

CULTURAL PRODUCTS AND SERVICES

- ▶ **Annual sales above \$22 billion**
- ▶ **Exports of \$4.47 billion**
- ▶ **640,000 jobs**

Canada's cultural sector is a diverse industry that is making significant contributions to Canadian prosperity and jobs in every region of the country. In addition to its economic contributions, the sector's artistic and cultural content represents an important reflection of Canadian identity, values and diversity.

The sector includes: cultural goods (e.g. books, newspapers, periodicals, printed music, film, recordings, CD-ROMs and Internet-based products); cultural services (e.g. traditional or interactive broadcasting, editorial or design services that support the creation and dissemination of cultural products); and intellectual property (e.g. royalties, licensing and subsidiary rights of ownership).

Recognized for unique, high-quality content, the sector offers a wide range of regional products and services building on Canada's bilingual, Aboriginal and multicultural heritage, as well as urban and rural communities.

Technological convergence and globalization are increasing both



international competition and opportunities for cultural content. While Canada's arts and cultural sectors have sought to capitalize on the resulting opportunities, they have not yet reached their full potential.

Today, Canada's cultural sector is poised to capitalize on growth opportunities that continue to emerge as a result of an ongoing global shift towards the knowledge-based economy. The primary destination for Canadian cultural exports will likely continue to be the U.S., which currently accounts for 94% of exports. Cultural entrepreneurs will need to diversify their export markets to take advantage of the strengthening world demand for content. Europe presents significant growth opportunities, as do emerging markets in Asia and Latin America.

*Since its inception 29 years ago, **Mermaid Theatre of Nova Scotia** has brought the magic of the performing arts to more than two and a half million spectators on four continents. The Windsor company boasts an international reputation for imaginative family-oriented productions that incorporate sophisticated puppetry, original music and spectator scenic effects. Mermaid's vibrant, creative homegrown children's theatre has been enjoyed by audiences across Canada, the U.S., Mexico, Japan, Ireland, Scotland, Wales, Holland and Australia. During the summer of 2001, Mermaid extended its reach to Hong Kong and Macau.*