

TABLE OF CONTENTS

Executive Summary	3
I. The Debate about Trade and Culture: The Canadian and American Views	5
II. The International Environment	8
A: The Global Film Industry and the Domination of Hollywood	8
B: An Overview of Trade and Investment Agreements' Implications for the Film Industry	10
i) The World Trade Organization	11
ii) The FTA and the NAFTA	13
iii) The MAI	14
iv) The Challenges Imposed by Global Trade and Investment Agreements ...	15
C: The Other Challenges of Globalization	17
i) The Technological Challenge	17
ii) The Commercial Challenge	18
iii) Meeting the Global Challenges	19
III. Two Distinct Industries Facing Different Global Realities	21
A: The Canadian Industry	21
i) Canadian Support Measures	21
ii) Production	24
iii) Distribution	25
iv) Exhibition	28
v) Canadian Policy Direction in light of International Obligations	30
B: The United States Industry	31
i) United States Support Measures?	32
ii) Production	36
iii) Distribution and Exhibition	37
iv) Vertical Integration and Anti-Trust	39
v) Impact of the United States Industry on Canadian Policy	41
Bibliography	43