

Chapter 8: Communications Policy: Sector by Sector

Introduction:

- *convergence: the digital merging of previously distance analog technologies, media forms, and media industries*
- *interactivity:*
- *take into account changes:*
 - media ecology
 - policy of environment
- cultural industries:

Telecommunications:

- telephone industry
- Canadian radio television and telecommunications commission (CRTC): charged with enforcing the rules laid out in the Telecommunications act
- common-carriage:

8.1 Telecommunications Act, Section 7*:

Telecommunications Policy Issues:

- convergence, net neutrality, competition in wireless service provision, and foreign investment
- wireless spectrum

8.2 Net Neutrality: Twenty-first-century common carriage?

- net neutrality: refers to internet service providers treating all content and applications equally, without degrading for prioritizing serviced based on their source, ownership or destination

Broadcasting:

- 17 billion dollar industry
- streaming
- protection of CANADIAN CONTENT

8.3 Over-The-Top Challenge to Broadcast Regulation

8.4 Broadcasting Act, Section 3: "Broadcasting policy for Canada":

- cultural sovereignty
- fee-for-carriage: a fee for the use of their signals by cable and satellite distributors
- CRTC duties
 - defining categories of broadcasting licenses
 - issuing and renewing licenses, up to a maximum of seven years
 - modifying existing license conditions
 - suspension or revoking licenses
 - listening cable distributes and satellite delivery systems
 - hearing complaints about the broadcasting system
 - reviewing mergers of media companies

8.5 The MAPL system— Defining a Canadian Song:

- M (music): the music is composed entirely by a Canadian
- A (artist): the music is performed, or the lyrics are sung, principally by a Canadian
- P (performance): the musical selection consists of a live performance that is recorded wholly in Canada, or performed wholly in Canada and broadcast live in Canada
- L (lyrics): the lyrics are written entirely by a Canadian

8.6 Copyright:

- trade liberalization

8.7 The Video-Game Industry in Canada: A Snapshot: