

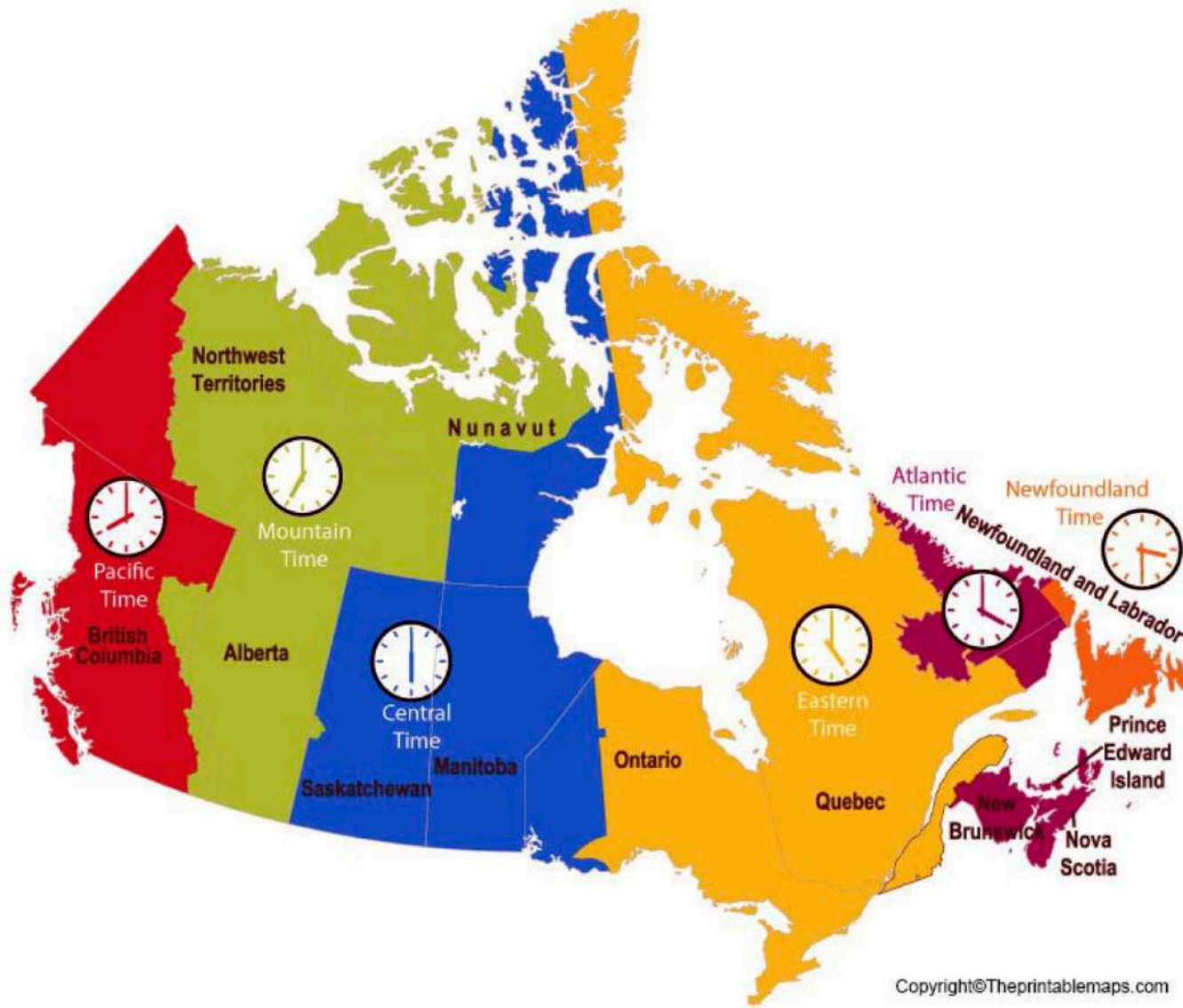
Canada

market overview

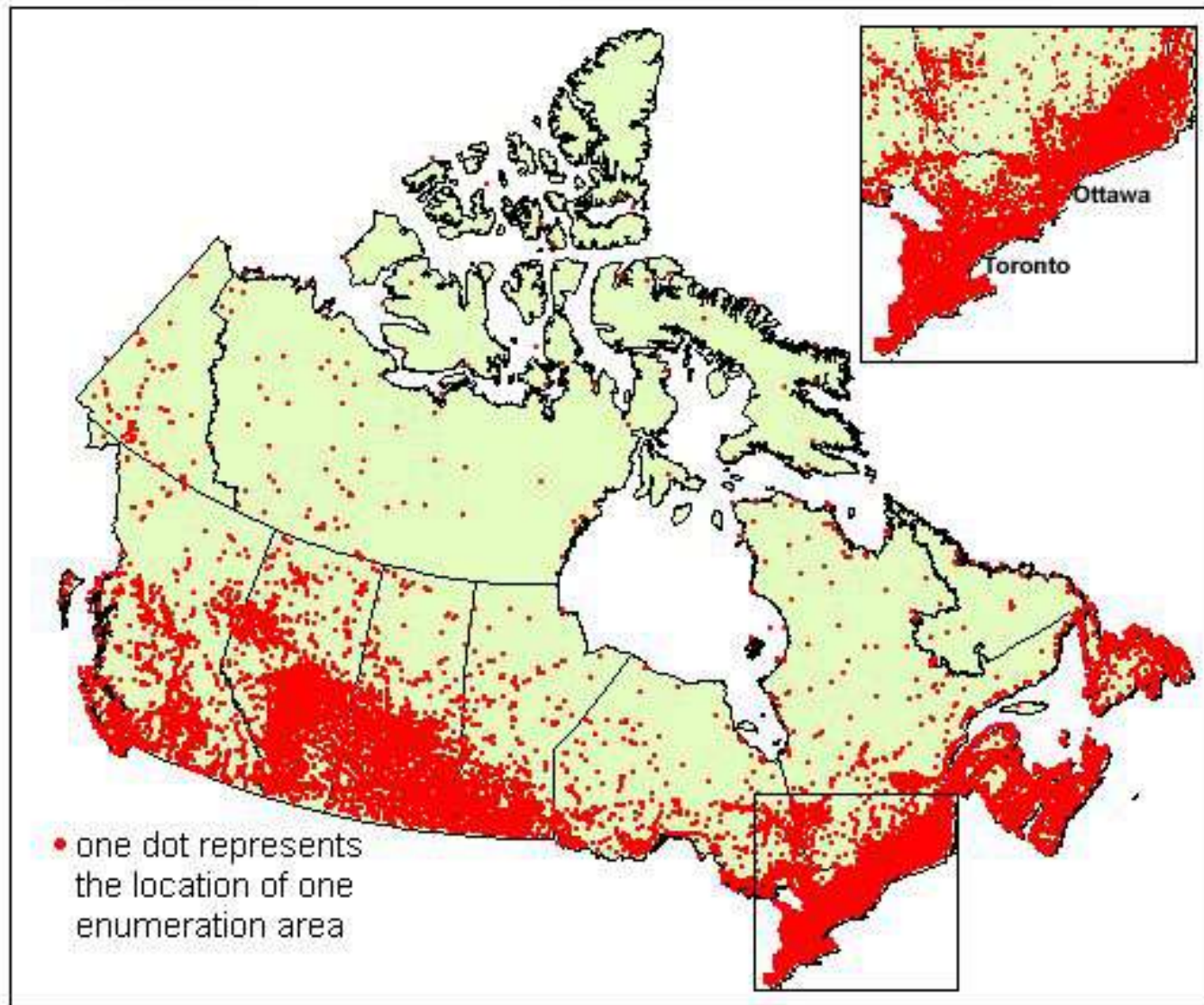
Agenda

1. Geography and population
2. Languages spoken and market duality
3. Provinces, major markets/cities
4. Size of the recorded music market, streaming vs physical
5. Radio broadcasting regulations and national quotas
6. Collection societies
7. Synchronization
8. Touring
9. Print media





Population: 38.25 million



GDP:

\$1.64 trillion

(world's 9th largest economy)

The only G7 country that has a comprehensive trade agreement in place with all other G7 countries.

Mother tongues

58% English

21% French

23% Other

Market duality: Québec and the RoC

French-language market
English-language market

Two independent music
trade associations:

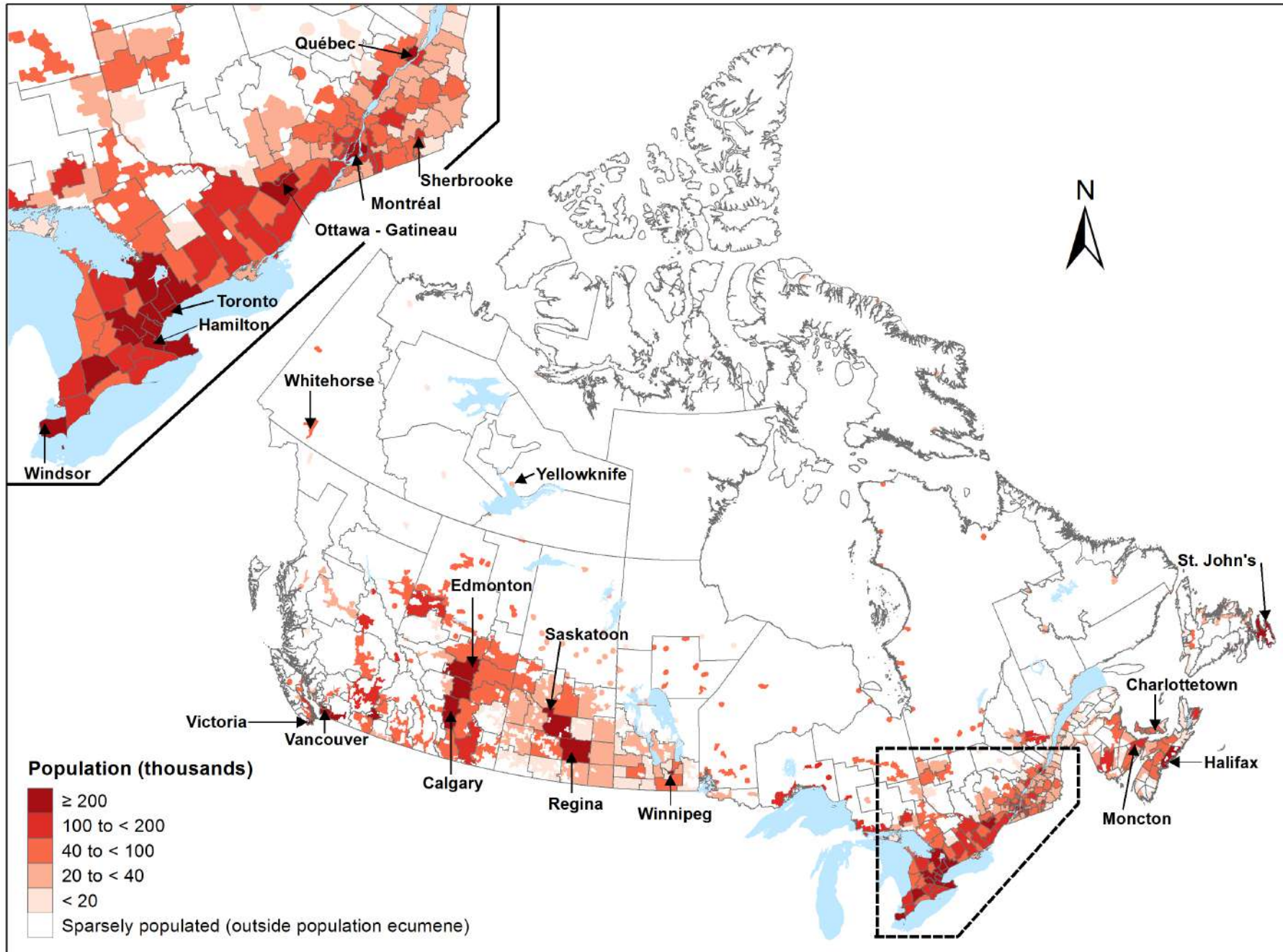
CIMA
ADISQ

41.1% of Canadians
speak 2 or more
languages.

Top 10 languages spoken

1. English:	31,628,570
2. French:	10,563,235
3. Spanish:	1,171,450
4. Mandarin	987,300
5. Punjabi:	942,170
6. Arabic:	838,045
7. Hindi:	761,425
8. Tagalog:	737,565
9. Cantonese:	724,925
10. Italian:	547,655

Map 1.1
Population distribution as of July 1, 2019, by census division, Canada



Source: Statistics Canada, Centre for Demography.

Recorded Music market size (2021):

USD \$583.6 Million

8th largest music market in the world

Physical sales (2021):

USD \$66.3 Million

7th largest market for physical

Share of Total Volume

By Format and Selected Top Genres

	Genre	Albums + TEA + SEA On-Demand	On-Demand Audio Streams	On-Demand Video Streams	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales
1	Pop	31.1%	31.9%	40.50%	9.9%	11.7%	7.0%	39.3%
2	R&B/Hip-Hop	12.9%	13.3%	13.20%	6.7%	6.6%	6.7%	9.0%
3	Alt. Rock	7.3%	6.4%	7.00%	20.6%	22.5%	17.7%	6.0%
4	Country	6.5%	6.20%	4.40%	7.6%	8.3%	6.6%	9.8%
5	Electronic/Dance	3.7%	3.7%	4.20%	2.90%	2.8%	3.1%	4.6%
6	Hard Rock	1.7%	0.9%	0.80%	14.3%	16.2%	11.1%	1.30%
7	Latin	1.2%	1.3%	1.40%	0.2%	0.2%	0.3%	1.0%
8	Classical	1.0%	0.9%	0.50%	2.8%	2.8%	2.8%	0.8%
9	Jazz	0.7%	0.6%	0.30%	2.40%	2.70%	1.90%	0.7%
10	Children	0.9%	0.8%	1.90%	0.8%	0.7%	0.9%	0.8%
11	Christian	0.4%	0.3%	0.30%	1.2%	0.8%	1.7%	0.6%

Radio broadcasting:

35% of music programming
must meet Canadian-content (MAPL)
requirements

Music (composer)

Artist (musician)

Lyrics (author)

Production (country)

Collection Societies:

SOCAN

CMRRA

ReSound

Connect, SOPROQ (“makers”)

ACTRA-RACS, Artisti, MROC (“performers”)

Synchronization

domestic productions (2020)

757 television series

112 theatrical feature films

foreign location/service productions (2020)

166 theatrical feature films

224 television series

Touring

No work permit needed if artists:

1. will be in Canada for a limited period of time,
2. are not being hired for ongoing employment, and
3. are not involved in making a movie, television or radio broadcast.

Print media

Top-5 daily newspapers:

Globe & Mail (356,561)

Toronto Star (360,515)

Journal de Montréal (279,097)

National Post (163,759)

Journal de Québec (158,342)

magazines:

US and UK publications dominate

Questions?
Comments?