Accessing Internet Databases**
- **Reading a Document**
- **Less Tangible Value**

Digital Music Exchange–DMX



Objective, Strategies

Objective

- **Convert Illegal File Sharers to Paying Customers**

Strategy

- **Deliver Features of Illegal Services at Very Low Cost to Consumers [Sometimes Zero]**
- **Pay Content Owners Billions in Royalties**
- **Use Local Content Interface with Global Back-Office and ToolKits**

Legal P2P File-Sharing

Perfect for Canadian Content

Perfect for All Local Contents

Wrap Global Back-Office with Local User Interfaces

- Language
- Culture
- Economic Environment

Share With Rest of World

Like Illegal P2Ps



Sharing

- Downloading
- Streaming

Copying

Derivative Works (Some)

No TPM or DRM

Business Model

Non-Profit Co-op

- Content Consumers And Suppliers
- Transparent Operation, Financials
- 100% Income Paid to Content Suppliers
 - Minus Admin Fee

Wholesale to Intranets (ISPs)

- Consumer, Campus, Enterprise, Government
- Monthly Subscriber Fees

Governing Council



Content Suppliers Elect Directors

Subscribers Elect Directors

Directors Appoint Experts

Similar to Some Copyright Collectives

Where Do We Go From Here?

The Future

**Is Not What it Used to
Be**